

RAPPAHANNOCK COMMUNITY COLLEGE
SYLLABUS FOR DESIGNING WEB PAGE GRAPHICS
ITD 112

Chris Balderson and Michael Greene
Interactive Video / Hybrid
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Contact Info:

Chris Balderson

jbalderson@rappahannock.edu

Office Hours: By appointment

Michael Greene

mgreene@rappahannock.edu

804.758.6878

Office Hours: By appointment, Online 24/7

Response Time: Monday - Friday 24 hours or less, weekends 48 hrs

Help Desk: rcchelp@rappahannock.edu

Course Description:

Explores the creation of digital graphics for web design. Includes basic design elements such as color and layout will be explored utilizing a computer graphics program(s).

Course Credit:

Lecture: 3 hours hybrid format

Credit: 3 semester hours

Course Objectives

- Use the Adobe Photoshop CS5 software to create, edit, and manipulate digital images for web distribution
- Utilize basic digital photography skills including taking pictures and transferring picture to the computer
- Design web page layouts using Adobe Photoshop CS5

Method of Instruction

Course is taught completely through Blackboard, and supplemented through a combination of hands-on exercises and some electronic lectures. Hand on computer exercises, computer simulations via Atomic Learning, web readings, electronic lectures and discussions, text readings/projects, analysis of current events are all used, to cover the material. Important concepts are outlined at the beginning and summarized at the end of each chapter. The student should understand and be able to elaborate on these concepts based on lecture, text, and laboratory information and recreate the electronic documents presented in the text, as well as develop new documents per guidelines offered. Text material includes all hands on activities, readings, photos, graphs, and tables. Key terms are defined for each chapter – the student should be familiar with the spelling, definition, and usage of these terms.

The student is expected to keep up with his/her course work, and, if necessary, consult with the instructor as needed during office hours for additional help.

Modules

1. Getting Started with Adobe Photoshop

2. Using the Selection tools
3. Layer Basics
4. Typography and Shapes
5. Color, Painting, and Retouching tools
6. Exporting for web
7. Advanced layers and masks
8. Filters and Adjustment Layers
9. The pen tool
10. Creating Effects
11. Creating Web Layouts

Student Learning Outcomes

1. Getting Started with Adobe Photoshop
 - Understand the Photoshop Interface
 - Exposure to palettes and tools
2. Using the Selection tools
 - Use the selection tools to create and edit selections
3. Layer Basics
 - Understand the theory of layers
 - Add, delete, hide, opacity, layer groups
 - Layer effects
4. Typography and Shapes
 - Fonts, typography, layer effects, drop shadows, text on a path
 - Shape tools, raster vs vector shapes
5. Color, Painting, and Retouching tools
 - Color modes, swatches, choosing and created color palettes, color matching, gradients
 - Brushes, patch, red-eye, sharpen, burn, smudge, and dodge tools
6. Exporting for web
 - Understand the difference between save as and save for web functions
 - Understand different compression methods and qualities of JPG, GIF, and PNG file types
 - Slice tools
7. Advanced layers and masks
 - Layer masks, blending modes, and clipping masks
8. Filters and Adjustment Layers
 - Browse the Photoshop filter gallery
 - Understand use of adjustment layers
 - Color correction, curves, saturation
9. The pen tool
 - Drawing and selecting with the pen tools
10. Creating Effects
 - Finding useful effects on the web
 - Replicating and creating effects
11. Creating Web Layouts

- Create and export a web page layout

Instructional Materials

- Blackboard 9
- Adobe Photoshop CS5
- Various online resources and texts

Textbook

Adobe Photoshop CS5 Classroom in a Book

<http://www.adobepress.com/bookstore/product.asp?isbn=0321701763>

ISBN-10: 0-321-70176-3

Supplies and Equipment:

- Each student will need mass storage media. I recommend a flash drive. The bookstore sells them for around \$20.

Instructor Accessibility

My office is on the Glens campus, during our renovation I will be available by appointment only. Feel free to call 804.758.6878 or email mgreene@rappahannock.edu, please note this voice mailbox is checked only on days that we are on campus but email is checked daily and once on weekends. If you ever need assistance outside of class, please feel free to contact us for an appointment. We are also available for appointments via Elluminate.

