



UNIVERSITY of  
NORTH FLORIDA.

**ART-2605C**

**Basic Computer Images**

Spring 2014

Tuesdays and Thursdays

Building 45 Room 2502

**Deborah S. McKinney,**

Adjunct Professor

**E-mail:** [debs.mckinney@unf.edu](mailto:debs.mckinney@unf.edu)

**Phone:** (904) 655-6303

**Office Hours:** No office or office hours but will meet with you before or after class and by appointment

**Prerequisites:** Patience, curiosity, respect, attentiveness, responsibility and willingness to try.

**Course Description:** The Basic Computer Images course covers the basics of the Macintosh operating system and industry standard design applications. Topics include the creation of vector and raster images, page layout, and PDFs. No prior computer experience is needed. (A material fee of \$30 will be assessed.)

We will create images on the computer. We will spend time on each program so that the student will overcome fears she or he may have related to working on a computer, and perhaps, find a program with which he or she is comfortable.

**Software:** Students may wish to purchase the software used in class for their home computers. Student discounts are available at the university bookstore or visit [www.journeyed.com](http://www.journeyed.com) or [www.gradware.com](http://www.gradware.com). For Apple products, visit [www.apple.com](http://www.apple.com). Make sure you request student pricing since it will usually save you a significant amount off the purchase price.

Software programs introduced include:

- Macintosh Operating System
- InDesign
- Some Adobe Acrobat
- A word processing, scanning and a network browser program
- Adobe Photoshop
- Adobe Illustrator

**Class Format:** This class meets twice a week for 2 hours and 50 minutes each class or almost 6 hours a week. Students are required to arrive on time to class and bring all necessary materials to work in class. If you are not prepared for class time—for example forget sketchbook, flash drive, etc.—you will be marked absent. Class meetings will be comprised of lecture/discussion/demonstration and time to work in class. The more time on the computer creating images, the more comfortable and competent you will become.

**Teaching Philosophy:** This is probably the one class where I spend the most time on software instruction because you must be able to move comfortably within the programs before you can create great images. I will show you as much as I can in the time allowed. I am not so much interested in your technical skill as your ability to think and design critically. You will be expected to study and use the lab on your own time. There will be time allowed during class to work on assignments. The class is structured so that you will develop basic computer skills by completing the assignments. The more time you clock in front of the computer, the better you will be able to create within that environment—allow yourself time for discovery. Ask questions. You must find time outside of the classroom to work on the computer to increase your ability to maneuver throughout the system and deepen your understanding of how to make images on the computer.

You will become more adept at pushing pixels around as you spend more time within the chosen software program. You are not expected to already know how to do everything but you are expected to show an earnest effort. I will show you the software that is widely used

*(Teaching Philosophy continued)*

and accepted in graphic design, digital art and advertising industries so you must get my permission to use anything else. Learning basic software techniques is probably most critical in a basic computer imaging class however, software is constantly being updated so; the most I hope to inspire in you is a curiosity and willingness to get in there and try with an overall understanding of how things work and continue with life-long learning.

**Instructional Mode:** Class time will consist of demonstration of assignments, working by hand as well as on the Macintosh computer. I will demo and have some videos of various techniques. I will bring in examples for the assignments and will lecture on theory and practical application. I will help you with your projects on a one-on-one basis but you must work outside of the class time to complete assignments and to deepen your understanding of creating computer images. This is a studio class so you will have time to work on assignments in the classroom.

We will start with basic Macintosh Operating system to help familiarize you with the Mac. We will learn how to load fonts. We will move on to Adobe Illustrator, then Photoshop and finally end in InDesign. We will also learn how to make Adobe Acrobat PDFs.

We will have on screen critiques as well as projects printed/mounted on board. The final will be all the projects mounted for presentation in a cohesive, clean manner and a written exam based on the assigned text. I will give quizzes and the final will be an accumulation of the quiz material and lectures. If you miss a class, it is your responsibility to find out what you missed from your fellow classmates or send a notetaker in your absence.

**Text Books Required:** *The Visual Quickstart Guides for Photoshop, Illustrator and InDesign* by Peachpit Press

**Recommended reading:** *Adobe.com, OS X: Visual QuickStart Guide*; There are plenty of magazines (*Print, CA, Wired, MacWorld, ID, How*) that relate to the field of computer images and design. Stay aware of current events and use a variety of resources. Use the library, talk to your friends and use the web ([www.adobe.com](http://www.adobe.com), [www.itcfonts.com](http://www.itcfonts.com), [dafonts.com](http://dafonts.com), [www.comarts.com](http://www.comarts.com), [aiga.org](http://aiga.org), [DesignObserver.com](http://DesignObserver.com), etc.) Know that the web sources may not be accurate. Share resources and current events you find with the class for extra points.

