

Los Angeles Mission College - Multimedia/Cinema Program - AMP (Arts, Media, Performance)

Multimedia 100 - Section 18310

Room AMP212 - MON/WED 10:35am to 12:40pm

Instructor: Curtis Stage

Professor - Vice Chair of Multimedia, Cinema & Photography

Email: stagecj@lamission.edu

Office: AMP 202i

PH: 818-364-7771

Office Hours:

Mondays - 3:30pm to 6:35pm

Textbooks:None / Video Tutorials: <https://www.youtube.com/user/curtisstage/> (Links to an external site.)

Connect with Our Program

[Facebook Page](#)

[Instagram](#)

[Twitter](#)

Find Us on Snap: LAMC Multimedia

Los Angeles Mission College - Mission Statement

Los Angeles Mission College is committed to the success of our students. The College provides accessible, affordable, high-quality learning opportunities in a culturally and intellectually supportive environment by... • Ensuring that students successfully transfer to four-year institutions, prepare for successful careers in the workplace, and improve their basic skills; • Encouraging students to become critical thinkers and lifelong learners; • Providing services and programs that improve the lives of the diverse communities we serve.

Course Description

Students apply the principles of design to an electronic medium while developing the skills necessary to digitally manipulate graphic images and text with Adobe Photoshop. Students also learn the basics of Adobe Illustrator and integrate Photoshop materials with Illustrator documents.

Course Relationship to the Multimedia Program

Multimedia 100 is the base course serving all three of our Certificates and AA Degrees. It is geared towards Graphic Design but is valuable in all concentrations.

The 3 AA Degree Concentrations/Certificates to choose from are:

1. Animation and 3-D Design
2. Graphic and Web Design
3. Video Production

<http://lamission.edu/Multimedia/Home.aspx>

Course Student Learning Outcomes

- 1.) Create multimedia projects while employing proficient software expertise and design principles.
- 2.) Construct design that integrates bitmap imagery, text, and vector graphics into a composite image.
- 3.) Critique, distinguish and explain successful design elements within multimedia projects.

Assessment

SLO #1: Analyze and Demonstrate a synthesis of technical and design principles: concept, idea, visualization

Rubric:

- a. Technical Achievement: Proper tool usage for given project.
- b. Design Principles and concepts clearly established.
- c. Conceptual Ideas & Creative Self-Expression.

SLO #2: Demonstrate a proper use of bitmap and vector imagery:

Rubric:

- a. Technical: Seamless Composite.
- b. Composition & Art/Design Principles.
- c. Concept, Idea & Visualization.
- d. Broader Context - Design Theory.

SLO #3: Describe and Evaluate Design Elements.

Rubric:

- a. Composition & Art/Design Principles.
- b. Concept, Idea & Visualization.
- c. Broader Context - Design Theory.

Teaching Methods

Demonstrations and guided instruction in computer graphics techniques and use of equipment. Other methods may include:

- Videos
- Group critiques to analyze and evaluate completed assignments and works in progress

- Internet research

Teaching Philosophy

I feel that my role in student education at Los Angeles Mission College is to facilitate and mentor student development in conceptual thinking, technological skills, and professionalism. This development is an ongoing process that begins when students start the Multimedia program and develop while they are with us and continues after they leave. I feel it is vital the students develop their own passion for reflective, self-directed, life-long learning. I try to maintain a neutral orientation relative to individual style and viewpoint and I appreciate the uniqueness of every student. I foster a creative classroom environment that encourages students to recognize their capabilities and find ways to reach beyond them. The aim is in creating a community and collaborative environment where students gain confidence to work together that will position them with better tools to move on to the next level of education and/or career.

Student Evaluation

This class is comprised primarily of classroom instruction reinforced by in-class (Lab) and out-of-class (Homework and Online) exercises, online research & discussion, and one course-long, in-depth project, all of which will count toward your final grade. There are also two exams, which cover the material presented during the class periods preceding each exam. Finally, participation (both in-class and online) and student professional conduct are evaluated and contribute to your final grade.

Canvas

The course will have a supplemental website which will have available notes, announcements, assignments, viewable grades, etc. Students must sign up for an account on the CANVAS website; you will submit assignments through this portal.

Grading Policy

Grading is assessed on a point scale, and expressed as a letter grade.

