

Community College of Vermont

Online

ART-1210: Adobe Creative Cloud

Fall 2021 Semester

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Syllabus

Essential Objectives

1. Demonstrate fundamental skills using Photoshop, Illustrator, and InDesign for use in print and Web application.
2. Explain the differences between bitmap/raster images and vector graphics, and the software used for each.
3. Import and export files between software packages, including usage of various file formats such as .psd, .eps, .gif, .tif, .jpeg, .png, .ai, and .indd.
4. Demonstrate methods for optimizing size, color, and quality of images and/or photographs using Photoshop.
5. Create vector graphics and utilize tools to create, resize, and manipulate type in Illustrator.
6. Create basic page layout using key tools such as master pages and style sheets within InDesign.
7. Examine and discuss traditional methods of design and pre-press, with reference to the art historical, social, and cultural context.
8. Design and complete individual projects.
9. Display finished works in a professional manner.

Methods

This Creative Cloud class involves both online classwork as well as homework assignments. Students are expected to spend a majority of their time in the online classroom watching demonstration videos, completing coursework, responding to classmates and posting to forums. A minimum of 9 hours of homework can be expected in a 3-credit course. A variety of examples and demonstrations will be offered each week through videos and handouts which will go over several different styles and techniques. I will make continuous evaluations as I watch you progress in this class. One of the objectives is for you to improve over the course of the semester. I will be paying close attention to your attitude on a weekly basis and provide you with written feedback frequently. It is especially important to be thoughtful and sensitive when we post in a

public forum, as your tone is not reflected in what you type. EXAMPLE: ALL CAPS CAN COME ACROSS AS YELLING. Let's keep our conversations thoughtful and friendly. Coursework will be based on the software and computers available with your local CCV lab. It is not necessary to purchase the Adobe software; however, I have provided resources for free trials and discounted software on our Moodle page. All assignments must be completed to the best of your ability.

Course Description:

This course is an introduction to the industry-standard software package for professional graphic designers for use in digital image manipulation, digital illustration and page layout. Students will learn basic navigating skills within the Adobe Creative Cloud software, including Photoshop, Illustrator and InDesign. Students will learn how to select, modify, adjust, combine, and manipulate pre-existing digital raster images, as well as the basic method for creating new vector images from scratch. Students will then investigate how these images can be integrated with type to create a page layout.

1. Students will read through the course materials on their own. Adobe Creative Cloud concepts will be supplemented with a video lecture and demonstration, including studio practice which is expected to be completed before the final project is attempted. Studio is essential practice towards developing proficiency with the software.
2. Each week builds upon the last. Students will be expected to demonstrate growth in concepts covered in the previous weeks while approaching new concepts in their designs with an open mind and curiosity.
3. **Assignments are expected to be completed by the due date. *AFTER TWO WEEKS, late assignments will not be accepted for credit.*** Each assignment is graded by a rubric.

What Students Can Expect From the Instructor

1. I will provide a warm, safe online environment where everyone can have fun and learn together.
2. I highly value instructor-student communication! My preferred method of communication is email. I check my CCV email daily. If you have a non-emergency question, please use email. I will respond to you within 24 hours. However, text messages and/or phone calls are encouraged if you need to communicate with me sooner. If you have a question that does not require an immediate response, you can send a text message (please identify yourself in the first line: "Hi professor, this is Susannah from your Adobe Creative Class."). I will respond to you as soon as I see the message and have an opportunity to respond. If it is an "emergency," or something that you believe requires my immediate attention, call me. If I am away from the phone, please leave a voice mail

and I will return your call as quickly as possible. While my phone is always nearby, but I do not consider it to be an appendage, so please plan accordingly.

