

DMD C116: VISUAL DESIGN (PHOTOSHOP)

Item	Value
Curriculum Committee Approval Date	11/15/2024
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This Visual Design with Adobe Photoshop course introduces students to essential tools and techniques for creating, editing, and optimizing digital images. Through hands-on projects, students will explore design principles, color, typography, and non-destructive editing methods. Emphasis will be placed on managing layers, masks, blending modes, and retouching tools to develop professional-quality visuals. Students will prepare projects for various platforms, including web, print, and video, while considering audience needs and copyright requirements. By the end of the course, create and export designs with a strong visual impact. No art background required. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Evaluate and apply design principles to create and refine digital images using Adobe Photoshop, demonstrating proficiency in editing techniques.
2. Analyze project requirements to design, develop, and export digital graphics for various platforms, including web, print, and video, with consideration of audience needs and copyright requirements.
3. Create and manipulate visual elements by applying selections, layers, blending modes, and filters to achieve complex design solutions.

Course Objectives

- 1. Identify the purpose and audience for digital images in web, print, and video projects.
- 2. Demonstrate understanding of key Photoshop terminology related to layers, masks, and editing tools.
- 3. Set up Photoshop documents with appropriate settings for web, print, and video outputs.
- 4. Import and organize assets into projects, utilizing layers to manage design elements effectively.
- 5. Make and refine selections using a variety of Photoshop tools to isolate or edit image components.
- 6. Apply design principles to create visually compelling compositions using text, color, and layout techniques.
- 7. Use blending modes, opacity, and masking techniques to control the visibility and interaction of layers.

- 8. Edit and transform digital graphics using non-destructive editing tools such as adjustment layers, smart objects, and layer masks.
- 9. Prepare and export digital images in appropriate file formats for web, print, or video platforms, ensuring quality and file optimization.

Lecture Content

Introduction to Adobe Photoshop and Visual Design Working with Layers and Selections Color and Digital Image Creation Typography and Text Effects in Design Masks, Blending Modes, and Layer Styles Non-Destructive Editing Techniques Retouching and Reconstructing Digital Images Exporting and Optimizing Images for Web, Print, and Video Prepare final portfolio and peer review

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include, but are not limited to, lecture, discussion, projects, and small group activities. Instruction will be supplemented, where appropriate, by digital media presentations and resources, guest speakers, and virtual field trips.

Reading Assignments

Complete reading assignments from the textbook, supplemental readings, handouts, Internet resources, and any assignments from Coastline's Library.

Writing Assignments

Create design plans, revision logs, weekly topic responses and critiques.

Out-of-class Assignments

Weekly projects demonstrating skills acquired and develop a self-designed project.

Demonstration of Critical Thinking

Analyzing audience needs, evaluating design principles, selecting appropriate typographic elements, optimizing layout structures, troubleshooting technical issues, and assessing project effectiveness.

Required Writing, Problem Solving, Skills Demonstration

Create design briefs, audience analyses, and design plans. Demonstrate skills through layout projects, workspace customization, and document creation.

Eligible Disciplines

Graphic arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Example of a typical textbook for this course includes the following: Against the Clock. Adobe Photoshop CC 2024 The Professional Portfolio Series, ed. 978-1-946396-71-6: Against the Clock, 2024

Other Resources

1. Coastline Library 2. Course uses Online resources, Open Educational Resources (OER), and Zero Textbook Cost (ZTC) Resources.