**Student Outcomes:** The goals for you as the student are:

- ☞ Navigate & understand basic Mac Operating System
  - Turn system off, turn system on, reboot
  - Copy & paste, drag & drop, multi-finder, RAM, ROM
  - Understand computer terminology and definitions
  - Reduce fear factor, be able to sit at a system and produce a page
- ☞ Grasp gigabytes, Ks, discs, Megs, drives, RAM, ROM,
- ☞ Design methodology and review two-dimensional design concepts
- ☞ Networks, webs and other pipes
- ☞ Develop a sense of typography and begin to learn how to use type effectively
  - Understand the various font types
  - Know how to install fonts in Macintosh system
- ☞ Some use of word processing software like Pages or Microsoft Word
- ☞ Familiarize with Text file types, ASCII files, Postscript files, PDF files
- ☞ Differentiate between computer graphic file types
  - Object (vector) vs. Pixel (bitmap)
- ☞ How to save files in different modes, labels, how, what & why
- ☞ Dealing with a Service Bureau and Packaging Files
- ☞ In Adobe Illustrator

*(Student Outcomes using Adobe Illustrator continued)*

- Create an object based (vector) illustration
  - Proper use of with layers
  - Correct use of the Pen tool, curve and corner points, open and closed paths
  - Other drawing tools like the polygon tools
  - Type on a path
  - Outline type
  - Scale, Rotate, Reflect
  - Strokes and Fills
  - Line quality
  - Mixing new colors, gradients and color modes
  - Place vs. Open or New file
  - Preview and Outline (wireframe)
  - Simplify, clean, Join, dealing with points and paths
  - Pathfinder options
  - Options to scale strokes and use of effects
  - Understand EPS, PDF, Save for Web, Print, other Save/Print options
- ✿ In Adobe Photoshop
- Scanning images
  - Rasterizing files
  - Smart Objects
  - Color modes (RGB, CMYK, Grayscale, Bitmap and LaB)
  - Resolution, dpi, lpi, 300 dpi, 72 dpi, etc.
  - Image Size and Canvas Size
  - Use of tools and review of panels, options bar and application bar
  - Layer options, stacking order, labels and groups
  - Blending, selecting, moving, transforming, scaling...
  - Brushes and strokes
  - Using type in Photoshop
  - Textures, filters, effects
  - Transform... select it to affect it
  - Basic photo retouching techniques
- ✿ In Adobe InDesign
- The purpose of a page layout program
  - Import graphics into a page layout program
  - Common functions and toggling between Illustrator and Photoshop
  - Rectangle tool, rectangle frame, text box... what tha? You will know...
  - Line tool, pen tool, pencil tool, Peter O'Toole
  - Spell checking and editing tools
  - Margins, rulers, guides, oh my!
  - Save, Print, PDF, and other saving options.

### **Course Materials:**

- Flash drive or external disk on which to store your digital projects (required) Use the flash drive as a transporter unit, always back it up, and put a text file identifying that it belongs to you... I'll show you how to do that, too.
- 2 – Black matte presentation boards, 15" x 20" for presentation of assignments.
- Pad or roll of tracing paper for sketching and covering art boards
- Pencils, black, fine-line Sharpie, color pencils (optional)
- You will learn how to deal with service bureaus
- White Artist's Tape or Black masking tape 3/4 inch wide
- Spray glue (repositionable 3M Spray Mount in red can) or rubber cement
- X-acto knife with No.11 blade (changed frequently) (bulk pack of blades)
- A cutting surface like a rubber matt
- An 18-inch straight edge such as a metal ruler with a pica and inch scale

**Additional Costs:** This course may require students to use a service bureau for their projects. Budget approximately \$30 to \$50 for laser prints and presentation materials for this course.

**Blackboard:** Course syllabus, project sheets, and discussion forums will be available through Blackboard. To access Blackboard go to <https://blackboard.unf.edu/webapps/login/>. It will prompt you to type in your user name and password. Use the same as you do to access your UNF e-mail account. Project discussions and questions should use the appropriate discussion board in Blackboard so everyone in the class may respond.

