



**New York City College of Technology (City Tech)
The City University of New York (CUNY)**

COMD 3316 • 3 Credits • Fall 2022

Tuesdays: Section D064 • Pearl 116 • 2:30 to 5:50 PM

Professor Lloyd Carr

Office: **Namm 1125** • Ph: 718.260.5175

Office Hours Thursdays - 3:00 to 5:00 PM

E-Mail: LCarr@CityTech.CUNY.edu



**ComD 3316:
Advanced Raster Image Editing**

Table of Contents:

- 1 Description, Learning Goals, Conduct, Requirements and Policies, Attendance and Lateness Policies, CUNY and College Academic Integrity Policy, Recording of Class Sessions, Accommodations, Reference Texts.
- 2 Instructional Objectives, Course Objectives and Outcomes.
- 3 Required Student Identification
- 4 Final Grade Formula, Grade Focus and Measurements, Levels of Grade Definitions.
- 5 Session Numbers, Tentative Topics.
- 6 Optional Educational References





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Description:

An advanced raster imaging skills course focused on color correcting and retouching continuous tone images. Students learn how digital images can be enhanced and optimized. Bit-mapped files are strategically modified using color modes, paths, selections, layers, filters and curves.

Discussions, quizzes and projects focus on professional terminology and techniques for making alterations to match a client's instructions using industry-standard software.

Prerequisite: ComD 1162

Learning Goals:

Students in this class are expected to observe, engage, analyze, critique, explore, construct and demonstrate knowledge of the technology, terminology, skills, tools, policies and procedures to understand, solve problems and strategically produce raster and vector graphics. Students are expected to work individually to document, analyze and apply learning with a focus on best practices, specifications and standards used in raster and vector graphic applications.

Each student is required to demonstrate an understanding of the topics from lecture notes, readings, resource material (such as podcasts) and completing assignments prior to and in the class sessions. Students are expected to articulate their thoughts during class sessions in the form of appropriate questions and comments for clarification, discussions and presentations.

Conduct:

Plan to spend the entire class session in class without breaks. Cell phones should not be used during class session. Behavior that is not professional, business-like and respectful to the professor and fellow classmates will be documented as negative productivity toward your grade.

Requirements and Policies

Students are required to use Blackboard plus Adobe Photoshop and Acrobat (Adobe Acrobat Reader DC software is free (<https://acrobat.adobe.com/us/en/acrobat/pdf-reader.html>) on computer during this semester. Students must have an e-mail address linked to the on-line Blackboard application.

Attendance (College) and Lateness (Department) Policies:

Attendance is taken and is important for success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If a student's class absences or equivalents are excessive, the instructor may alert the student that he or she may

be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade. A grade of "WU" is only for students who attended at least once and stopped attending without officially withdrawing.

CUNY-College Academic Integrity Policy:

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Recording of Class Sessions:

Students who participate in this class with their camera on or use a profile image are agreeing to have their video or image recorded solely for the purpose of creating a record for students enrolled in the class to refer to, including those enrolled students who are unable to attend live. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.

Accommodations:

Any student who feels they may need an accommodation based upon the impact of a disability should contact me privately to discuss their specific learning/presenting/testing needs. If you think you need such an accommodation and have a documented disability, please contact the Center for Student Accessibility at 718-260-5143 to coordinate reasonable accommodations.

Reference Texts:

Students should use the course's BlackBoard documents and podcast references to prepare coursework.



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Instructional Objectives

- (1) Define and clarify terminology, specifications and specific functional graphic purpose. Create, modify & optimize raster graphic files.
- (2) Critically compare among various methodologies, best practices, specifications and standards using specific criteria for raster graphic attributes.
- (3) Reflect on raster graphic file knowledge and skills gained from ComD 1162 and ComD 3316 coursework. A student should be able to appropriately interpret and accurately create and edit efficient, effective and sustainable raster graphic files.

Course Objectives and Assessment (Evaluation methods and criteria)

For the successful completion of this course, students should be able to:

- (1) Define and clarify terminology, applied concepts, applied theory, appropriate applications for digital imaging. Use of appropriate & accurate terminology, definitions, policies and procedures.
- (2) Identify and determine critical comparisons among various digital imaging methodologies. Use of appropriate & accurate specifications creating raster graphics.
- (3) Describe the underlying principles and concepts that are essential for managing digital imaging. Demonstrate appropriate and accurate file naming and storage organization.
- (4) Reflect learning from engaging challenging resource material that a student will interpret appropriately and accurately in own words and following ethical guidelines for intellectual property. Design, production and presentation of student's original material. Citation and documentation of supporting material in reports and formal presentations.