- **Email:** smc05271@ccv.vsc.edu
- **Cell Phone:** (802) 591-1894

4. I will make continuous evaluations as I watch you progress in this class. One of the objectives is for you to improve over the course of the semester. ***Please note: Showing up to class and doing all of the assignments, without progress, does not constitute a passing grade.***
5. I will be paying close attention to your attitude on a weekly basis and provide you with verbal and written feedback frequently. All assignments must be completed to the best of your ability. To achieve an A in this class it requires a level of commitment to Adobe techniques and mastery.
6. I will do my utmost best to respond to and grade assignments with feedback within a week of their due dates. If something gets in my way, I will let the class know that there will be a delay and when students can expect their grades/feedback.
7. I will treat all students with collegial respect! I believe that students have as much to contribute to the learning process as I do, and I look forward to our exchanges as colleagues.

Instructor Expectations for a Successful Online Course

1. This course is not self-paced and is not the “softer, easier way!” There are weekly deadlines for discussion forum participation, assignments, and examinations that must be met to ensure maximum credit towards a student’s final grade.
2. Deadlines are essential for success in a graphic communication profession. All assignments should be delivered on time. Feedback in our online forum is expected. Work will be evaluated considering concept, effort, personal progress and success of the final result.
3. Discussion forums open on Sunday and close on Saturday of each week. They are a critical part of the course (and your grade), so please stay current and up to date. A best practice would be for students to create and share their original posts by Tuesday of each week. It is expected that all students respond to all of their student colleagues at one point or another during the scheduled discussion forum.
4. Have contingency plans for computer problems as well as late arrival of art supplies. Some suggestions include taking an inventory of art supplies you already have. Reaching out to family or friends who may have extra supplies you can borrow. It is even suggested that students seek out friends, family, and even coworkers who have Internet services in the event of a computer crash in order to stay current with weekly responsibilities.

5. Online learning happens in real-time. The online student must function regardless of life's challenges (births, deaths, travel, family emergencies, work issues, military deployment, etc.). Success is contingent upon the student's ability to master course content while simultaneously mastering all of life's challenges. If work is not submitted on time, the instructor will assume that an unforeseen event has occurred and that the student will be back on track as soon as possible, thus eliminating the need for apology or excuse. Communication is vitally important! A student should always contact the instructor to let them know what's going on in their life if the student needs to be away from the course for any reason. It is possible that suitable arrangements could be made so the student can continue in the course.
6. Students should allot at least five to ten hours per week to be successful in this course. That time includes reading and reviewing the course materials, lecture and demonstration, participating in the discussion forums, and completing assignments and examinations. If a student believes they are spending an inordinate amount of time on this course, the instructor needs to know so that the student and instructor can troubleshoot!
7. Ask questions! Open the questions up to everyone, as someone else in the class will probably have the same question. Students may answer each other's questions, as they learn best when trying to explain something to someone else. If the class cannot answer the question, then the instructor will jump in and provide assistance.
8. Practice good "netiquette" and treat classmates with respect. Discussion forums are a place where students are expected to be venerable, ask for feedback on unfinished work and give peer feedback in order to grow as an artist.
9. Students should plan to be online at least three times per week. Some students may find they benefit from being online more often. It is important that students log in so that they can read course announcements, read the postings of other students, and check for email messages from the instructor. Do not allow yourself to get behind. Dates for the start and end of each week are clearly posted. Students would be wise to plan their schedules for this course around these dates.
10. "Attendance:" In order to be considered "present" for class each week, each student must post a response to the discussion forum prompt, provide feedback to at least two of your classmates and acknowledge the feedback you have been given by your peers in a final response. Student attendance is reported to CCV and often checked by academic advisors as a way of monitoring a student's progress throughout the semester.
11. Each design is a record of your thinking, decision-making and time spent. Your portfolio should be a record of your progress over time. Portfolios will include all of your final homework assignments.

Grading System

- **30%** Participation in classroom critiques and studio (online discussions).

- **20%** Homework weekly development of portfolio (typically a minimum of 9 hours of homework) completed on time with evidence of effort
- **10%** Quizzes
- **20%** Midterm
- **20%** Final Project and Portfolio.

A: Superior to excellent work. Student has completed all assignments in a thoughtful, creative and dedicated manor. Outstanding amount of skill and care put into work. Student has created an extensive body of work. Strong voice during discussions. Creative and sensitive feedback during critique. Overall effort and attitude is superb.

