



**ARTC 1302-201CL**  
**Digital Imaging I**  
**Spring 2023**  
**Tuesday and Thursday 6:00 - 8:50PM**  
**STEAM Building #22, Room 137**

**Instructor Information**

**Instructor** Mykel Hayden  
**E-mail** [mhayden@com.edu](mailto:mhayden@com.edu)  
**Phone** 409-933-8348 *(please leave your message with the Fine Art Administrative Assistant she will contact me)*  
409.938.1211 main college number  
1.888.258.8859 toll free

**Office hours and location:**

**Office** Before class in the STEAM Building, Room 137.  
**Office Hours** Tuesday and Thursday, 5:30 – 6 pm and by appointment.

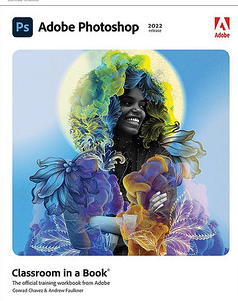
**Required Textbook/Materials:**

**Textbook:** Students may use Photoshop Classroom in a Book 2023 or 2022 release.



**Adobe Photoshop CC 2023 Release, Classroom in a Book**  
by Andrew Faulkner & Conrad Chavez  
ISBN 13: 978-0-13-796589-2

or



**Adobe Photoshop CC 2022 Release, Classroom in a Book**  
by Andrew Faulkner & Conrad Chavez  
ISBN 13: 978-0-13-762110-1

**Textbook Purchasing Statement:** A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer. A textbook is mandatory. Must have book to download lesson files.

**Course Description and Goals:** Digital imaging using raster image editing and/or image creation software: scanning, resolution, file formats, output devices, color systems, and image-acquisitions. An Advisory Committee of professionals that work within the Graphic Arts industry has determined goals for this course. This course is designed to introduce or build on the principles of raster images. Students will learn the fundamentals of an industry standard raster application including workspace, menus, palettes, document setup, tools, navigation, and printing procedures. Students will complete all lessons and projects assigned by the instructor and design quality, professional level printed pieces.

**Course Requirements:**

**Required Supplies:**

1. **Flash Drive or External Hard Drive (at least 128gb)**
2. X-acto Knife/with Steel #11 blades
3. 3 - 11x14 Black mounting Boards
4. 3M Spray 77 Adhesive
5. **Sketch Pad**

**Student Personal Responsibilities:**

1. Participate in course discussions and critiques, both in the classroom and online.
2. Purchase the Textbook and complete Chapter Projects
3. Attend in-class lectures and complete the classroom exercises.
4. Complete all projects with quality and attention to detail.
5. Attend all scheduled classes; attend any field trips or guest lectures.

**Determination of Course Grade / Grading Formula**

Items	Points	% Of Grade
Exercises 1-5 at 40 Points Each	200	25
CC in a Book 1-15 (15-20 points each chapter)	200	25
Project 1: Photo Edit / Restore	50	10
Project 2: Magazine Ad	150	10
Project 3: Event Postcard	150	10
Project 4: Artistic Collage	150	15
Class Participation / Attendance	50	5

<b>Total:</b>	<b>1000</b>	<b>100</b>

***Please Note: (grades and projects subject to change)***

*All typos will represent -5 points.*

*(Typos include misspelled words, superfluous words/letters, extra spaces, double returns, etc.)*

In an effort to give back to our community, and give students real-world client experiences, we may take on a "real community" project. This changes from semester to semester, but if the instructor has the opportunity to work with a "real client" we will. Grading will be realigned to the outcomes of that project, and students will be made aware of changes via D2L grade center and class discussion.

In the classroom as in business, the need may arise for students to go beyond the given instructions or directions. Therefore, additional resources will be helpful to the student. These may include additional LinkedIn learning videos, online videos, other textbooks, help from classmates and instructor.

**Grading Scale:**

90 - 100% = **A**

80 - 89% = **B**

70 - 79% = **C**

60 - 69% = **D**

Any grade below 60 is an **F**

Projects will be graded using the following formula		
<b>Subject Matter</b>	Proper tone and atmosphere with regards to subject matter; clear communication of ideas; creativity in presentation; and engagement quality of subject matter.	20
<b>Planning</b>	Ideas properly conveyed in thumbnail sketches	20
<b>Production</b>	Evaluation of proper photo editing practices, effective layout design ability (if applicable), use of design principles. Evaluation of file organization.	20
<b>Printing, Mounting, Presentation</b>	Evaluation of trimming and mounting. Evaluation of verbal Communication of project ideas and inspirations in a presentation format.	20
<b>Effort</b>	Dedication, Effort, Commitment to refine project; Process, Strategy and Communication	20
		<b>Total 100</b>

**Success Tips:**

Be Diligent: do not fall behind with **projects some cannot be done in a day.**

**Communicate with others:**

Communication with peers as well as the instructor can prevent bad grades, and misunderstood instructions. Communication with peers will also develop interpersonal skills essential in the workplace.

