

ADOBE DESIGNER BASICS COURSE SYLLABUS

APPLIED ARTS 176 | FALL 2020 | CRN 26422

Fall term: Sept. 28th – Dec. 13th
Scheduled time/days: M/W 5pm – 6:20pm
Credits: 3
Classroom: SSH 116D
Final Exam: Monday, December 7th, 5pm

Instructor: Mattea Godsey
E-mail: godseym@linnbenton.edu
Office Hours (in classroom):
M 6:20pm – 7:20pm

COURSE DESCRIPTION

This course provides students with a basic overview of the Adobe designer suite for professional graphic designers. Students will gain an understanding of the terminology used by the design industry. Coursework will include learning the basic skills of Adobe InDesign and Photoshop for the creation of simple page layouts. Students will learn to work with PDFs using Adobe Acrobat. This course will also cover some of the legal aspects surrounding contracts and copyright.

PREREQUISITES

A working knowledge of computers.

COURSE OUTCOMES

Upon successful completion of this course, students will be able to:

- Utilize and identify basic design industry vocabulary
- Demonstrate basic skills using Adobe InDesign and Photoshop
- Create basic page layouts using InDesign
- Make visually appealing font choices
- Design and complete individual projects for print and web.

STUDENT LEARNING OBJECTIVES

- Knowledge of the differences between bitmap/raster and vector graphics
- Familiarity with file formats (such as .psd, .eps, .gif, .jpeg, .png, and .indd)
- Understanding of file size, resolution, and their applications for both print and web
- Learn how to properly download and install fonts
- Organize and manage digital files
- Learn how to use imagery with an understanding of copyright issues
- Familiarity with prepress practices

REQUIRED SUPPLIES:

8GB (or larger) Memory Stick/USB Drive for storage and transfer of files and assignments.

CLASSROOM POLICIES

BEHAVIOR & EXPECTATIONS

- Watch all lectures and attend all class sessions. Class will be in-person once a week, you should use the other class day to watch the lecture for that week. (Inform the instructor if you cannot make it)
- The course has been built sequentially, therefore keeping up with the assignments and projects is crucial to success.
- Be prepared to spend extra time in our computer lab or with computers with Adobe programs.
- Participate in discussions
- Be on time and prepared
- Resist use of electronic devices (unless part of a class activity)
- Give your full effort to course assignments and activities
- Do your own work except when working in groups as instructed

You are held accountable to the Student Code of Conduct, which outlines expectations pertaining to academic honesty (including cheating and plagiarism), classroom conduct, and general conduct.

BREAKS

Students choose when they require a break. Please be courteous of the instructor and fellow students who will be working. Remember that there is no food or drink allowed near the computers.

LAB ACCESS/INFORMATION

The lab is open to enrolled LBCC students to use when there is not a class in session. Make copies of all your work. Work left on the desktop is NOT safe and is trashed every time the computer is rebooted.

ATTENDANCE, TARDINESS, & PARTICIPATION

Attendance is important for this class. We will be going over new material in each class. Please contact a classmate for any missed notes and homework. If you know you are going to be absent, contact me in advance.

In the event that you're late to class, please be mindful when entering our lab. Please come in and set up quietly.

CELL PHONES

Unless it is required for a project, please turn your phone off and keep it out of sight during class.

COURTESY AND RESPECT

I encourage you to share your unique perspectives. This is a class where we can all learn from each other! Please be kind, constructive, and professional with your comments.

ASSIGNMENTS, ACTIVITIES, & GRADING

COURSE ACTIVITIES

This is a hands on design software class. Each week there will be a lesson with in-class demos, as well as hands on work. There will be four labs, two self-directed creative projects, two multiple choice quizzes, and a final exam.

LAB EXERCISES

There will be regular in class labs which are technical exercises. It is very important that you attend class in order to complete these. Every effort has been made to make these something you can accomplish during class time, but there may be cases where you will need extra time in the computer lab outside of class. Please be aware of this and budget your time accordingly.

PROJECTS

There are two larger projects that will be assigned during the term. I have made an effort to schedule "work in class" days, but please be prepared to work in the lab on campus in order to complete these projects. I will keep the lab open for an hour after class to provide extra lab time for those who need it.

