



## SOUTHERN MAINE COMMUNITY COLLEGE

2 Fort Road, South Portland, Maine 04106

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**Title:** Digital Imaging

**Credit Hours:** 3, Contact hours: 45

**Professor:** Kendall Harnett; MFA

**Email:** kenharnett@gmail.com

**Catalog Number:** CNMS 120

**Tel:** 207.415.7659

**Location and Class Time:** Wed. 6:00-8:45 (112)

**Office Hours:** Wed 5-6P w/appt.

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### Class Description

This introductory course will focus on the creation, compositing and manipulation of digital images using Adobe Photoshop and Illustrator Topics to be covered will include digital color theory, scanning techniques, masking, optimizing images for the web and advanced brush and filter techniques. A series of hands on tasks will develop the student's ability to work with digital imagery. Prerequisite(s): CNMS 111 Co-requisite(s): none

### Course Objectives

Create and manipulate digital images with Adobe Photoshop  
Demonstrate basic image scanning skills  
Optimize digital images for use in print, video and on the web  
Understand additive and subtractive color theory  
Perform tonal and color corrections on digital images  
Design contemporary packaging using Adobe Photoshop

### Topical Outline of Instruction

### Course requirements

Lessons (10):	5%
Projects (12):	45%
Tutorials (4):	5%
Artist Homework: (10):	5%
Midterm:	15%
Final:	15%
Participation/Attendance:	10%

### Student Evaluation and Grading

Student's work will be evaluated on their knowledge and practice of class room work, reading, and task work; contribution to class discussion and the quality of production skills (this includes technical and aesthetic concerns.) In addition, grading and evaluation will include attention to deadlines and requirements specific to the assignments. Work will be formally graded twice the semester-at midterm and then at finals. Weekly progress and feedback will be given during class critiques and via the Blackboard discussion board.

93-100 : A  
90-92 : A-  
87-89 : B+  
83-86 : B  
80-82 : B-  
77-79 : C+

73-76 : C  
70-72 : C-  
67-69 : D+  
60-66 : D  
0-59 : F

### Grading Criteria

Most projects have a corresponding rubric on Blackboard.

Midterm and Final grades will be based on a scale of 100 points and account for 30% of the final grade.

A passing grade of C or better in all CNMS core classes is required for graduation with a degree from the Communications & New Media Department.

### Lessons

These are all from the book. Redo the chapter in the book and submit the final version as a .jpg. They are due before the next class period begins. **They will not be accepted late for any reason.**

### Projects

These are projects, which require implementation of the tools we are using in Photoshop and a creative outpouring! The assigned due dates are on Blackboard, as are the requirements and rubrics for each project. Make sure you turn in all the parts. They will be accepted up to two weeks late, **but you will lose 10% each week they are late.** After two weeks they will not be accepted. Make sure you have the print out ready when necessary, so we can discuss during critique periods.

### Tutorials

These are tutorials I have found on line. Just follow the instructions and turn in your final version. They are basically just following directions, but will demonstrate some of the really cool things that Photoshop can do. They will be accepted up to two weeks late, **but you will lose 15% each week they are late.** After two weeks they will not be accepted.

### Artist Homework

These are additional homework assignments designed to help the student explore contemporary work which is being done in the industry. There are several questions for each artist which should be submitted directly through blackboard. They will be accepted up to two weeks late, **but you will lose 15% each week they are late.** After two weeks they will not be accepted.

### Text Tools and Supplies

Adobe Photoshop CC Classroom in a Book (2017)

ISBN: 0-321-49202-1

Backup Media: USB drive

The final exam for your course is the ACA, the Adobe Certified Associate exam.

You should purchase the exam from this bookstore in order to receive the student discount of approx. \$80 for two tries.