**Attendance Policy:** The first day of class is mandatory for all undergraduate students. Registered students who do not attend the first day of class risk being dropped from the course if no prior arrangements have been made with the instructor. Students are required to attend every class, and we will begin promptly at the scheduled time. If you are late for class, it is your responsibility to inform the Professor so you will not be marked absent. Leaving class before being excused will result in a mark against your attendance for the day.

If you have a legitimate last-minute emergency (illness, accident, etc.) that will keep you from attending class or delay your arriving time, it is up to you to call or e-mail (e-mail preferred) the Professor at that time and leave a message to inform her of your emergency. This notification does NOT excuse you. It merely constitutes the courtesy notice of your having a problem meeting your obligation to be in class.

Only submission of official documentation will serve as the basis for a request for an excused absence. Excused absences need to be approved by the Professor once she has reviewed the documentation presented. Notes from parents are not considered official documentation. Medical documentation, court documentation, military appointment documentation are considered official documentation as long as they are provided on appropriate stationery with the students name, date, reason and signature on them.

**3 Lates = 1 Absence**

**1–3 Absences: No reduction in final grade**

**4 Unexcused Absences or more: You will receive an F for the term.**

Students will be responsible for content missed during an absence, and will receive a 0 if a deadline is missed due to an absence. Missed quizzes will not be allowed to be made up.

**Classroom Etiquette:** Students are expected to conduct themselves in a mature, responsible manner. All class correspondence should be courteous and thoughtful. Students are required to address their Professor and their fellow class mates with respect. This applies to class and Blackboard discussions as well as e-mail. The official e-mail correspondence is via UNF e-mail, students are encouraged to use the e-mail feature in Blackboard. Don't forget to always include your name in all correspondence.

**Cell phones/pagers:**

- Students are allowed to bring them to class as long as the ring tone or vibrate setting is muted. If the phone rings during class you have two options:
- (1) Student will receive an absence for the day or,
  - (2) Student will bring in snacks for the class on the very next time class meets.

**Studio time:**

Students are required to work during class work sessions. Be prepared to work every meeting and use this time effectively. Students learn not only from the instructor but also from their peers during work sessions. This is the perfect time to bounce ideas off one another and receive feedback outside of official class critiques.

**Classroom equipment:**

Students do not have administration access to the computers so therefore you may not download and install any software on the classroom computers. These systems are maintained by IT and need to be in working condition for all students. You may load fonts on your desktop for your own use, but be sure to disable them at the end of class. **DO NOT MOVE SCANNERS.** Each classroom is outfitted with a new scanner. In order to keep them in working condition, scanners should not be moved for any reason. If you are sitting in the scanner station you may be asked to change seats during our in-class work sessions.

**E-mail/Instant Messaging/Web Surfing/Computer Games:**

Are not allowed in class unless it is related to the class topic...especially MySpace, Facebook, Flickr, Skype, etc... If necessary, use class breaks to check e-mail or IM your friends.

**Disruptive behavior will not be tolerated:**

This includes chatting with others during the lecture, arguing with fellow students or your professor, arriving late or leaving early, and falling asleep in class.

**Grading and Evaluation:**

The Numbers Breakdown:

A 100–95      A- 94–90

B+ 89–87      B 86–83      B- 82–80

C+ 79–77      C 76–71

D 70–60

F 59–0

*NOTE: You will be graded on participation, use of studio time and discussion: Up to +/- 2.5 percentage points may be factored in to the final grade.*

**All assignments will be graded.** Students will be evaluated on each assignment emphasizing research, process, execution, presentation and participation. You final grade is based on a number of criteria, including but not limited to: attendance, participation (critiques and discussions), active use of studio time, in-class exercises, writing assignments, projects, quizzes and final exam. Assignments and grading opportunities will be modified at the discretion of the Professor based on class progress.

Letter	Points
A	4.0
A-	3.7
B+	3.3
B	3.0
B-	2.7
C+	2.3
C	2.0
D	1.0
F and WF	0.0

**Late projects will not be accepted.** If you are unable to make it to class when a project is due be sure to make arrangements to present prior to the due date. Excused circumstances will be considered.

