

ATEC 2382 COURSE STANDARDS

Please note: Learning Outcomes and Learning Objectives are different concepts. Outcomes are overarching; Objectives are specific with an activity and denoted in outline formats of AC (Art Criticism) and CI (Computer Imaging.)

Instructors are expected to address all learning objectives contained in these standards.

General Course Learning Outcomes *(listed in syllabus)*

- Students will critically evaluate/assess and defend the validity of applied techniques in imagery and the use of emerging media that supports the visual communication of ideas.
- Student will communicate knowledge of techniques in digital imaging, through self-paced tutorials related to software tools in Adobe Photoshop CS5.
- Students will design and create a personal interest expression through a visual composition that successfully demonstrates the use of design theory and digital media tools.
- Students will communicate knowledge of elements & principles of art through at least one digital art medium related to their degree focus.
- Student will participate in critique activities through group discussions of observable work created in Adobe Photoshop CS5.
- Students will analyze, assess, and derive meaning from works of art, including their own, according to the elements of art, the principles of design, and aesthetic qualities.

Design Theory Learning Objectives in Critique

Learning OBJECTIVES are the details inside one or more of the over-arching learning outcomes listed above. The learning objectives should be made clear to students at the time of activity.

Students will...

- AC.1** Engage in the three separate criticism activities outlined in art criticism formal critique processes: describe, interpret and judge.
- AC.2** Explain and reflect upon the characteristics and merits of their work and the work of others while engaging in group-critiques.
- AC.3** Construct a rationale for the validity of a specific work of art that falls outside the student's own conceptions of art.
- AC.4** Apply various art-related theoretical perspectives to their own works of art and the work of others in classroom critiques.
- AC.5** Both directly and indirectly observe proper etiquette for the critique of artwork – this is a formative development style practiced through group discussion.

Specific Content Learning Objectives

2382 instructors are expected to address ALL of the following Learning OBJECTIVES in any order they prefer. The pacing progression of the following objectives is only suggestive. For more detail on the Photoshop tools addressed in this particular progression outline, see ["Sample Schedule.docx"](#)

Students will...

WEEK 01 **CI.1 File Types, Sizes & DPI(pixel) Overview**

Learning Obj. **A.** Operate under best practices applied to Photoshop techniques when creating media-specific documents.

CI.2 Basic Tools & Panels overview

A. Identify and name the key areas of the Photoshop interface, including tool icons, option bar, panels, menus and the work area.

WEEK 02 **B.** Master various crop and selection procedures by demonstrating how to transform a selection and accurately distinguish between pixels.

WEEK 03 **CI.3 Retouching & Adjustment Layers**

A. Communicate knowledge of PS tools used in non-destructive layer adjustments and presets to directly solve a visual art problem.

B. Identify and apply the best practices of retouching digital images to demonstrate the summative use of digital media tools.

WEEK 04 **CI.4 Working with Layers**

A. Devise solutions to hierarchical problems through the use of masking and blending modes to demonstrate knowledge of layering concepts in digital images

B. Communicate knowledge of PS tools used in non-destructive layer fx (aka effects) to solve a visual art problem.

CI.5 Working with Color

A. Initiate, define and solve a color theory problem through the use of color palettes to produce color harmonies in composition.

WEEK 05 **B.** Recognize the characteristics and differences between additive and subtractive color theory through color adjustments in a visual art problem.

C. Experiment with color channels as foundations in 3D compositing of digital images through the consolidation and separation of RGB information.

WEEK 06 **CI.6 Working with Masks & Paths**

A. Implement selection tools to create Masks and Paths in a formative skills development problem of a layered composition.

B. Reflect upon the characteristics and merits of digital compositing when implementing the use of masking tools in a digital media composite.

WEEK 07 **CI.7 Typography / Type tool Effects**

A. Identify and apply the design principles of typography to a personal interest expression of textual composition.

WEEK 08
(MID-TERMS)

WEEK 09 **CL.8 Compositing, Filters & Lighting Effects**

- A. Evaluate and solve lighting effects problems through demonstrated use of levels, curves and exposure tools in a PS digital composition.
- B. Communicate knowledge of the PS tools in Filter Gallery and Filter Menu through the creation of a digital composite.
- C. Evaluate, assess and defend the personal preferences of applied blending, healing and cloning tools through a group discussion.

WEEK 10 & WEEK 11 **CL.9 Web Techniques**

- A. Operate under best practices applied to web techniques through the creation of multiple versions of data and file types.
- B. Construct web slices, rollovers and GIF animation to solve a web-based visual problem that successfully demonstrates the use of design theory.
- C. Produce web-safe graphics that demonstrate the use of PS tools, optimizing files for web and Web Gallery in a personal interest portfolio composition.

WEEK 12 & WEEK 13 **CL.10 Texturing for 3D models**

- A. Investigate the editable variations inside the Brush Palette to manipulate drawing pencils and paint brushes, for the production of a personal interest visual expression.
- B. Design patterns through the use of layer *fx* (effects) and pattern definition to create a repeating tile composition.
- C. Apply proper tiling technique to digital textures through a comprehensive understanding of pixel characteristics and offsetting tools.

WEEK 14 **CL.11 Video Editing**

- A. Recognize the parameters for preparing images used in video, by implementing standard frame aspect ratio and video safe zones into an original image.
- B. Implement the Photoshop Extended tools to edit or paint on individual video frames to create an animation, add content, or to remove unwanted details in video layer frames.

WEEK 15 **Final Projects & Exams**

INSTRUCTOR'S NOTE:

Learning Outcomes & Objectives address the main idea of course content. These statements have been designed to meet the prescribed structure for identifying teaching and learning. Each statement structure requires four components:

1. An active verb (*Refer to Bloom's Taxonomy*)
2. A learner-centered relationship
3. An observable result or process
4. Having a clear deliverable or product

As a whole, the collection should employ various kinds of thinking (Creative, Critical, and Practical)