<http://www.certipoint.com/Portal/desktopdefault.aspx?tabid=673&roleid=101>

### Supplies

- A USB portable drive for back-up (minimum 2 Gigs)
- Occasionally some art supplies or printing outside of school are needed for homework, plan on \$25

### Attendance & Missed/Late Work Policy

You are required, as stated in the college handbook, to attend all classes. A portion of your grade is determined by your attendance and active participation. Points will be deducted for unexcused absences. Excused absences must be documented with doctor's notes or other official form of notification. Three unexcused consecutive absences will result in a reporting of your "Last date of Attendance" which will be posted as an AF (automatic failure). Missed in class work will be made up outside of the class. Work submitted late will be graded on a reduced point value scale

(15% point reduction for every week late); after 2 weeks work will not be accepted. Lesson assignments will not be accepted late.

### **Miscellaneous**

MP3 players, headphones and Instant Messaging are prohibited during class time. Please turn this equipment off upon entering the classroom. Please do not disturb your fellow classmates during class or during open lab hours. Food and drink is strictly prohibited. We will break half way through our 3 hour session. You are free to chat, email, phone, and snack at this time.

### **Cell Phone Policy**

For security purposes, please set your cell phone to vibrate at the start of class. If you anticipate the need for your phone during class time, please inform me prior to the start of class. (For example: your child is sick and you need to be able to keep in touch with them.) If your cell phone goes off during class time for a non emergent reason, please remove yourself from the class room and re-enter after our break. You will be responsible for missed work. Early Warning Progress Report. At week 5, student progress will be assessed on the basis of attendance, submitted work and participation. If you are assessed at an "unsatisfactory" level, you and your department chair will receive a letter regarding your progress. You will be required to meet with your professor and also, possibly, your department chair.

### **End-of-Course Evaluation**

In order to gain access to final course grades, students must complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal site. Students can access the course evaluation report beginning two weeks before the end of classes. The deadline for submission of evaluations occurs 24 hours after the last day of classes each semester. Instructors will announce when the online course evaluation is available.

### **ADA (Americans with Disabilities Act) Syllabus Statement**

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call (207) 741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

### **SMCC Pay-for-Print Policy**

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, Tutoring Services, Campus Center Lounge and technology labs). Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account. Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an e-mail to [helpdesk@smccme.edu](mailto:helpdesk@smccme.edu).

### **Refunds**

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

### Add-Drop Policy

Students who drop a course during the one-week “add/drop” period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

### Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the Fall and Spring semesters and the second through ninth week of twelve-week Summer courses. This period is pro-rated for shorter-length courses, usually 75 percent of course meeting times; please check with the Registration Office. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Registration Office. This process must be completed either in person or by using SMCC e-mail accounts.

### Plagiarism Statement

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College’s chief academic officer prior to making such decisions. If a student seeks to challenge an instructor’s determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College’s disciplinary officer for review under the procedures of the MCCS Student Code of Conduct

**Contact Your Instructor:** Kendall Harnett: [kenharnett@gmail.com](mailto:kenharnett@gmail.com), 207-415-7659

### Unit 1: August 30

- **Unit 1:** Media Ethics
- **Lecture 1:** Ethics of Photoshop
- **Lesson 1:** Getting to Know the Work Area
- **HW: Project 1:** Media Ethics

### Unit 2: September 6

- **Unit 2:** Scanning & Resolution
- **Lesson 2:** Basic Photo Corrections
- **AOTW:** Jerry Uelsmann
- **HW: Project 2:** Photo Repairs
- **Due: Project 1:** Media Ethics

### Unit 3: September 13

- **Unit 3:** Selections
- **Lesson 3:** Working with Selections
- **AOTW:** Natalie Chau
- **DUE: Project 2:** Photo Repairs
- **HW: Project 3:** Recipe Illustration and the Visual Narrative
- **HW: Project 4 (part 1):** 10 Photographs of business (At least 5 people and 5 structure)