B: Good to excellent work. All assignments have been completed and show a significant amount of effort and care. Student grasps most of the concepts introduced in class and has applied them to his/her work in a thoughtful manor. Student is a willing and active participant in class discussions and critiques.

C: Partial to good work. Student does not exhibit the amount of care required for this medium. Student grasps some ideas but does not put forth full effort in practicing them.

D: Marginally meet the expectations of the assignment. Minimal comprehension of concepts. Critical thinking and attention to detail are poor. Student has difficulty in articulating his or her learning.

F: Did not meet the expectations of this class. Incomplete assignments. Irregular attendance. Little or no growth. Lack of participation in discussions and critiques. Effort is minimal. Attendance may have been unacceptable. Students are strongly urged to discuss this grade with their instructor and advisor.

Attendance and Participation Policy

Class attendance, participation and preparedness are essential to be successful in this course. Unexcused absences will not be tolerated. Students can make up excused absences by doing extra homework. Students cannot pass the class if they miss more than 3 classes. Students are expected to bring have all materials necessary for each class.

- Class attendance counts as 30% of your final grade. In an online environment a record of your logins is documented each week in Canvas.
- Class starts promptly Sunday morning at 10am. All assignments for the corresponding week will be posted and available for review at that time. Each class runs through until the following Saturday and ends at 11:45PM.
- All absences must be excused **prior to the start of the week**. Please email me at smc05271@ccv.vsc.edu. If it is an emergency call or text my phone 802-591-1894. Leave your name, what class you are enrolled in, what the reason for your absence is, and any supports you will need.

- No more than two absences are allowed per semester. More than two absences will result in the lowering of your final grade.
- We only have 15 classes together each semester. Each class covers a significant amount of learning scaffolded intentionally to strengthen your skills for each additional course. Four absences, or 26% of missed class time, will result in immediate failure of this course. Please reach out often and early when you are having difficulty with anything in this class. I am here to support your success.
- Cell phones, media devices, and your sound on Zoom should be shut off during class when attending synchronous meetings. In the event of a personal emergency please alert me prior to the start of class and you may keep your phone on vibrate. Everyone has the right to a respectful, distraction free learning environment.

Additional Instructor Pre-Assignments/Notes/Comments

Technology Course Requirements:

Software: Students in this course will need the Adobe Creative Cloud software suite on a home laptop or desktop computer. This software can be purchased directly from Adobe for a student monthly fee of \$19.99. To get student pricing you will need to use your CCV email address.

System Requirements:

Please note: Adobe Creative Cloud software will not work on phones or tablets/iPads and usage on Chromebooks may be limited. A laptop or desktop computer is required. Please consult the system requirements below:

Adobe Creative Cloud system requirements can be found

here: <https://helpx.adobe.com/creative-cloud/system-requirements.html>

Individual applications download separately, and requirements may vary. Links to requirements for Illustrator, InDesign and Photoshop are below:

- **Adobe Illustrator:** <https://helpx.adobe.com/illustrator/system-requirements.html>
- **Adobe InDesign:** <https://helpx.adobe.com/indesign/system-requirements.html>
- **Adobe Photoshop:** <https://helpx.adobe.com/photoshop/system-requirements.html>

Note to Students: If you have difficulty in acquiring these resources for your course, please contact your financial aid counselor to see if there are assistance programs available to you.

Academic Honesty and Integrity

CCV has a commitment to honesty and excellence in academic work and expects the same from all students. Academic dishonesty, or cheating, can occur whenever you present as your own work something that you did not do. You can also be guilty of cheating if you help someone else cheat. Being unaware of what constitutes academic dishonesty (such as knowing what plagiarism is) does not absolve a student of the responsibility to be honest in his/her academic work. Academic dishonesty is taken very seriously and may lead to dismissal from the College.