90 - 100 % = A

80 - 89 % = B

70 - 79 % = C

60 - 69 % = D

0 - 59 % = F

Up to 100 points can be earned for the semester. Students earn points in the following manner:

Project/Quiz	Points	Due Date
You-Bio - Written	1	
Why Design - Written	2	
Art & Design - Written	2	
Quiz #1	10	
Project#1	20	
Quiz#2	10	
Project#2	20	
Final Project #3	20	
Participation & Critique	15	ongoing
Total	100	

Assessment – as measured by the following method:

Example Grading Rubric for Final Project: Portfolio OUTCOME:

Exemplary *5 points*

Above Average *4 Points*

Acceptable *3 points*

Unacceptable *2 points*

Concept, Idea, and Visualization

A coherent concept with a high degree of originality and sophistication.

Some coherency of concepts. The idea is stated with visual elements but needs to be clearer or more strongly evident.

Lacks general coherency of concepts. Visual elements do not lead the viewer to the intended idea.

Composition and Design

Shows strong internal integrity of the visual elements. Nothing needs to be added or removed.

Shows weaknesses in the internal integrity of the visual elements. Many visual elements need to be added or removed. Framing needs definite adjustment.

Very little internal integrity of the visual elements. Most visual elements need to be rethought.

Technical

Shows mastery in the use of digital techniques to attain assignment parameters.

Shows some command of the use of digital techniques to attain some of the assignment parameters.

Shows limited command of the use of digital techniques to attain a few of the assignment parameters.

Important Dates

February 05, 2018

Day and Evening Classes Begin Spring 2018

February 10, 2018

Saturday Classes Begin Spring 2018

February 16, 2018 - February 19, 2018

President's Day College Closed Spring 2018

February 19, 2018

Last Day to Add a Class with an Add Permission Code Spring 2018

February 19, 2018

Last Day to Drop Classes with a Refund or Without Incurring Fees Spring 2018

February 20, 2018

Last Day to Drop Classes Without Receiving a "W" (No refund and drop online only) Spring 2018

March 15, 2018

Deadline to file Graduation Petition for Spring 2018 (No Summer or Winter Graduation) Spring 2018

March 29, 2018

Non-Instructional Day Spring 2018

March 30, 2018

Cesar Chavez Birthday College Closed Spring 2018

March 31, 2018 - April 06, 2018

Spring Break Spring 2018

May 06, 2018

Last Day to Drop Classes with a "W"-A letter grade is required after this date Spring 2018

May 27, 2018

Last Day of Instruction Spring 2018

May 28, 2018

Memorial Day College Closed Spring 2018

May 29, 2018 - June 04, 2018

Final Exams Spring 2018

Dropping: It is the student's responsibility to make sure they have been officially dropped from the class if a grade of 'W' is desired. I WILL NOT DROP YOU and you will FAIL if you are on both my Canvas Roster and the District Roster After MAY 6 - if you have stopped attending.

Detailed Schedule of Course Activities is found in MODULES in Canvas

Course Detailed Outcomes

1.) FILE FORMATTING

a.) Techniques and Organization Workflow on the Computer.

2.) BASIC IMAGING

a.) Downloading Images and image integration.

b.) Cropping images with free crop and specified size.

c.) Resolution and pixel dimension.

d.) Saving images in various formats.

3.) INTERFACE AND TOOLS IN SOFTWARE

a.) Selections and masking of images.

b.) Multiple layers and transparencies.

c.) Combining and compositing images using cloning.

- d.) Layer styles and blending modes
- e.) Clean-Up and retouch tools

4.) FILE FORMATS

- a.) Definition and usage of various commonly used file formats such as: PDF, JPEG, TIFF, GIF, PNG, PSD.
- b.) Smart Objects and their usage.
- c.) Connections between multiple software programs: (Roundtripping)

5.) DIGITAL BRUSHES

- a.) Brush tips, sizes, strengths
- b.) Brush modification such as angle, spacing, color.
- c.) Brush Opacity and effects.
- d.) User generated brushes.
- e.) Images as brushes and pattern and texture.

6.) BASICS OF DESIGN ELEMENTS AND PRINCIPLES.

- a.) Aspects of Visual Unity.
- b.) Visual connections between objects.
- c.) Focal Point of design.
- d.) Order, Organization, and Readability in design.
- e.) Natural and Abstract representations.

