



COURSE SYLLABUS

Table of Contents

Section 1: Course Information2

Course Description2

Course Overview3

Course Workload3

Course Materials3

Course Topics4

Intended Learning Outcomes.....4

Late Work4-5

Extra Credit5

Section 2: Southeastern Policies.....6

Section 3: Course Schedule.....7

Aim, Learn, and Apply Descriptions7

Course Schedule8-15

Section 4: Assessments.....16-18

SECTION 1: COURSE INFORMATION

Format: Eight weeks.

Course ID: DCOM 4083

Course Title: Advanced Digital Imaging

College: College of Unrestricted Education - Department of Design and Communication

Prerequisites: DCOM 2023 and DCOM 3523

Credit Hours: 3

Instructor: See the online course in MyFIRE for instructor contact information and availability.

Course Description

This course focuses on advanced digital imaging techniques, including advanced digital photo editing, raster image digital design, and designing for online media.

Course Overview

In this course, students learn advanced digital imaging techniques, including industry-standard retouching techniques, digital compositing, special effects, and photo corrections in Adobe Photoshop. Students produce weekly digital image projects, including those that are graded with a rubric, including the portrait retouching project, the landscape digital composite project, and the final digital art project. Students build upon what they learned in Digital Layout and Design and Photography in terms of digital imaging. Creativity and problem solving are applied to produce effective digital image projects.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is _____(x hours per week).

Course Materials

1. No textbook required. Videos and resources are provided in course.
2. Software/Applications: Students may be able to obtain a free version of Adobe Creative Cloud by contacting SEU's IT Department via the Help Desk (helpdesk@seu.edu). Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Course Topics

The purpose of this course is to introduce, reinforce, and measure learning on the following topics:

- Advanced Digital Imaging in Adobe Photoshop
- Artistic Black-and-White Conversions
- Photo Corrections
- Portrait Photo Retouching
- Effects and Stylizing Photos
- Digital Composite Landscape Imaging
- Digital Art
- Camera RAW Filter Techniques
- Bit Rate and File Types in Digital Imaging

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Edit photos to produce professional effects.
2. Know the terminology of digital imaging, including common file types and editing functions.
3. Plan and produce professional graphic designs using industry-standard digital editing software.
4. Demonstrate expert proficiency in industry-standard digital editing software.

Late Work

Turn in work on time in order to get feedback on your digital imaging projects throughout the semester and for better class participation. If a graded assignment such as the photo retouching or landscape digital composite are turned in late, 20 points are taken off per day they are late. Complete the quizzes and final exam by the due date, since access can be

blocked after the due date.

Extra Credit

None accepted.

SECTION 2: SOUTHEASTERN POLICIES

Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.


SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.


Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

AIM, LEARN, AND APPLY DESCRIPTIONS


Aim

 When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

Learn

 When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

MODULE 1

XX/XX/XX-XX/XX/XX



- Demonstrate familiarity with the Photoshop interface.
- Apply a filter or effect to a photo in Photoshop.
- Save raster images in the proper format in Photoshop.
- Combine two photos for a before-and-after effect in Photoshop.
- Critique other students' photo effects.



- Read the provided reading assignments (located in course)
- View the provided learning resources (located in course)



- Week 1 Discussion Forum
 - Due: Monday, Tuesday
 - Points: Class Participation

**MODULE 2:
XX/XX/XX-XX/XX/XX**



- Adjust color modes in Photoshop.
- Apply black-and-white adjustment layer effect in Photoshop.
- Apply channel mixer black-and-white adjustment in Photoshop.
- Artistically convert photos to black-and-white photos using Camera RAW Filter and other methods.
- Apply best practices in black-and-white conversions.
- Demonstrate knowledge of the terminology of color, file modes and formats, Photoshop techniques and tools, and black-and-white conversion methods in a quiz.



- Read the provided reading assignments (located in course)
- View the provided learning resources (located in course)



- Week 2 Discussion Forum
 - Due: Monday, Tuesday
 - Points: Class Participation
- Quiz 1
 - Due: Tuesday
 - Points: 100

**MODULE 3:
XX/XX/XX-XX/XX/XX**



- Fix lens distortion in a photo in Photoshop.
- Brighten and adjust lighting levels in a photo in Photoshop.
- Fix white balance in a photo in Photoshop.
- Sharpen photos in Photoshop.
- Crop and level photos in Photoshop.



- Read the provided reading assignments (located in course)
- View the provided learning resources (located in course)



- Week 3 Discussion Forum
 - Due: Monday, Tuesday
 - Points: Class Participation
- Quiz 2
 - Due: Tuesday
 - Points: 100

MODULE 4:
XX/XX/XX-XX/XX/XX



- Apply industry-standard retouching effects to portrait photos in Photoshop.
- Adjust lighting levels to improve portrait photos in Photoshop.
- Reflect on the ethics of retouching photos.
- Adjust the focus, color, softness, and other attributes of portrait photos in Photoshop.
- Produce a portrait photo retouching project to demonstrate proficiency in the techniques.