**Assignment Descriptions:** Assignments are intended both to facilitate and assess your progress and may be modified as needed. Originality is required. If you use someone's photo as a reference, you must give them credit. You will be required to present assignments and exercises in digital form on the File Transfer and in printed form. **Save Files with following name: BCI\_01\_yourlastname.tif** (or pdf or eps or jpg depending on the assignment specifications). We will study and create:

- 01 - Pen tool exercise
- 02 - Logo tracing exercise
- 03 - Postage stamp or Luggage Label or Editorial Vector Object Illustration
- 04 - Elemental or Art-style Self Portrait in Pixels or other Pixel based image
- 05 - Business Card, Letterhead, Biz Envelope and Resumé (or animated GIF)
- 06 - Brochure / Poster Mailer

**Exams:** Exams are given to ensure that students are retaining the class information. The format will be true/false, multiple choice and essay questions.

**Discussions and Class Participation:** Classroom and Blackboard discussions are designed to engage your thinking about the class topics and allow for interaction with other students in the course. Discussion (in the form of postings or class critiques) should be courteous, thoughtful, and relevant to the topic. You will be graded based on your participation in class and Blackboard and relevant content of your postings. Make sure you use the terminology or concepts discussed in class as you provide feedback to others. Proofread your responses prior to posting them. Students will be graded on their class participation. This includes attendance, class interaction, and ability to use class time effectively. In addition to class participation and discussion, pop quizzes will be given at the beginning of some classes. Students need to be present to take them. No make up quizzes will be given.

**Projects:** Projects are designed to give you the opportunity to apply the knowledge gained during lectures and exercises. As you move on in the course, it is strongly recommended that you review the content of the previous classes on a regular basis and practice outside class what you have learned. This will help you retain the material and remind you to apply it to the new projects. Each project is made up of a written component. You will be graded on the content, spelling, grammar, etc. Don't forget to always spell check and proofread your work.

**Grading and evaluation:**

- All assignments completed.
- Deadlines met, directions followed. "B" work becomes "C" if turned in at the next class meeting and you have an excused absence. You have two class meetings to turn in late assignments, after that it becomes a "F."
- Final Presentation is the last chance you have to make up assignments and correct botched projects.
- No duplication of assignments across classroom platforms
- Ask questions and contribute to class discussions
- Share current stories about the computer images with the class
- Work on assignments inside and out of class
- Be prepared to present and defend your work before the class
- Study assigned reading—quizzes will be announced
- Complete all exams
- Cheating will not be tolerated and will result in swift removal from class with an automatic "F" for the course
- Assignment grades will average to 60% of final grade
- Final exam and presentation will be 20%
- Another 20% of the final grade will come from class participation and quizzes.

**Grade Explanation:**

**Letter grade:** A

**Characterization:** excellent

**Explanation:** Student demonstrates a full understanding of the subject matter, has capacity to analyze, has demonstrated critical thinking, shows evidence of creative thinking, highly developed communication, technical and presentation skills. The work is of outstanding quality according to the criteria established for evaluation. **Range:** 90 to 100 percent

**Letter grade:** B

**Characterization:** good

**Explanation:** Student shows good comprehension of subject matter, evidence of critical and

*(Grade Explanation continued)*

creative thought, competence in communication, technical and presentation skills, but none of the above to the degree found in A category. The work is of very good quality according to evaluation criteria. **Range:** 80 to 89 percent

**Letter grade:** C

**Characterization:** average

**Explanation:** Student demonstrates some understanding of subject matter, can assimilate and communicate basic aspects of the subject matter. The work is of satisfactory or adequate quality according to evaluation criteria. **Range:** 71 to 79 percent

**Letter grade:** D

**Characterization:** poor

**Explanation:** The student demonstrates minimal understanding of the subject matter, poorly developed communication skills, inability to apply subject matter understanding in other contexts, little evidence of critical or creative thinking. The work is of unsatisfactory but passable quality according to evaluation criteria. **Range:** 60 to 70 percent

**Letter grade:** F

**Characterization:** failing

**Explanation:** The student has inadequate understanding of subject matter, failed to complete course requirements, shows no demonstration of critical thought, communication skills very poor. The work is clearly of unacceptable quality according to the evaluation criteria.

**Range:** below 60 percent

**Additional Help:** Extra help sessions may be scheduled outside class time depending on the need and classroom availability. Students are encouraged to stop by the Professor's office during office hours or by appointment if they are experiencing problems with the class or to discuss their projects and class performance. Allow 24 hours for e-mail replies. The Professor only accesses voice mail during scheduled office hours and will return calls during that time. E-mail is preferred. Contact information and office location are specified on the first page of this syllabus and in the Blackboard course.

**Academic Honesty:** Plagiarism will not be tolerated and may lead to a student receiving an F for the term at the discretion of the Professor. Plagiarism is not only the appropriation of another's words, but of their ideas, designs and imagery. Always cite your work, if you do not know the appropriate format ask the Professor.