7.) PRACTICAL COLOR THEORY IN DESIGN

- a.) Color adjustments using Layer Adjustments.
- b.) Tinting Techniques and Coloring Line Art.
- c.) Blending color using blend modes to create visual effects.
- d.) Communicating through color.

8.) ART HISTORY MOVEMENTS AND DESIGN:

- a.) Pop Art, Cubism, and Surrealism.
- b.) Cultural influence on design.
- c.) Relevant principles of art that overlap with design.

9.) VECTOR GRAPHICS

- a.) Illustrator Interface.
- b.) Placing Images and Exporting Layers.
- c.) Tracing, Pathfinder Palette and Basic 3D.
- d.) Smart Objects
- e.) Vector and Bitmapped images

10.) TYPOGRAPHY

- a.) Working with Type in Illustrator and Photoshop.
- b.) Loading Fonts, Creating Outlines and Type Effects.

11.) GRAPHIC DESIGN FOR ADVERTISING

- a.) Logo Design and Branding.
- b.) Visual and Corporate Identity Systems.

12.) LAYOUT DESIGN

- a.) Alignment, Hierarchy, Grid Structure.
- b.) Integrating Type and Image.

13.) PRESENTATION AND PORTFOLIO

- a.) Preparing Files for print, animations, motion graphics and internet portfolio gallery.

14. TOPICS IN MEDIA ARTS AND DESIGN

- a.) Society and Manipulated Images, Media Ethics and Appropriation, Copyright Infringement.

Course Content and Scope

Emphasis on use of Adobe Photoshop as a tool to design, organize and compose visual images and to blend images with text to create graphics for print or web. Fundamental Photoshop skills acquired and practiced in a manner that engages creativity and encourages experimentation.

Course Project Objectives and Overview

1. Thematic Works of Art connecting to the Elements and Principles of Design

Create a series of artworks based on a selected theme which integrates art historical styles, such as Cubism, Surrealism, and Pop Art. Research and develop ideas by searching the Internet and Library. Thumbnail, select images and compose artwork using Photoshop Tools and Techniques. Print and mount for presentation.

2. Advertising Concepts and Layout Design

Design a series of advertisements for a product line that expresses a consistent concept and marketing strategy. Research various advertising campaigns. Develop a unique look utilizing the tools of Illustrator and Photoshop, develop images and type to create a dynamic image for the product.

3. Visual Identity

Develop a visual identity system for a business. The project includes logo design, color system, and font specification.

4. Critique and Participation

Verbally analyze and appraise work of peer group using art and design specific terminology. In written format compare and contrast works by artists and designers, analyze the purpose of each work in relation to visual communication.

Course Time Expectation

As a technical course, students should expect to spend 4-10 hours per week of time outside of class working on online material, projects, and exercises assigned for class. The more time you spend working on this material - the more you are going to comprehend and the more successful you may be.

Here is a link to the Lab hours: <http://lamission.edu/Multimedia/Lab-Info.aspx>

You will need to enroll in the lab: Multimedia 500

The Lab is for work on Projects outside of class time. It is intended to give students the opportunity to become good at their craft and get help from Lab Tutors. Expect to work on your Projects at least 5 hours a week outside of class and the Lab is where you can do this. Take advantage of our facility!

Ask Questions

We will be covering a lot of information in a short time. If you are confused, lost, need clarification, etc, please don't hesitate to ask questions in class. Chance are your fellow students will benefit from the answers AND this will add to your class participation grade! I am also available between classes via email.

Attendance and Participation

Class attendance is an important part of the course experience. Most of the course content is only available by attending class. You are responsible for obtaining any notes that you missed during an absence, either from a classmate or from the Canvas site (or from Evernote). Participation in class discussions, labs, and student professionalism are all factored into your classroom grade.

Missing a few classes is going to happen - missing classes in a row is going to be difficult for the student to catch up. My lessons are layered so one topic leads to the next.

If you must miss a class, please notify me, either by e-mail or in person, prior to class so arrangements can be made.

