ITP 190 Tools for Graphic Design
Units: 2
Spring 2019 – Mondays 3:30-4:50pm

Location: SAL 109
Course notes and resources on Blackboard.usc.edu.

Instructor: Lance Winkel
Office: OHE 530 H
Office Hours:
Mondays: 2-3:20pm
Tuesdays: 8am-9:50am
Thursdays: 8am-9:50am

Contact Info: winkel@usc.edu, 213.740.9959.
I check email daily and will reply within 24 hours.

IT Help for Viterbi Labs and Resources:
https://vsoeweb.vsoe.usc.edu/helpdeskpro/

ITP Office:
OHE 412, Monday – Friday, 9am-5pm.
http://itp.usc.edu
Course Description
Digital tools for image creation and editing, techniques, composition, layout, and output. This course is geared towards students interested in digital photography, image editing, web page development, professional page layout, and printing with color accuracy.

Learning Objectives
This course introduces industry graphic standard tools and methods for images and photos, work with customary tools and advanced features, navigate in the workspace by using standard and custom set-ups, artboards, work with layers and masks, draw and create vector graphics, work with Type, creation of documents and working with pages, understand color, and prepare images for professional print and web page output.

Concepts:
- Understand and develop knowledge of the Palette Windows and Tools
- Create Multiple Layers to maximize flexibility of editing options
- Understand Channels for both Selection Tools and Color
- Create images using Raster Graphics
- Basic Fundamentals of Digital Photography
- Generate Masks to assist in editing capabilities
- Understand file types for graphics
- Create images using Vector Graphics
- Color and painting using brushes and fills
- Applying affects
- Use Filters to enhance digital images and assist in advance composites
- Work with Typography and develop methods for creation and customization
- Finalize output in either web or pre-press output

Course Notes
Lecture slides, notes, and course resources will be posted on http://blackboard.usc.edu.

Technological Proficiency and Hardware/Software Required
Understanding of either Mac or Windows operating systems and general software use. Adobe provides discounted academic accounts but is not required if using lab computers. Adobe software can also be found in the SAL computer lab some other computer labs across campus. ITP also offers remote desktop access for students enrolled in ITP courses. Adobe software is available on the Enhanced Desktop for students in select graphics and media intensive courses. Information about the https://mydesktop.vlab.usc.edu/
ITP offers Open Labs which are posted at https://itp.usc.edu/current-students/open-lab-schedule/
Instructions are posted on Blackboard.usc.edu.

Required Readings and Supplementary Materials
- Slides available on Blackboard.usc.edu
- Linda.com tutorials and other learning resources where applicable

Required:

Recommended:
Description and Assessment of Assignments
Always consult the Assignment posting on Blackboard.

Homework:
There will be approximately 12 assignments. Assignments will be assigned in class and must be completed before the start of the following lecture/lab session and submitted via Blackboard.

There will be 3 projects assigned throughout the semester which will require specific output to both digital and hard copy print press. Each project will be graded based on the tools and methods outlined for each project. Grading will be based on 40% conceptual, 30% design, and 30% completion. Due dates are Week 4, Week 8, and Week 12.

Assignments are accepted late with a penalty of 10% per day. This penalty applies immediately after the deadline. It is the responsibility of the student to contact the grader when posting late work.

Midterm Exam:
There will be a midterm exam Week 8.

Final Project:
Instead of a Final Exam, this class will have a Final Project that will be submitted and presented during the Final Exam session for this class as defined by USC Final Exam Schedule:
Monday May 6, 3:30-5:30pm

Grading Breakdown
The course is graded with the following weights:
Weekly Assignments 30%
Midterm Exam 10%
Project 1 (Due 1/28) 10%
Project 2 (Due 2/25) 10%
Project 3 (Due 4/1) 10%
Attendance / Punctuality / Participation 10%
Final Project 20%
TOTAL POSSIBLE 100%

Grading Scale (Example)
Course final grades will be determined using the following scale
A 95-100
A- 90-94
B+ 87-89
B 83-86
B- 80-82
C+ 77-79
C 73-76
C- 70-72
D+ 67-69
D 63-66
D- 60-62
F 59 and below
Assignment Rubrics
Assignment details and grading rubric will be posted along with the assignment as it is posted. Students with questions are encouraged to attend office hours for critique and to make sure they are understanding the scope of the assignments as detailed.

