The University of the Arts
Continuing Education

Syllabus: Adobe Creative Suite

CE 1403 C+N | Fall 2018
Continuing Education

Course Information:
Location: TBA
Dates: Thursdays 6:30-9:30PM, SEP 27 - DEC 6
Note:

Instructor Information:
Name: Christine Bailey
Email: christibailey@gmail.com
Email Policy: Please feel free to email me with any questions. I will get back to you within 1 to 2 business days.

Course Description:
Have little to no experience with Adobe design software? This course outlines the fundamentals of Photoshop, Illustrator, and InDesign. Learn the basics of image resolution, scanning, image import/export, print setup, photo adjustments and vectors, as well as introductory typography and design. You'll gain a better understanding of how these three software programs work together and independently to create products for print and web. This course offers navigational and introductory essentials, as well as a solid foundation for ongoing design exploration.

Course Overview:
Each class meeting will dedicate its time to a design lecture, software demonstration, and studio time for in-class exercises/assignments. Some weeks will require students to complete out of classroom assignments. It is suggested students supplement this class with optional recommended materials such as video tutorials and readings.

Course Objectives/Learning Objectives:
At the end of this course, students will:

• Identify the individual differences between Photoshop, Illustrator and InDesign
• Manage between the three programs in an effective and professional manner
• Understand the use of basic typography
• Learn how to properly download, install and use fonts
• Prepare images with proper resolution for both print and web applications.
• Learn how to import and/or use existing photos properly with understanding of copyright issues.
• Create projects that can be used as portfolio builders
• Modify photos via Photoshop
• Gain proficiency with Illustrator tools such as the pen tool, vector shapes, pathfinder and gradients
• Mock up layout designs in InDesign with an understanding of print and/or internet prep by way of packaging files and links palette
• Create a full pdf of all semester work to present as a final pdf portfolio

COURSE RESOURCES
Software: Creative Cloud 2014 Design Premium (InDesign, Photoshop, and Illustrator)
Textbooks: *Optional*: Any Adobe CC "Classroom in a Book" series, or the Adobe CC "Visual Quickstart Guide" series. For video tutorials, visit Adobe TV (free), Lynda.com, or Digital Tutors (paid subscriptions). Selected readings will be provided by the professor.

Additional Course Materials | Supplies
Digital Storage – Either cloud storage (eg Dropbox or Google Drive) or external storage (eg external hard drive or flash drive). Recommended 2 gigs of space at a minimum.

Camera – (optional) For supplying own photos/textures. Most smartphone cameras will work in a pinch.

COURSE ACTIVITIES
Design Lectures/Presentations
Design Projects
Software Vocabulary Quizzes
Critiques

COURSE POLICIES
Project submission guidelines: For submission students will hand-in his or her finished design digitally. All notes, research, and sketches should be included with the submission. You will also be asked to supply a digital version of your final work.

Please use the assigned naming conventions when naming your digital files (e.g. "Last Name_Project_1.pdf").

Student Feedback/Communication
If you experience an emergency, which will prevent you from completing required coursework on time, please communicate with the instructor at the earliest opportunity. Please state the nature of the emergency and when you expect to turn in the coursework.

Attendance + Participation [EXAMPLES TO BE EDITED AS NEEDED]
All students are expected to attend classes regularly and promptly, and for the duration of the scheduled instructional time. Individual instructors will decide the optimum time for taking attendance and may penalize for habitual lateness or absence. Please notify instructor if you expect to miss a class. Repeated absences may result in a grade of "F" for the course.

This course content is delivered through a series of presentations, examples and hands-on exercises in a computer lab so regular attendance is critical to your success. Students are expected to arrive on time and stay the length of the class. There will be graded practice assignments in class as well as homework based on the class lessons each week. An absence will not be considered an excuse for a late assignment. A student with more than two consecutive, or three total absences will not be able to pass the course, even if the absence is medically excused. Each absence past the first excused occurrence will result in a lowered grade. Any materials or announcements covered in class missed during an absence are the student's responsibility. Lectures and class activities cannot be repeated.

Students who withdraw from a course must do so in writing. Non-attendance does not constitute an official withdrawal.

Syllabi
Changes to the course content will be communicated by email from the instructor, and the Program Director will be copied. The syllabus is subject to change based on individual needs of the class at the instructor's discretion.

Content Warning [edit as needed, or remove if not applicable curriculum, or what content students are generating]
At times this semester we will be discussing content that may be disturbing, even traumatizing, to some students. [Explain the specific content that may be triggering.] If you suspect that specific material is likely to be emotionally challenging for you, I'd be happy to discuss any concerns you may have before the subject comes up in class. Likewise, if you ever wish to discuss your personal reactions to course material with the class or with me individually afterwards, I welcome such discussions as an appropriate part of our classwork.

If you ever feel the need to step outside during a class discussion you may always do so without academic penalty. You will, however, be responsible for any material you miss. If you do leave the room for a significant time, please make arrangements to get notes from another student or see me individually to discuss the situation.

Please remember that the UArts Counseling Center is free and available to all students. The Counseling Center is located in Gershman Hall, Room 307. Walk-in hours are from 11 a.m. – 1 p.m. Monday through Friday.