Recommended Texts

There is no specific textbook required for the class. However, students may find it useful to invest in a textbook that covers the two main software programs that are covered in the course, Photoshop and Illustrator

Materials

1. A portable storage device such as a USB drive or a portable external hard drive could also be used.

But I like Dropbox, OneDrive or Google Drive - in the Cloud

2. *Matte board for mounting*

3. Notebook

4. *Printing at Costco (you can use the online system - about \$1.50 per print) or Office Depot*

note

-Steel rule, Exacto knife, Spray adhesive for mounting will be available

How You Will Succeed in my Course

1. Attend class-- Choose to attend all class periods on time and don't leave early. If you are absent on a day try and work with a partner to get caught up. Also, knowledge in any technology-based class is extremely cumulative. What you miss one day will continue to hurt you throughout the rest of the course.

2. Pay attention-- Pay attention in class, participate in class discussions, and ask questions.

3. Do all lab/homework-- Do, or attempt all homework not for the sake of just doing it, but trying to understand the concepts, learning them in the process. "Practice makes perfect" applies not only to music and sports but also in learning. Be sure to schedule sufficient time to complete your assigned tasks before the next class period.

4. Get help-- Know how to get help if you need it. Consult with Curtis via Email or other social media device/app. Look online for further information - THAT MEANS RESEARCH. Come use the LAB - A LOT!

5. Keep up with all work-- Getting behind will "snowball" on you very rapidly. Do your lab practice homework as much as you can- not just when we meet.

6. DO Something every day-- Don't leave all the work until the weekend. No one can "digest" so much crazy technology all at once, no matter how much time you spend trying. This stuff is best studied in bite-sized, digestible pieces. It is like learning a language- rinse-repeat.

7. If there is text -READ the text(mostly online stuff)!-- Reading about software should be done slowly and carefully... it doesn't read like a novel or a magazine. It is important that you learn the language of technology; you cannot succeed in ANY course without learning to express yourself in that language. Only by reading your text carefully and regularly can you learn it.

8. Get Organized and Learn to Take Good Notes--do I really need to elaborate on this- If so- then you are NOT organized and you are not a good note taker.

9. Find other students to work with. Group work is very productive. You will learn from each other! and share ideas, thoughts, concepts...

10. Strive for understanding not just remote memory. Understanding greatly

enhances your ability to comprehend later material. Memory is unreliable and temporary. Understanding is intense, never lost...and exciting!

A Rubric for How you will Succeed in This Course

GRADE	QUALITY	EXPLORATION WORK	DISCUSSIONS	ATTENDANCE	
A	Outstanding	Insightful, generous, energetic	Excellent form & content	Always prepared for class, makes intelligent & considered contributions	Always present, work in on time
B	Good	Inquisitive, engaged	Good form & content	Usually prepared for class, able to make interesting contributions	Always present, work in on time
C	Average	Just sufficient	Holds together, but unconvincing	Not always prepared, only able to make obligatory contributions	Misses some classes, work sometimes late
D	Poor	Limited, formulaic	Work thrown together just before class	Only makes very limited contributions	Excessive absences, work late & incomplete
F	Unsatisfactory	Virtually none	Virtually none	Makes almost no contribution	Absent most of the time

What You can expect from Me as a Teacher

1. I am Nice- but "Creatively Blunt"
2. I am actually here for YOU guys- that's right- you heard it right...
3. I like to challenge myself and students to do their best... I see limitations or obstacles that may be in your way... my job is to help you navigate around them.
4. I am willing to fail occasionally - knowing that it will propel me forward - As an Artist, you have to trust this- and use it.
5. I will ask you as many questions as you will ask me

General Course Rules

Cell phones must be turned to silent mode during class. If a call must be answered, take the call outside of the classroom. While the class is

happening, Lab workstations should only be used for class work—However, I realize Web browsing, e-mail, Instagramming, Facebooking, Snapchatting, gameplay, instant messaging and other non-class related computer activities are going to happen BUT! these activities should not distract you or neighbors. I will not go over the material again if I find the student was not paying attention.