- Read the provided reading assignments (located in course)
- View the provided learning resources (located in course)



- Week 4 Discussion Forum
 - Due: Monday, Tuesday
 - Points: Class Participation
- Portrait Retouching Project
 - Due: Tuesday
 - Points: 100

**MODULE 5:
XX/XX/XX-XX/XX/XX**



- Add contrast in photos in Photoshop.
- Design a photo collage in Photoshop.
- Add a simulated depth of field in Photoshop.
- Adjust a background in Photoshop.
- Apply selection, masking, and other techniques in special effects in Photoshop.
- Apply Camera RAW Filter techniques in Photoshop.



- Read the provided reading assignments (located in course)
- View the provided learning resources (located in course)



- Week 5 Discussion Forum
 - Due: Monday, Tuesday
 - Points: Class Participation

**MODULE 6:
XX/XX/XX-XX/XX/XX**



- Combine two or more landscape photos in a digital composite in Photoshop.
- Adjust color and lighting in two or more photos in order to be consistent.
- Adjust focus and depth of field in two or more photos in order to be consistent.
- Apply effective selections in a digital composite landscape photo.
- Apply effective masking and layering techniques in a digital composite landscape photo.



- Read the provided reading assignments (located in course)
- View the provided learning resources (located in course)



- Week 6 Discussion Forum
 - Due: Monday, Tuesday
 - Points: Class Participation
- Digital Composite Landscape Image
 - Due: Tuesday
 - Points: 100

**MODULE 7:
XX/XX/XX-XX/XX/XX**



- Critique provided examples of digital art.
- Find effective examples of digital art.
- Apply criteria of effective digital imaging to a critique.
- Propose a theme for a digital art project.
- Provide feedback to peers on digital art project proposals.



- Read the provided reading assignments (located in course)
- View the provided learning resources (located in course)



- Week 7 Discussion Forum
 - Due: Friday, Tuesday
 - Points: Class Participation

**MODULE 8:
XX/XX/XX-XX/XX/XX**



- Apply appropriate production practices of digital imaging in a digital art project.
- Apply creativity in a digital art project.
- Design and produce a final digital art project.
- Critique other students' digital art projects.
- Demonstrate knowledge of overarching principles and practices of digital imaging in a final exam.



- Read the provided reading assignments (located in course)
- View the provided learning resources (located in course)



- Week 8 Discussion Forum
 - Due: Monday, Tuesday
 - Points: Class Participation
- Digital Art Project
 - Due: Tuesday
 - Points: 100

SECTION 4: ASSESSMENTS

Class Participation

Description

This assessment is to assess how much and to what extent students participated in the class, with an emphasis on meaningful and timely discussion from initial posts and responses on the forums. Critique other students' digital images with specifics (where it works well and where to improve, if relevant) instead of just saying vague comments such as "nice post." Refer to rubric for grading criteria.

Total Possible Points

20

Grade Weight

20%

Portrait Retouching

Description

The portrait retouching project is meant to demonstrate proficiency and effectiveness in retouching a portrait photo, using industry-standard techniques in Adobe Photoshop learned that week. The project is uploaded to the forum and assignment upload link. Refer to the assignment instructions that week for detailed instructions.

Total Possible Points

100

Grade Weight

15%

Landscape Composite Photo

Description

The landscape composite photo project is meant to demonstrate proficiency and effectiveness in compositing landscape photos, using industry-standard techniques in Adobe Photoshop learned that week. The project is uploaded to the forum and assignment upload link. Refer to the assignment instructions that week for detailed instructions.

Total Possible Points

100

Grade Weight

15%

Digital Art Project

Description

The digital art project is the final project in Advanced Digital Imaging. It is an opportunity for students to apply the various techniques learned in the course. Students are to use creativity and problem solving to produce a series of four digital images that are centered on a theme.

Total Possible Points

100

Grade Weight

30%

Quizzes

Description

Quiz 1 deals with the content from weeks 1 and 2, including file formats, color modes, and black-and-white conversions in Photoshop. Quiz 2 deals with the content from week 3, including photo correction techniques in Photoshop.

Total Possible Points

200 (100 points for each quiz)

Grade Weight

10% (5% each)

Final Exam

Description

The final exam is intended to measure understanding of overarching principles and practices of advanced digital imaging. Advanced Digital Imaging is a practical class, so the final exam is only 25 questions. They cover overarching principles and practices of digital imaging, but specifically, review the reading and videos on file formats, color terminology, and the editing process. As for testing knowledge about retouching techniques, layering, selections, compositing, and special effects, most of that is tested by the weekly projects, by putting those techniques into practice.

Total Possible Points

100

Grade Weight

10%