Your Grade:

Projects (detailed project info can be found in Blackboard)	1000 points possible
Total Points Possible	1000 points

Grade Scale:

A	at least 90% of total points
B	at least 80% of total points
C	at least 70% of total points
D	at least 60% of total points
F	below 60% of total points

Academic Integrity: Cheating, dishonesty, and plagiarism are examples of breaches of academic integrity and will not be tolerated. Punishment for violations will be swift and severe ranging from awarding a lower or failing grade for an exam or the course by the instructor to dismissal from the college by the president. Student conduct and disciplinary procedures are addressed in the Student Handbook.

Student Conduct: Students are expected to maintain a classroom decorum that is courteous, professional, and conducive to the educational process. Talking during lectures, the use of cell phones and pagers, eating, drinking, and general disruptions that degrade the classroom learning environment will not be tolerated. Punishments for behavioral infractions may include warnings, reduction of final

grade points, or dismissal from class if disruptions persist.

Honor Code: Rappahannock Community College has an Honor System whose purpose is to strengthen the student's foundations for academic achievement by establishing guidelines for personal conduct. It is the responsibility of students to be aware of the rules (refer to the Student Handbook), and to monitor the activities of their peers with respect to the Honor Code and report any violations thereof.

Participation/Attendance: The participation grade will be subjectively determined on attendance, preparation for class, participation in discussion in class or on the classroom electronic bulletin board, etc. Students will automatically begin to lose participation points after missing **one** lectures for any reason.

Blackboard Website: Grades and other materials of interest will be available at the Blackboard Website for ITE 195. Any registered student may access this by using the Student Logon button at www.rcc.vccs.edu on the Internet. If you do not have Internet access at home, you may access Blackboard from the Success Labs on the RCC campuses. See staff in these labs, or your instructor, for help in accessing the site.

Attendance Policy: Attendance is required in all courses at Rappahannock Community College. Students will automatically begin to lose attendance points after missing **one** lectures for any reason. Points will also be deducted for habitually arriving late/leaving early, not participating in assignments and discussions, and displaying a general disinterest in the course such as sleeping in class or attending lecture or lab without the appropriate materials, i.e. pencils/pens and required texts or lab manuals.

Withdrawal Policy:

Faculty Reporting of No Shows and Withdrawal for Nonattendance: Students who are registered for a course but do not attend or make contact with the instructor during the drop/add period must be reported to the Admissions and Records Office. The "no show" students will be dropped from the course roster by the Admissions and Records Office.

Up until the withdrawal date for the semester, students who stop attending a course, miss more than 20 percent of the class, or fail to maintain contact with the instructor must be withdrawn by the course instructor.

Student Withdrawal from a Course: A student may withdraw from a course without academic penalty within the first nine weeks after the beginning of a semester and receive a grade of "W." For withdrawals after nine weeks, the student will receive a grade of "F" except under mitigating unavoidable circumstances which must be documented.

Basis for Evaluation and Revision of Course: Students in synchronous classes will be provided with an anonymous survey questionnaire at the end of the course that will ask each student to evaluate the instructor and the course and make comments and suggestions. Asynchronous class surveys are completed online. Survey results will be used to revise and improve the course.

Emergency Evacuation Plan: In each classroom, laboratory or other places where students are assembled for the purpose of instruction, a fire evacuation plan will be posted indicating the direction of travel from the room in the event it becomes necessary to evacuate the building as a result of fire or other emergency. This plan will be posted in a conspicuous place near the exit from the room.

Whenever the fire alarm sounds, the building will be evacuated. The instructor will ensure the fire door is closed upon leaving the area (doors with automatic closures on them). Instructors are also responsible for assisting disabled students.

If a classroom does not have an evacuation plan posted, the student or instructor should notify the academic dean.

Special Request: It is important to RCC that all students have a learning environment that is conducive to their needs. Therefore, any student who feels that they may need some type of accommodation in order to make this class a successful setting, should go to the Counseling Office on either campus for information about applying for services and accommodations. You will need to provide current documentation of your disability and recommended accommodation for that disability. For additional information refer to “Student Services” on the RCC website and look for “Students with Disabilities.”

College Closing Information: The College will be open unless an official closing is announced. If it is necessary to cancel or delay the opening of the college, the decision will be announced over radio and television stations serving the college region.