1. No food or open-top drinks are allowed in the computer labs
2. Please, no video games or watching films during class, specifically during the critiques. Please don't disrupt the course with unrelated dialogue with fellow students.
3. If you must answer a phone call or text, please try to leave the room to do so.
4. Try not be tardy. I would be shortchanging the entire class if I did not begin promptly. By the same token, do not expect me to backtrack and explain things if you are late. If you are coming from the other side of campus and have issues, please let me know.
5. All written assignments must be typed. Hand-written assignments will not be accepted. All written assignments, other than quizzes, must be submitted via the Canvas.
6. Unless otherwise noted in the syllabus, readings and assignments are due at the beginning of class.
7. Late assignments may be accepted at my discretion, but only up to one week after the due date, A declining grade scale will be distributed before each assignment. One week after the due date late assignments will not be accepted at all. *However, you should contact the professor to discuss any extreme circumstances.
8. No Make-up quizzes will be given after the posted date. Early quizzes will be given to students who are unable to take the exam on the posted date. All requests to take quizzes early must be submitted via email to the instructor.
9. Quizzes will begin at 10:50 A.M. and students will have 45 minutes to take the quiz. If any student arrives late, the student will not receive the full amount of time to complete the quiz.
10. The Art & Design shown and discussed in the class cover a wide range of topics and ratings. The work may contain adult subject matter, profanity, nudity, violence, disturbing images, or views contrary to yours. It is expected of you to act and behave in a courteous and mature manner and to extend the class the respect you would expect from others.
11. The syllabus may change at the instructor's discretion. Students will be notified of any adjustments.

Disability Policy

LAMC students with verified disabilities who are requesting academic accommodations should use the following procedure:

1. Obtain documentation of your disability from a licensed professional. You may contact DSPS to request a Disability Verification Form.
2. Make an appointment to meet with a DSPS Specialist to review your documentation and discuss reasonable accommodations. To schedule a meeting, please call DSPS at (818) 364-7732.
3. Bring your disability documentation to your DSPS appointment. The DSPS office is located in room 1018 of the Instructional Building.
4. Each semester, reach written accommodation agreement with DSPS Specialist and your instructor.

The Uniquely Abled Academy - Los Angeles Mission College

A vocational training and job development program for adults on the Autism Spectrum.

The goal of UAA curriculum is to walk out with the kind of education, hands-on experience, and job skills you need in order to get and keep a job in the field.

Who can qualify?

- If you were diagnosed with Autism Spectrum Disorder
- If you are part of a CTE program (Multimedia and Culinary Arts)

For more information visit our open house or contact:

Araksya Arutyunyan (818) 833-3432

ArutyuA2@lamission.edu

Standards of Student Conduct and Disciplinary Action

For more detailed information, please refer to pages 50-51 in the College catalog. Any student involved in any act of plagiarism or academic dishonesty will receive a failing grade for the course. Some violations of the Standards of Student Conduct are as follows (for a full list, please refer to pages 50-51 in the College catalog):

9803.10 Willful Disobedience: Willful disobedience to directions of college officials acting in the performance of their duties

9803.11 Violation of College Rules and Regulation: Violations of college rules and regulations, including those concerning student organizations, the use of

college facilities, or the time, place, and manner of public expression or distribution of materials.

9803.12 Dishonesty: Dishonesty, such as cheating, or knowingly furnishing false information to colleges

9803.13 Unauthorized Entry: Unauthorized entry to or use of the college facilities

9803.14 College Documents: Forgery, alteration, or misuse of college documents, records, or identification.

9803.15 Disruption of Classes or College Activities: Obstruction or disruption of classes, administration, disciplinary procedures, or authorized college activities.

9803.16 Theft of or Damage to Property: Theft of or damage to property belonging to the college, a member of the college community or a campus visitor.

9803.17 Interference with Peace of College: The malicious or willful disturbance of the peace or quiet of any of the Los Angeles Community Colleges by loud or unusual noise, or any threat, challenge to fight, fight, or violation of any rules of conduct as set forth in this Article.

MANAGEMENT OF STRESS AND MENTAL HEALTH:

As a student, not only do you have the pressure of succeeding in school, you may also be contending with work, financial issues, relationships, managing time effectively, getting enough sleep, etc. The staff and faculty of Los Angeles Mission College are here to provide support that will help you to be successful in your academic pursuits.

You can learn more about the broad range of confidential student services offered on campus, including counseling and mental health services, by either visiting the Student Health Center (SHC), which is currently located in the Bungalow just west of the Collaborative Studies Building*, checking out the SHC webpage at: <https://www.lamission.edu/healthcenter/> or calling: 818 362-6182.

You are also encouraged to enter the National Suicide Prevention Lifeline number (1-800- 273-8255) into your cell phone in case you or someone you know is in distress and needs someone with whom to talk.