Assignment Submission Policy
All homework will be submitted on Blackboard. Detailed instructions and resources for each assignment will be posted on Blackboard along. http://blackboard.usc.edu

Grading Timeline
Grades will be posted within a calendar week after the submission due date.

Additional Policies
- Make-up policy for exams: To make up for a missed exam, the student must provide a satisfactory reason (as determined by the instructor) along with proper documentation. Make-up exams are generally only offered in emergency situations.
- Before logging off a computer, students must ensure that they have saved any work to either a USB drive or a service such as Dropbox. Any work saved to the computer will be erased after restarting the computer. ITP is not responsible for any work lost.
- ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Hours are listed at: http://itp.usc.edu/labs/.
Course Schedule: A Weekly Breakdown

Week 1 – Introduction. Tool Palette and Interface
1/7
- Class Requirements and Personal Information
- Operating Systems & Terms
- Tool Palette
- Painting and Editing
- Custom Brushes

Reading: Lesson 1: Getting to Know the Work Area
Weekly Assignment #1- Brush assignment utilizing a standard, loaded, and custom brush. Due 1/21

Week 2 – Selection Techniques
1/14
- Making selections
- Tool Palette Selection Tools
- Modifying Selections

Reading: Lesson 3: Working with Selections
Weekly Assignment #2- Create complex selections from the various selection tools. Due 1/28

Week 3 – Martin Luther King., Jr. – NO CLASS
1/21

Week 4 – Basic Photo Corrections
1/28
- Rotating, Scaling, and Distorting with Transformations
- Feathering and Info Palette
- Understand Resolution
- Touch up Tools

Reading: Lesson 2: Basic Photo Corrections
Weekly Assignment #3- Use techniques in lecture to touch up an existing photo utilizing the adjustment tools and re-touch tools. Due 2/4
Project #1- Create a high-resolution image (300dpi) 8x10 with the brush, selection, and color tools. You will create the image by sketching/drawing using only the brush tool. This project will require a printed hard copy mounted on foam board for presentation.

Week 5 – Layers
2/4
- Using Multiple Layers
- Composition effects
- Re-arranging and stacking order
- Layer effects

Reading: Lesson 4: Layer Basics
Weekly Assignment #4- Create a tourist postcard for a city of your choice with various images, layer effects, and type. Due 2/11

Week 6 – Digital Photography Techniques/ Digital Raw Photo Processing
2/11
- Basic Digital Photography
- Do’s and Don’ts before you snap that Photo
- Using Raw Images in Photoshop
Reading: Lesson 5: Correcting and Enhancing Digital
Weekly Assignment #5- Use the digital photography tools to create a “bulb” or night time shot utilizing a slow shutter speed on your camera. Due 2/25

Week 7 – President’s Day – NO CLASS
2/18

Week 8 – MIDTERM (2/25)
2/25
- The midterm will cover Weeks 1-6.

Week 9 – Using Layers Using Masks and Channels
3/4
  • Using Quick Mask
  • Saving Selections
  • Understand Color Channel vs. Channel Mask
  • Layer Mask
  • Clipping Mask
Reading: Lesson 6: Masks and Channels
Weekly Assignment #6- Create a digital book cover utilizing advanced layer tools as layer masks and layer adjustments. Due 3/18
Project #2-The theme is “Metaphoric Landscape” to create an image utilizing the tools learned from this point of the semester. Requires using at least one original photo. 300 dpi 8x10 printed output is required.