**Lynda.com:** [Now called LinkedIn Learning]. Use Lynda.com or other outside resources as necessary to better your understanding of course material.

**Classroom Conduct Policy:** College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the on-line Student Handbook. <http://www.com.edu/student-services/student-handbook..> Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

**Course Communication:** Students can email me directly at [mhayden@com.edu](mailto:mhayden@com.edu). Please keep in mind I will most likely not respond past 6 pm and on weekends. So please plan if you need help! Also, please note that you should check your COM email daily!

**Communicating with your instructor:** ALL electronic communication with the instructor must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

**Late Work, Make-Up and Extra-Credit Policy:** There are **NO** makeups for this class. However, if a student has a legitimate excuse (death in the family, medical emergency, etc.) some deadlines can be extended. **These problems need to be communicated to the instructor as soon as possible.**

**Late work:** Will receive - 10 points at first class after due date. Afterwards a 0 will be given.

**Extra-Credit work:** is not typically given except what is in the book at the end of chapters. But, if there is something extra a student wants to do please feel free to talk to me about such.

*\*This course has a grade for class participation including attendance, ability to work with little assistance, participating in classroom discussion and working as a peer proctor for other students.*

**Attendance Policy:** Roll will be taken each class period; 100% attendance is expected. More than 5 missed classes may result in a student being dropped from the course. The only exception to this rule is death within the immediate family or a note from the Doctor.

**Cell Phones:** Students are expected to work during class and not be on their cell phones or sleeping during class time.

**Tardiness:** The student is expected to be on time to every class. It is to the students disadvantage to arrive late as they may miss essential demonstrations, lecture information, etc.

**Student Learning Outcomes:**

Upon successful completion of this course, students will:

1. Identify terminology, advantages and limitations of image editing software. Distinguish bit-mapped resolutions for image acquisitions and output devices, and specify appropriate file formats.
2. Use digital editing and painting tools; use basic half-tone theory in production of images, manipulate, create, and edit digital images for print.
3. Use digital editing and painting tools; manipulate, create, and edit digital images for web.

**Core Objectives:** Students successfully completing this course will demonstrate competency in the following Core Objectives.

1. **Critical thinking skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication skills** – to include effective written, oral, and visual communication
3. **Empirical and quantitative skills** – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

<b>Student Learner Outcome</b>	<b>Maps to Core Objective(s)</b>	<b>Assessed via this Assignment</b>
Identify terminology, advantages and limitations of image editing software.	Critical thinking skills Communication skills Empirical & quantitative skills	Project 1 Chapter 1 & 4
Distinguish bit-mapped resolutions for image acquisitions and output	Critical thinking skills Communication skills	Project 2 Chapter 1 & 8

devices.	Empirical & quantitative skills	
Use digital editing and painting tools	Critical thinking skills Communication skills Empirical & quantitative skills	Project 3 Exercise 1,2,3 6, 7, 8, 9, 10
Use basic half-tone theory in production of images, manipulate, create, and edit digital images for print and for web.	Critical thinking skills Communication skills Empirical & quantitative skills	Project 3 Chapter 11, 13 & 14
Specify appropriate file formats.	Critical thinking skills Communication skills Empirical & quantitative skills	Project 4 Chapter 13, 14 & 15

**Academic Dishonesty:** Any incident of academic policy will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a grade of zero on that exam/quiz/project and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

**STUDENT CONCERNS/QUESTIONS STATEMENT:** if you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact Coleena Jackson at 409.933.8535 direct line to office or email her at [cjackson@com.edu](mailto:cjackson@com.edu).

### COURSE OUTLINE

Course outline tentative and is subject to **CHANGE** at as needed but will be communicated in class:

Week	Lecture Topic	Work Due
<b>Week 1</b>	<b>1/17</b> Introduction to course and syllabus - <a href="http://www.ingimage.com">www.ingimage.com</a> - <a href="http://www.linkedin.com/learning/">www.linkedin.com/learning/</a> - thumbnails - file organization	<b>Purchase Book and supplies</b>

