

ART 176 Adobe Designer Basics

CRN 16392

Instructor: Carmen Tiffany

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Meeting Times: T/Th 5-6:20pm Through Zoom

Office Hours: By appointment through Zoom.

Quarter: Summer 2020 July 29th-August 31st

Credits: 3

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 Photoshop, Illustrator, InDesign and Acrobat for the creation of composition and layout design.

Foundational elements and principles of art and design in relation to visual media production and the communicative arts. Topics include elements of composition, layout, color, typography, image manipulation, graphics creation and design in visual media. Provides core competencies digital visual communication arts tools.

Student Learning Outcomes

1. Identify and describe the elements of composition and visual style within contemporary and historical art and design.
2. Differentiate between different types of media and choose the appropriate medium and visual style for the content's message.
3. Develop a skill set in digital content creation tools by completing tutorials and using software to create original works of art.
4. Experiment with creative problem solving and effective communication design by completing several creative exercises aimed at using different types of media..
5. Identify and discuss strengths and weaknesses in one's own design work by participating in peer reviews, discussing instructor feedback and group activities.
6. Distinguish between effective and ineffective visual design by identifying how the aesthetics of one's own design and the chosen media change the message of the content.

Course Credits

The course combines approximately 120 hours of instruction, activities, project work and project reviews for 4 credits. The workload is significant.

Hybrid Nature of the Course

This course will aim to provide online lectures and quizzes a supplemental material to the technical skill set acquired through the software tutorials. The online lectures will serve as artistic insight that directly relates to the creative technological conclusions that students make in relation to their various small scale creative projects.

Technical Skills

You are expected to have basic computer knowledge.

Required Materials

Required Book: [White Space is Not Your Enemy 3rd Edition](#) ISBN-13: 978-1138804647, ISBN-10: 1138804649

Required Technology: You must have access to a computer for this course.

Suggested Materials (not Required)

You will have access to Adobe software.

Course Content and Assignments

Lectures- Lectures will be given online. Lectures expand on book concepts and themes with added visuals, videos, animations. Some lectures are completely authored by the instructor and are not in the book.

Quizzes- Quizzes are sometimes given during or after an online video lecture or with a reading assignment.

Tutorials -Tutorials are done online and are produced by the instructor or by LinkedIn Learning. Sometimes other sources of tutorials are used.

Creative Exercises and Projects- Creative exercises and projects are assigned thematically throughout the term in relation to lecture and tutorial content.

Standards for Grading

Small and Large Scale Creative Studio Projects (questions to ask yourself)

- Does your work reflect the significant amount of studio time needed to complete that assignment, task or project?
- Is your work evident of authentic and original ideas while reinforcing creative, theoretical, historical and technical themes and applications in the course?
- Did you complete all parts of your assignments by the due dates?

- Did you fully participate in class discussions, engage with your peers and regularly asked your instructor for help and constructive feedback?
- Did you use allotted class time to work on the assigned task for the day?
- Did you engage in listening and take notes throughout course lectures and tutorials to retain concepts and terms?

Evaluation of Student Performance

Students will be evaluated in various ways including quizzes, written responses, assignments, peer review and creative projects. Rubrics will be adjusted to fit different types of projects, but here are the general means for score and evaluation in a wide range of areas.

Rubric Evaluation Scores

- **Beyond Expectations**-Student exhibits much higher than expected creativity, technical application and relentless dedication towards the success of this given area.
- **Excellent**-Student exhibits more than expected creativity, technical application and dedication towards the success of this given area.
- **Good**-Student exhibits expected creativity, technical application and dedication towards the success of this given area.
- **Fair**-Student exhibits less than expected creativity, technical application and dedication towards the success of this given area.
- **Poor**-Student exhibits much less than expected creativity, technical application and dedication towards the success of this given area.

Overall Grade Distribution

- **A: 90-100% = You exceeded the expectations of the assignment.**
- **B: 80-89% = You completed the assignment; no more, no less.**
- **C: 70-79% = You're missing parts of the assignment and/or there is a lack of quality.**
- **D: 60-69% = You did not correctly follow the assignment and/or there is minimal effort presented.**
- **F: 59-0% = No effort and/or a lack of understanding of the assignment.**

Evaluation of Student Performance

- Your grade in this course will be determined on your ability to turn work in on time, attendance and punctuality, quizzes, class participation, completion and quality of creative exercises and projects.
- Creative exercises and assignments will receive a percentage grade based on completion, labor quality and creativity.
- Major projects are a significant part of a student's overall grade. Grades for these large components of the course will be accompanied with a rubric and sometimes written feedback.

Canvas

All course content such as assignments, readings and grades will be posted in Canvas. If you do not have access to Canvas you need to seek out technical support immediately. You will not

be able to complete this course without Canvas. If you are having technical problems with Canvas you need to call for technical support.

Email Alerts

I will send out notices about a schedule change, running late and other announcements through Canvas conversations. Please periodically check your email.

Contacting Instructor

The best way to contact me is to talk to me in class or email. Office hours are also a great time to talk with me. I will get back to you as soon as I can. Please title your email with the subject of your concern, do not simply reply from some unrelated email. If for some reason I have not gotten back to you after 48 hours please feel free to resend the email.

Late Work and Extra Credit

- Assignments are due by the deadline, even if you are not in class.
- Late work will be accepted for one week after the due date for 50% credit.
- Missed quizzes cannot be taken unless absence is excused.
- Extra credit will not be offered under any circumstances.

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ACADEMIC OR SCHOLARLY DISHONESTY a) Academic or Scholarly

Dishonesty is defined as an act of deception in which a Student seeks to claim credit for the work or effort of another person, or uses unauthorized materials or fabricated information in any academic work or research, either through the Student's own efforts or the efforts of another. b)

It includes: (i) CHEATING - (ii) FABRICATION - (iii) ASSISTING - (iv) TAMPERING - (v) PLAGIARISM