**Academic Integrity Code:** "Academic misconduct shall consist of any attempt to misrepresent one's performance on any exercise submitted for evaluation. The primary responsibility for insuring adherence to the principle of academic integrity rests with students and Professor. Any infraction which comes to the attention of any person should be brought to the attention of the Professor member to whose course it pertains." (Refer to the UNF Undergraduate Catalog for the policy and possible Professor action.)

**Disability Resource Center:** Students with disabilities who seek reasonable accommodations regarding their coursework must first be registered with the UNF Disability Resource Center (DRC) located in Building 57, Room 1500. The DRC staff members work with students to obtain required documentation of disability and to identify appropriate accommodations as required applicable disability laws including the Americans with Disabilities Act (ADA). After receiving all necessary documentation, the DRC staff determines whether a student qualifies for services with the DRC and if so, the accommodations the student requires will be provided. DRC staff then prepares a letter for the student to provide faculty advising them of approved accommodations. For further information, contact the DRC by phone (904) 620-2769, e-mail [drcexams@unf.edu](mailto:drcexams@unf.edu) <mailto:drcexams@unf.edu> , or visit the DRC website [www.unf.edu/drc](http://www.unf.edu/drc) <http://www.unf.edu/drc>

*(Disability Resource Center continued)*

Military and veteran students may need both physical and academic accommodations and may contact the DRC to find further information. Military and veteran students who return from combat exposure may be utilizing the post 9/11 GI bill to continue postsecondary education goals. Contact Military and Veterans Resource Center by phone (904) 620-2655 or e-mail mvrc@unf.edu <mailto:mvrc@unf.edu>

“In compliance with Section 504 of the Rehabilitation Act of 1973 as amended, and the American’s with Disabilities Act (ADA) of 1990, the Disability Resource Center provides academic support services necessary for the student’s academic pursuits. In order to receive support services, a student must register with the Disability Resource Center.”  
Check out <http://www.ada.gov> for more information.

### **Course Schedule:**

IMPORTANT NOTE: The schedule, policies, and assignments in this course are subject to change at the Professor’s discretion. An updated syllabus will be provided if a significant change is made and students will be notified in class.

Our First Day of Class - Tuesday 01-07-14, Deadline Drop/Add - Friday 01-10-14

Martin Luther King Day Holiday - Monday 01-20-14

Last day to petition to add a class - Friday 01-24-14

Spring Break Monday 03-17-14 to Saturday 03-22-14

Last Class Meeting Thursday 04-17-14 — Final Exam week begins Saturday 04-19-14

Semester end Friday 04-25-14

Below is a rough list of potential assignments and exercises:

**Week 01:** Introduction to Mac Operating System 01 Name Tag, Flash ID doc  
More about Mac Systems and lab operations

**Week 02:** 02 Introduction to Adobe Illustrator, Pen Tool Exercises  
03 Intro Project 01 (Begin Research for editorial illustration) Illustrator exercises

**Week 03:** 04 Design an object based illustration. Show pencil roughs. Illustrator exercises

**Week 04:** 05 Vector/Object-based illustration study, 05 Quiz Logo ReDraw Test

**Week 05:** Project 01 Illustrator due object-based illustration

**Week 06:** Project 02 Elemental or Art style Self Portrait pixels, rasters,  
06 Introduction to Photoshop, Concepts/Executions/Presentations

**Week 07:** 07 Exercises and work on Project 02, how to scan, graphic file types,  
image capture, digitizing, Photoshop lessons

**Week 08:** Prep files for web, broadcast, and print. Color depth, repro-systems and more.  
Mid-term Quiz Project 02 due

**Week 09:** Photo Retouching, work on Project 03 Photoshop continued,

**Week 10:** Photoshop Quiz

**Week 11:** Project 03 due - photoretouching -- Project 04 animated GIF possibly

**Week 12:** 05 Stationary and Resumé; Intro to InDesign

**Week 13:** InDesign, work on Project 05

**Week 14:** InDesign, Adobe Acrobat, Project 06 due Interactive Resumé or

**Week 15:** 06 studio project Poster / Mailer

**Week 16:** 06 Project due

Semester classes ends **April 18, 2014**

Final Exam week begins. Your final for this class will be... see attached sheet.

**Please Note:** Where you see two assignments for the same week one might be an exercise or optional. Assignments and schedule adjusted as needed.