QUIZZES AND FINAL EXAM

Students are required to complete two multiple choice quizzes. **Quiz Make Up Policy:** If you notify me in advance and have a legitimate reason for missing a quiz, I can work with you to reschedule. If you do NOT notify me in advance, you may not make up the quiz.

Our cumulative final exam will be held Monday, December 7th at 5:00pm.

COURSE MATERIALS AVAILABLE ONLINE

Class materials will be available through Google Drive. Grades will be updated throughout the term and available on Moodle. Instructions to access these will be provided during the first week of classes.

GRADING

- | | |
|------------------------------|-----------------------------|
| • 4 Lab Exercises: 30% | A: 90 - 100% Excellent Work |
| • 2 Creative Projects: 30% | B: 80 - 89% Good Work |
| • 2 Quizzes: 20% | C: 70 - 79% Average Work |
| • Final Exam: Cumulative 20% | D: 60 - 69% Poor Work |
| | F: 0 - 59% Failing Work |

This course is graded on an A-F scale. Incompletes are rarely given and must be discussed with the instructor.

METHOD OF EVALUATION

Evaluation will be based upon completion of all assigned exercises and projects. I allow for projects to be reworked during the term. All reworked projects will be due on finals day by the end of the class.

Assignments, policies and schedule are subject to change upon Instructor's discretion.

COLLEGE POLICIES

LBCC EMAIL AND COURSE COMMUNICATIONS

You are responsible for all communications sent via Moodle, Canvas, and to your LBCC email account. You are required to use your LBCC provided email account for all email communications at the College.

BASIC NEEDS STATEMENT

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Roadrunner Resource Center for support (resources@linnbenton.edu , or visit us on the web www.linnbenton.edu/RRC under Student Support for Current Students). Our office can help students get connected to resources to help. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources that they may possess.

DISABILITY AND ACCESS STATEMENT

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in this class, please talk to me as soon as possible to discuss your needs. If you believe you may need accommodations, but are not yet registered with CFAR, please go to <http://linnbenton.edu/cfar> for steps on how to apply for services or call 541-917-4789.

HONOR CODE

LBCC is dedicated to maintaining an optimal learning environment and insists upon academic honesty. To uphold the academic integrity of the institution, all members of the academic community, faculty, staff and students alike, must assume responsibility for providing an educational environment of the highest standards characterized by a spirit of academic honesty. You are required to do 100% of your own work from start to finish. This means that you may not use any part of the work done by another student or give your work to another student. If you are involved in any kind of cheating or plagiarism then you will be subject to discipline, up to and including automatically failing the assignment, failing the course or disciplinary action by the Dean of Students.

NONDISCRIMINATION POLICY

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws.

COURSE CALENDAR

WEEK	DATE	LESSON	ASSIGNMENTS
1	9/28	Introduction, syllabus review, lab orientation, shared drives and file management	HW assigned: find design examples
	lecture	Design Vocabulary, Mac orientation	
2	10/5	Introducing InDesign, Review homework, Lab 01 assigned	Review HW, Lab 01 in class
	lecture	Design & Typographic principles	
3	10/12	Lab 02 assigned	Lab 02 in class
	lecture	Typographic Categories, history of typography film	
4	10/19	Creative Process, Brand Packages, Project 1 assigned	Project 1 introduction
	lecture	Logo Usage	
5	10/26	Quiz #1	Quiz #1 in class
	lecture		
6	11/2	Introducing Photoshop, Lab 03 assigned	Lab 03 in class
	lecture	Color & Design	
7	11/9	Lab 04 assigned	Lab 04 in class
	lecture	Stock Images & Copyright	
8	11/16	Project 2 assigned	Labs 01-02 due Project 2 introduction
	lecture	Working with PDFs	Project 1 due
9	11/23	Quiz #2	Quiz #2
	lecture		
10	11/30	Work in class	Labs 3-4 due
	lecture	Review for Final	
11	12/7	Final Exam	Project 2 due at end of class, All reworks due