University Policies

Academic Honesty/ Integrity Policy
Violations of academic integrity are considered to be acts of academic dishonesty and include (but are not limited to) cheating, plagiarizing, fabrication, denying others access to information or material, and facilitating academic dishonesty, and are subject to disciplinary action. To review the **Academic Honesty/ Integrity Policy** in its entirety, please visit: http://cs.uarts.edu/ce/policies#academichonesty/integritypolicy

Student Code of Conduct
It is the policy of the Division of Continuing Studies to provide a safe and healthy environment for learning, personal growth and enjoyment. The well-being of this community depends upon the good judgment and considerate behavior of its members. Student status at The University of the Arts is not an unconditional right, but a privilege subject to certain rules and expectations articulated in the Student Code of Conduct. To review the **Student Code of Conduct** in its entirety, please visit: http://cs.uarts.edu/uploads/media_items/student-code-of-conduct.original.pdf

Notice of Nondiscrimination
The University expressly prohibits any form of discrimination and harassment on the basis of race, color, national origin, religion, sex, gender identity, age, mental or physical disability, veteran status, or any other protected classification in accordance with Federal, state, and local non-discrimination and equal opportunity laws. If you have encountered any such form of harassment or discrimination, we encourage you to report this to the Title IX Coordinator and Diversity Administrator, Lexi Morrison, at lmorrison@uarts.edu.

Sexual violence, sexual harassment, intimate partner/dating violence, and other forms of sexual misconduct are considered forms of sex-based discrimination and are prohibited by University policy and by law. We encourage students to report any incidents of sexual misconduct by contacting the Title IX Coordinator at titleix@uarts.edu. For more information about options and resources available to those who may have been impacted by sexual misconduct, please visit www.uarts.edu/titleix.

Office of Educational Accessibility
UArts values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in all learning experiences. If you have or think you may have a learning difference or disability – including a mental health, medical, or physical impairment – that would impact your educational experience in this class, please contact the Office of Educational Accessibility (OEA) at 215-717-6616 or

access@uarts.edu to register for appropriate accommodations. Faculty can provide course accommodations/modifications only after receipt of an approved accommodations letter from OEA.

Grading

Students taking the course for non-credit will still receive a PASS/FAIL grade. Students taking the course for credit will receive a letter grade based on the following criteria:

Component	Examples of Components	Points
Technical Proficiency	Projects, Quizzes, Exercises	40
Participation (incl Responses)	Class Discussions, Attendance	25
Artist Presentations	Critiques, Peer Feedback, Concepts	15
Deadlines & Following Instructions	Assignment completion and content, Readings	20
Total		100

Projects will be graded in the following categories: Visual Appeal*,* concept*,* development, and presentation.

SCHEDULE

SESSION	TOPIC	COURSEWORK	DUE
Session 1 Sep 27	Introduction	Class Introductions Syllabus Review	
	Presentation/ In-Class work	Lecture: Intro to Illustrator workspace, basic tools, compound objects, saving/exporting work.	
	Assignment	In Class: Discovering and Using tools with Skull exercise. Homework: Illustrator Tutorials	*October 4*
Session 2 Oct 4	Review	Illustrator Tutorials & Tools	
	Presentation/ In-class work	Lecture: Introduce the Pen tool, and pen tool functions. Bezier Curves & Logo Design	
	Assignment	Homework: Read Letter of Logos (provided), Sketch ideas for Logo Project. Pen Tool Exercises	*October 11*
Session 3	Review	Assignments/Troubleshooting	

Oct 11			
	Presentation/ In-class work	Lecture/Demo: Present Logo ideas, Review Illustrator Tools. Talk about Typography and understanding type tool/type options.	
	Assignment	*Homework: Finish Logo Design*	*October 18*
Session 4 Oct 18	Review	*Critique of Logo Design in Class*	
	Presentation/ In-class work	*Lecture: Understanding Image Trace & Clipping Masks. Working with layers.*	
	Assignment	*In Class: Illustrator Exercises*	*October 25*
Session 5 Oct 25	Review	*Selected Assignments/Troubleshooting*	
	Presentation/In-c lass work	*Lecture: Introduction to Photoshop, Healing Tools, Layer masks*	
	Assignment	*In Class: Healing Rosie Assignment, & Dramatic Black and White*	*November 1*
Session 6 Nov 1	Review	*Photoshop Tools*	
	Presentation/In-c lass work	*Lecture/Demo: Photoshop, working with Layers and Blending Modes, Adjustment Layers to edit photos.*	
	Assignment	*Bad Apple Tutorial, mini composite*	*November 8*
Session 7 Nov 8	Review	*Questions about assignments and review of layers, blending modes.*	
	Presentation/In-c lass work	*Photoshop, using brushes and filters*	
	Assignment	*Photoshop Composite*	
Session 8 Nov 15	Review	*Critique Composites, Review photoshop.*	*November 15*
	Presentation/In-c lass work	*Lecture: Introduction to InDesign, workspace and tools. Pages.*	

			November 29
	Assignment	*InDesign Exercise, Choose final project*	
Session 9 Nov 22	Review	*Review Pages and InDesign workspace.*	
	Presentation/In-class work	*Lab Time: InDesign exercise. Individual feedback on final project.*	
	Assignment	*Finish Flyer and Portfolio Document*	*December 6*
Session 10 Dec 6	Presentation/In-class work	*Final Critique: Class review of final project.*	

ASSIGNMENTS/ PROJECTS:

Assignment 1: Logo Design/Working with Vectors

Assignment 2: Photo Composite/Working with Raster

Assignment 3: Trifold/Magazine Design