SPRING BREAK 3/11

Week 10 – Design Using Typography / Intro to Adobe Illustrator
3/18
  • Create image composition
  • Using Type with layers
  • Advanced Type palette features
  • Creating Point Type (AI)
  • Creating Area Type (AI)
  • Working with Types on Paths (AI)
Reading: Lesson 7: Typographic Design (PS)
Lesson 7: Working With Type (AI)
Weekly Assignment #7- Create your own bottle label utilizing the type and vector tools. Due 3/25

Week 11 – Integrating Vector Graphics
3/25
  • Shape Tools
  • Pen Tools & Selection Tools
  • Paths and Clipping Paths
  • Importing and exporting AI Vector Graphics
Reading: Lesson 8: Vector drawing techniques
Lesson 5: Drawing with the Pen and Pencil Tools (AI)
Weekly Assignment #8- Create a posterized 8x10 image by using both Photoshop and Illustrator raster and vector tools. Due 4/1

Week 12 – Color and Painting (Adobe Illustrator)
4/1
  • Working with color
• Adjusting colors
• Painting with Patterns
• Working with Live Paint

Reading: Lesson 6: Color and Painting (AI)

Weekly Assignment #9- Use a photo and convert to paths. Use painting brushes and tools to re-color image. Due 4/8

Week 13 – Complex Effects Using Layers / Introduction to Adobe InDesign

4/8
• Adjustment Layers
• Vanishing Point 3-D effects
• Merge and stamp layers
• Documents and Pages (ID)
• Placing Text and Graphics (ID)

Reading Lesson 9: Advanced Compositing
Lesson 3: Setting up a Document and working with Pages (ID)

Weekly Assignment #10 – Magazine cover Part 1 - Create a magazine cover using Photoshop for images to export. Due 4/15

Project #3- Create a t-shirt by using the tools learned to this point. The image will require a vector logo, painted in Adobe Illustrator. Additional art can be added with Photoshop. Colors will be limited to 4. This will require an actual T-Shirt to be presented.

Week 14 – Objects (InDesign)

4/15
• Working with Layers
• Placing and linking graphics
• Transforming and aligning objects

Reading: Lesson 4: Working with Objects

Assignment #11- Magazine Cover Part 2- Create a magazine cover by placing images and objects onto a new InDesign page. Due 4/22

Week 15 – Image graphics flow from Adobe Photoshop/Illustrator to InDesign

4/22
• Working with Adobe Bridge CC
• Placing a Photoshop Image (AI)
• Applying Clipping Masks (AI)
• Adding Graphics to InDesign
• Adjust Display Quality (ID)
• Working with Alpha Channels (ID)

Reading: Lesson 14: Combining Illustrator CC graphics with other Adobe applications (AI) Lesson 10: Importing and Modifying Graphics (ID)

Assignment #12 Magazine Cover Part 3- Integrate the magazine cover to include additional graphics and type objects from Illustrator to complete the magazine cover. Due 4/29

Final Project:
Instead of a Final Exam, this class will have a Final Project that will be submitted and presented during the Final Exam session for this class as defined by USC Final Exam Schedule:

Monday May 6, 3:30-5:30pm

Have fun! Make awesome work!

Statement on Academic Conduct and Support Systems
Academic Conduct
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” https://policy.usc.edu/scampus-part-b/. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Support Systems
Student Counseling Services (SCS) - (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. https://engemannshc.usc.edu/counseling/

National Suicide Prevention Lifeline - 1-800-273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. http://www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 - 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. https://engemannshc.usc.edu/rsvp/

Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: http://sarc.usc.edu/

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. https://equity.usc.edu/

Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. https://studentaffairs.usc.edu/bias-assessment-response-support/

The Office of Disability Services and Programs
Provides certification for students with disabilities and helps arrange relevant accommodations. http://dsp.usc.edu

Student Support and Advocacy – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. https://studentaffairs.usc.edu:ssa/

Diversity at USC
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. https://diversity.usc.edu/

USC Emergency Information
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible, http://emergency.usc.edu

USC Department of Public Safety – 213-740-4321 (UPC) and 323-442-1000 (HSC) for 24-hour emergency assistance or to report a crime.
Provides overall safety to USC community. http://dps.usc.edu