### Unit 4: September 20

- **Unit 4:** Layers
- **Lesson 4:** Layer Basics
- **AOTW:** Chris Jordan
- **DUE: Project 3:** Recipe Illustration
- **DUE: Project 4 (part 1):** 10 Photographs
- **HW: Project 4 (part 2):** Business Branding - Mailer
- **HW: Tutorial #1:** Color Splash Tutorial

### Unit 5: September 27

- **Unit 5:** The Portrait
- **Lesson 5:** Correcting & Enhancing Digital Photographs
- **AOTW:** Anton Semenov
- **DUE: Project 4 (part 2):** Business Branding - Mailer
- **DUE: Tutorial #1:** Color Splash Tutorial
- **HW: Tutorial #2:** My Zombie Girlfriend
- **HW: Project 5:** Album Cover Artwork!

### Unit 6: October 4

- **Unit 6:** Masks and Channels
- **Lesson 6:** Masks & Channels
- **DUE:** My Zombie Girlfriend Tutorial
- **HW:** Screen and Respond to "Helvetica"
- **HW: Project 6:** The Magazine Cover (Final Draft Due at the beginning of **Midterm Week**, A preliminary proof must be submitted at least three days prior to that date to receive full credit – you must make the appropriate changes based on feedback – rough draft is due next week)

### Unit 7: October 11

- **Unit 7:** Typography
- **Lecture 2:** Typography
- **Lesson 7:** Typographic Design
- **AOTW:** Paula Scher
- **DUE: Project 5:** Album Cover Artwork!
- **DUE: Project 6:** The Magazine Cover Rough Draft (rough draft due prior to turning in final version – **deadline is 10/15 – midnight**)
- **HW: Project 7:** Lyrical Art
- **HW: Tutorial #3:** Pop Art Stroke Effect

### Unit 8: October 18 – Midterm Week

- **Midterm**
- **DUE: Project 6:** The Magazine Cover Final Version

### Unit 9: October 25

- **Unit 9:** Good & Effective Logo Design
- **Lecture 3:** Logos
- **Lesson 8:** Vector Drawing Techniques
- **AOTW:** Erik Johansson
- **DUE: Project 7:** Lyrical Art
- **DUE: Tutorial #3:** Pop Art Stroke Effect
- **HW: Project 8:** Logo Creation
- **HW: Project 9:** Movie Poster

### November 1, 2017 – Catch Up Day – No Formal Class Meeting

#### Unit 10: November 8

- **Unit 10:** Advanced Compositing
- **Lesson 9:** Advanced Compositing
- **DUE: Project 8:** Logo Design
- **HW: Tutorial #4:** Painting with Fire
- **HW: Watch:** History of Illustrator and Write Response (TRT 20)

#### Unit 11: November 15

- **Unit 11:** Digital Painting
- **Lecture:** Balance and Composition
- **Lesson 10:** Painting with the Mixer Brush
- **AOTW:** Alberto Seveso
- **HW: Project 10:** The Digital Painting
- **HW: Project 12:** The Package Design
- **DUE:** The Movie Poster
- **DUE:** Response to Illustrator movie

### November 22, 2017 – No Class - Thanksgiving

#### Unit 12: November 29

- **Unit 11:** Working with Camera Raw and Advanced Color Correction
- **Lesson 12:** Working with Camera Raw
- **AOTW:** Maggie Taylor
- **DUE: Project 10:** The Digital Painting
- **DUE: Tutorial #4:** Painting with Fire

#### Unit 13: December 6

- **Unit 12:** Photoshop for the Web and Printing with Photoshop
- **Lesson 13:** Preparing files for the Web (you do not need to turn this lesson in)
- **Lesson 14:** Producing & Printing Consistent Color (you do not need to turn this lesson in)
- **AOTW:** John Knoll
- **DUE: Project 11:** The Package Design

#### Unit 14: December 13

- Final Exam
- **Lesson 15:** Printing 3D Files
- **DUE:** Extra Credit book projects
- **DUE: Project 12:** Final Showcase (redo one project for review and credit)