Adobe Creative Cloud Schedule

This course is broken down into three sections, each with a specific focus on one of the following three programs: Photoshop, Illustrator and InDesign. The purpose of this course is to prepare you for courses that require a basic knowledge of these programs (ie. Graphic Design, Digital Photography etc). Please understand that this syllabus serves as a guide and may change based on the needs of the class. *The instructor reserves the rights to add or subtract assignments from this list.*

Week	Topics	Weekly Assignment Due Dates
1: 9/7-9/18	Introduction <ul style="list-style-type: none"> • Introductions • Copyright/Fair Use 	9/18/21: Discussion Forum 1 – Student Introductions 9/11/21: Complete Canvas Profile 9/18/21: Syllabus Scavenger Hunt 9/18/21: Discussion Forum 2 – Copyright/Fair Use 9/18/21: Assignment “Copyright/Fair Use”
2: 9/19-9/25	Photoshop <ul style="list-style-type: none"> • Photoshop Layout • Selection Tools • File Types • Saving for the Web • Creating Basic Shapes • Managing Layers 	9/25/21: Discussion Forum 3 – Photo Edits 9/25/21: Assignment “Five Worksheets”
3: 9/26-10/02	Photoshop: <ul style="list-style-type: none"> • Color Theory • Tints, Tones and Shades • Intensity • Color Schemes 	10/02/21: Discussion Forum 4 – Color Theory 10/02/21: Assignment “Color Wheel” 10/02/21: Assignment “Color Schemes” 10/02/21: Assignment “Pop Art Final”
4: 10/03-10/09	Photoshop <ul style="list-style-type: none"> • Clipping Mask • Alterations • Masking 	10/09/21: Discussion Forum 5 – Famous You 10/09/21: Assignment “COB Practice” 10/09/21: Assignment “Famous You”
5: 10/10-10/16	Photoshop: <ul style="list-style-type: none"> • Wix Website • Building a Portfolio 	10/16/21: Discussion Forum 6 – Portfolio 10/16/21: Assignment “Photoshop Test” 10/16/21: Assignment “Portfolio Checkpoint #1”
6: 10/17-10/23	Illustrator <ul style="list-style-type: none"> • Illustrator Layout • Design Elements 	10/23/21: Discussion Forum 7 – Illustrator 10/23/21: Assignment “EOD”

7: 10/24-10/30	<ul style="list-style-type: none"> • Pen Tool • Vector/Bitmap 	10/30/21: Discussion Forum 8 – Vector Graphic 10/30/21: Assignment “Fleur de Lis and Bee” 10/30/21: Assignment “Personal Vector Graphic”
8: 10/31-11/06	Illustrator <ul style="list-style-type: none"> • Typography • Clipping 	11/06/21: Discussion Forum 9 – Typography 11/06/21: Assignment “Typography Practice” 11/06/21: Assignment “Typography Project”
9: 11/07-11/13	Illustrator <ul style="list-style-type: none"> • Wix Portfolio 	11/13/21: Discussion Forum 10 – Portfolio Update 11/13/21: Assignment “Illustrator Quiz”
10: 11/14-11/20	Illustrator <ul style="list-style-type: none"> • InDesign Intro 	11/20/21: Discussion Forum 11 – Advertisements 11/20/21: Assignment “InDesign EOD”
11: 11/21-11/27	InDesign <ul style="list-style-type: none"> • The Three C’s • CRAP • Business Card 	11/27/21: Discussion Forum 12 – Business Card 11/27/21: Assignment “Business Card”
12: 11/28-12/04	InDesign <ul style="list-style-type: none"> • Flyer • Engagement 	12/04/21: Discussion Forum 13 – In Design Flyer 12/04/21: Assignment “Flyer”
13: 12/05-12/11	InDesign: <ul style="list-style-type: none"> • Composition • Advertising 	12/11/21: Discussion Forum 14 – Magazine Cover 12/11/21: Assignment “Rough Draft Magazine Cover”
14: 12/12-12/21	Final <ul style="list-style-type: none"> • Final Portfolio • Final Project • Final Goodbye 	12/21/21: Discussion Forum 15– Final Portfolio Share 12/21/21: Discussion Forum 16– Final Goodbye 12/21/21: Assignment “Final Online Portfolio” 12/21/21: Assignment “Final Magazine Cover” 12/21/21: Assignment “InDesign Quiz”