	<b>1/19</b> Introduction to Photoshop - Bleed lecture	
<b>Week 2</b>	<b>1/24</b> DPI Lecture and Assign DPI Exercise 2 Crop and Straighten Lecture Assign Exercise 3 Crop, Straighten, Rotate, Flip <b>1/26</b>	<b>Chapter 1 &amp; 2 Due</b>  <b>Exercise 1 Due Bleeds</b> <b>Exercise 2 Due DPI</b>
<b>Week 3</b>	<b>1/31</b> Blur Lecture and Assign Exercise 5 Blur Tutorial  Project 1 Tutorial — Magazine Ad bleeds / guides, set up files, layers in Photoshop  Exercise 1 Magazine Ad work session and thumbnails  <b>2/2</b>	<b>Chapter 3 Due</b>  <b>Crop and Straighten</b>  <b>Thumbs Due Project 1</b> <b>Magazine Ad</b>
<b>Week 4</b>	<b>2/7</b> Magazine Tutorial Work session  Magazine Ad thumbnails and collect assets <b>2/9</b>	<b>Chapter 4 Due</b>  <b>Exercise 5 Due</b> <b>Blur Exercise</b>  <b>Magazine Ad Tutorial</b> <b>Due</b>  <b>Magazine Project 1</b> <b>Thumbnails Due</b>
<b>Week 5</b>	<b>2/14</b> Project 1 Magazine Ad / Work Session,  Xacto Blade exercise presentation and mounting, Mockup, straighten, crop, Resolution, DPI. <b>2/16</b>	<b>Chapter 5 Due</b> <b>Run Ads in color</b>
<b>Week 6</b>	<b>2/21</b> Magazine Ad completion this week.	<b>Chapter 6 &amp; 7 Due</b>

	Run Ads in color Mount for presentation <b>2/23</b> Project 2 Event postcard tutorial	<b>Run Magazine Ads in color</b>
<b>Week 7</b>	<b>2/28</b> Project 2 Event Postcard: tutorial work session  <b>3/2</b> Project 2 Event Postcard work session	<b>Chapter 8 Due</b>  <b>Event Postcard Tutorial Due</b>
<b>Week 8</b>	<b>3/7</b> Project 2 Event Postcard work session Run project in color and mount  <b>3/9</b> Project 2 Event Postcard mounted in color	<b>Chapter 9 Due</b>  <b>Project 2 Event Postcard Due</b>
<b>Spring Break</b>	<b>3/13- 3/17</b>	
<b>Week 9</b>	<b>3/21</b> Begin Project 3 Social Media Events  <b>3/23</b> Project 3 Social Media Events Work session	<b>Chapter 10 Due</b>
<b>Week 10</b>	<b>3/28</b> Project 3 Social Media Events Work session  <b>3/30</b> Project 3 Social Media Events Work session	<b>Chapter 11 Due</b>
<b>Week 11</b>	<b>4/4</b> Project 3 Social Media Events Due  <b>4/6</b>	<b>Chapter 12 Due</b>  <b>Project 3 Due</b>
<b>Week 12</b>	<b>4/11</b> Project 4 Artistic Collage Intro (Artistic or Abstract Collage)  <b>4/13</b> Project 4 Artistic Collage Work Session	<b>Chapter 13 Due</b>



<b>Week 13</b>	<b>4/18</b> Project 4 Artistic Collage Work Session  <b>4/20</b> Project 4 Collage Work Session	<b>Chapter 14 &amp; 15 Due</b> <b>ALL Chapters DUE!!</b>  <b>Artistic Collage</b> <b>Thumbnails Due</b>
<b>Week 14</b>	<b>4/24 16-Week Withdrawal Day</b> <b>4/25</b> Project 4 Collage Work Session / Print  <b>4/27</b> Project 4 Print in Color	<b>Print Project 4 Collage</b> <b>in color</b>
<b>Week 15</b>	<b>5/2</b> Project 4 Work Session <b>5/3 2<sup>nd</sup> 8-Week Withdrawal Day</b> <b>5/4</b> Project 4 Printed and mounted, Presented	<b>Project 4 Due</b> <b>Mounted in color</b> <b>ALL WORK DUE!!</b>
<b>Week 16</b>	<b>5/9 and 5/11</b> All work should be turned in and completed.	<b>Files Removed from</b> <b>Lab Computers</b>

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## INSTITUTIONAL POLICIES AND GUIDELINES

**Grade Appeal Process:** Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook [Student Handbook 2022-2023 v4.pdf \(com.edu\)](#). *An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.*

**Academic Success & Support Services:** College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

**ADA Statement:** Any student with a documented disability needing academic accommodations is requested to contact Kimberly Lachney at 409-933-8919 or [klachney@com.edu](mailto:klachney@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

**Textbook Purchasing Statement:** A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

**Withdrawal Policy:** Students may withdraw from this course for any reason prior to the last eligible day for a “W” grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law. The last date to withdraw from the 1<sup>st</sup> 8-week session is March 1. The last date to withdraw from the 16-week session is April 24. The last date to withdraw for the 2<sup>nd</sup> 8-week session is May 3.

**FN Grading:** The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN grade.

**Early Alert Program:** The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

**Resources to Help with Stress:**

If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at [deanofstudents@com.edu](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@com.edu).