

ITT Technical Institute

VC130P

Digital Type and Image Manipulation

Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 66 (46 Theory Hours, 20 Lab Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisites: VC110P Typography

Course Description:

This course focuses on image manipulation and typography with a focus on utilizing existing images and type to create new and unique compositions in a digital framework.

SYLLABUS

Instructor: _____

Office hours: _____

Class hours: _____

Major Instructional Areas

1. Scanning techniques and technology
2. Color computer imaging and image rendering for bitmap and vector graphics
3. Digital file handling and storage
4. Using Adobe Photoshop to work with type and images, including creation, manipulation of both and creation of backgrounds and composite images
5. Advanced features of Adobe Photoshop, including layers, masks, channels and filters
6. Contemporary visual design and the techniques to produce it

Course Objectives

1. Demonstrate scanning techniques, basic image manipulation, and the techniques to manage images.
2. Demonstrate the relationship between image and typography.
3. Create photographic illustrations using appropriate graphic design software.
4. Incorporate specialized effects and techniques into visual compositions while adhering to the principles of good typographic and visual design.
5. Utilize the ITT Tech Virtual Library for research on image manipulation and typography to create compositions in a digital framework.

Related SCANS Objectives

1. Select the appropriate technology to obtain the desired outcomes.
2. Use computer to process the information.
3. Perform the tasks of acquiring data and evaluating information.
4. Demonstrate competence in understanding systems by knowing how a system's structures relate to goals.

Teaching Strategies

This course is designed to enhance your software skills and your graphic design abilities. The course includes hands on training as well as some lecture material. You will learn from demonstrations, lectures, and critiques and then apply the given knowledge to projects.

Some of the techniques used through out this course are repeated to reinforce new and important information. Participation in the class critiques teaches you how to discuss your work and how to receive feedback from others.

This course will cover most of the software lessons from *Photoshop® CS5 Bible*. The software lessons will also be assigned as labs and projects. In this course, you will learn about type and image relationships, type manipulation, concept creation and how to use good design principles such as hierarchy in your work. These topics will also be covered in the projects.

Course Resources

Student Textbook Package

- Carter, Rob, Ben Day, and Philip Meggs. *Typographic Design: Form and Communication*. 5th ed. Hoboken, NJ: John Wiley & Sons, Inc., 2012.
- Dayley, Lisa DaNae and Brad Dayley. *Photoshop® CS5 Bible*. Indianapolis, IN: Wiley Publishing, Inc., 2010.

Evaluation & Grading

COURSE REQUIREMENTS

1. **Attendance and Participation**
Regular attendance and participation are essential for satisfactory progress in this course.
2. **Completed Assignments**
Each student is responsible for completing all assignments on time.
3. **Team Participation (if applicable)**
Each student is responsible for participating in team assignments and for completing the delegated task. Each team member must honestly evaluate the contributions by all members of their respective teams.

Evaluation Criteria Table

The final grade will be based on the following weighted categories:

CATEGORY	WEIGHT
Labs	25%
Project 1	5%
Project 2	10%
Project 3	10%
Course Project	30%
Final Exam	20%
Total	100%

Grade Conversion Table

Final grades will be calculated from the percentages earned in class as follows:

Grade	Percentage	Credit
A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0

Course Outline

Notes

- **Unit 1:** All the concepts will be covered in the class; therefore, the specified readings are merely for your reference.
- **For all units, except unit 1:** It is recommended that you complete the readings before attending the class.

Unit #	Activities for the Unit
1—Scanning and Image Management	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Photoshop® CS5 Bible</i> <ul style="list-style-type: none"> ▪ Chapter 3, “Image Basics,” pp. 63–95 ▪ Chapter 7, “Camera Raw Basics,” pp. 189–212 ▪ Chapter 8, “Processing Photos in the Camera Raw Workspace,” pp. 213–255 • Lab: 1
2—Changing Color Modes and Manipulating Images	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Photoshop® CS5 Bible</i> <ul style="list-style-type: none"> ▪ Chapter 4, “Understanding Colors, Histograms, Colors and Curves,” pp. 97–129 ▪ Chapter 13, “Lighting and Color Adjustments,” pp.

Unit #	Activities for the Unit
	<p style="text-align: right;">381–435</p> <ul style="list-style-type: none"> ▪ Chapter 29, “Mapping and Adjusting Colors,” pp. 903–922 <ul style="list-style-type: none"> • Lab: 1
3—Enhancing Images and Photographs	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Photoshop® CS5 Bible</i> <ul style="list-style-type: none"> ▪ Chapter 15, “Using Cloning and Healing to Restore Digital Images,” pp. 465–497 ▪ Chapter 16, “Painting and Brushes,” pp. 501–518 • Lab: 1 • Project 1: Start
4—Image and Typography	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Photoshop® CS5 Bible</i> <ul style="list-style-type: none"> ▪ Chapter 9, “Creating Selections,” pp. 259–291 ○ <i>Typographic Design: Form and Communication</i> <ul style="list-style-type: none"> ▪ Chapter 2, “The Anatomy of Typography,” pp. 31–48 ▪ Chapter 3, “Syntax and Communication,” pp. 49–74 • Lab: 1 • Project 1: Submit • Project 2: Start
5—Corrective Filtering, Distortions, and Effects	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Photoshop® CS5 Bible</i> <ul style="list-style-type: none"> ▪ Chapter 19, “Distorting Images Using Transformation Effects, Liquify, and Vanishing Point,” pp. 621–652 ▪ Chapter 20, “Applying Filters,” pp. 653–675 • Lab: 1
6—Legibility, Layers, Transformations, and Blending Modes	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Photoshop® CS5 Bible</i> <ul style="list-style-type: none"> ▪ Chapter 10, “All about Layers,” pp. 294–339 ▪ Chapter 21, “Combining Images,” pp. 677–696 ○ <i>Typographic Design: Form and Communication</i> <ul style="list-style-type: none"> ▪ Chapter 4, “Legibility,” pp. 75–90 • Lab: 1 • Project 2: Submit • Project 3: Start
7—Drawing Tools and Editable Text	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Photoshop® CS5 Bible</i> <ul style="list-style-type: none"> ▪ Chapter 16, “Painting and Brushes,” pp. 519–545 ▪ Chapter 17, “Working with Paths and Vector Shapes,” pp. 547–582

Unit #	Activities for the Unit
	<ul style="list-style-type: none"> ▪ Chapter 18, "Working with Text," pp. 583–617 • Lab: 1
<p>8—Typographic Design Process and How to Use Grids</p>	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Typographic Design: Form and Communication</i> <ul style="list-style-type: none"> ▪ Chapter 5, "The Typographic Grid," pp. 91–110 ▪ Chapter 10, "Typographic Design Process," pp. 217–250 • Course Project: Start • Project 3: Submit
<p>9—Typographic Message and Technology</p>	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Typographic Design: Form and Communication</i> <ul style="list-style-type: none"> ▪ Chapter 6, "The Typographic Message," pp. 111–124 ▪ Chapter 7, "Typographic Technology," pp. 125–138 ▪ Chapter 8, "Typography on Screen," pp. 139–160
<p>10—Design Principles</p>	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> ○ <i>Typographic Design: Form and Communication</i> <ul style="list-style-type: none"> ▪ Chapter 9, "Case Studies in Typographic Design," pp. 161–186 ▪ Chapter 10, "Typographic Design Education," pp. 187–216
<p>11—Review and Final Exam</p>	<ul style="list-style-type: none"> • Course Project: Submit • Final Exam