General Education Goals

Social Interaction

The student will demonstrate the ability to work in teams, including people from a variety of backgrounds, and build consensus.

Evaluate the collaboration and integration of the team with a rubric for creative and critical team performance and outcomes.

The student will demonstrate an understanding of professional ethics. Evaluate through class discussion and written tests if students have developed a sensitivity and awareness of professional ethics.

Oral Communication

Listening: The student will demonstrate the ability to discern pertinent information from irrelevant information. Evaluate how well students absorbed and consequently applied the learning through oral critiques of projects.

Lifelong Learning

The student will demonstrate an awareness of resources for continued lifelong learning. Evaluate through class discussion and written tests if students become aware of resources they can use as references throughout their careers.



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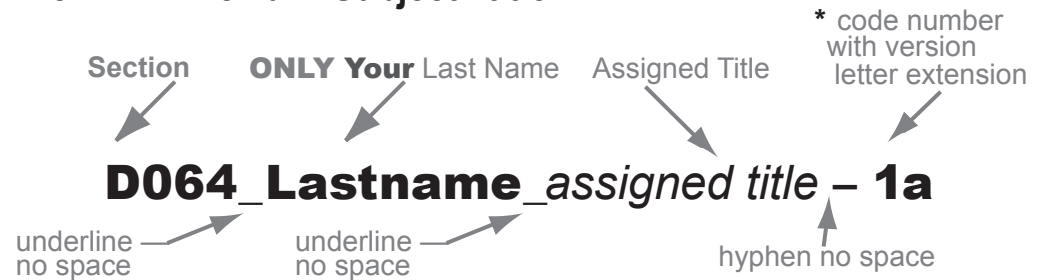
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COMD 3316 • Required Student Identification Guidelines

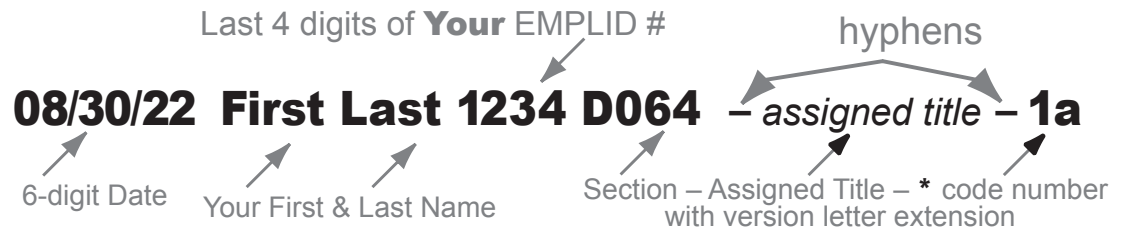
NOTE: * raster code **1** = raster graphic, a following letter details the graphic version

→ **File ID AND eMail "Subject" title**



→ **Page ID in the Upper Left-Hand of Every Page**

(Make this identification in the upper-left of each page using Arial 12 pt.)



Required Student Identification

File ID and eMail "Subject title

Four parts plus underlines and hyphen.

Note: last name not full name.

"assigned title" refers to a specific quiz or project with number.

Note: code for raster file is "1."

Version letter extension increases with "save as" and must match the Page ID version letter.

Page ID is in the upper left safe area.

Seven parts plus spaces and hyphens.

6-digit date.

Note: first and last name are used.

Last 4 digits of your CUNY EMPLID number.

"assigned title" refers to a specific quiz or project with number.

Note: code for raster file is "1."

Version letter extension increases with "save as" and must match the File ID version letter.



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Final Grade Formula:

Total **100%**

- 80%** Projects (4 x 20%)
- 10%** Quiz 1
- 10%** In-Class Productivity

Grade Focus and Measurements:

Focus on six grade productivity factors (values will depend on focus of assignment):

- (1) Use of appropriate & accurate identification in file and page IDs.
- (2) Use of appropriate and accurate terminology.
- (3) Use of appropriate and accurate specifications.
- (4) Demonstrate application of knowledge to solve raster challenges.
- (5) Presentation of your original material.
- (6) Citation & documentation of supporting material.

There may be no make-ups for those who are late for or miss any classes, quizzes, labs, or projects. You are responsible for being in class on time, submitting assignments and asking relevant questions. Information that is covered when you are out of the room or distracted from paying attention is still your responsibility. Students who are more than 15 minutes late may be marked "late" and 30 minutes late may be marked "absent." Assignments received after the deadline may earn a zero. After the end of class, any late assignments may earn a zero. Any missed assignments may earn a zero.

Levels of Grade Definitions

(numbers from current College Catalog)

Maximum Points: 4 / A = 93 - 100; excellent (superior quality in meeting expectations) Accuracy, organization and presentation of work exceeds coursework requirements and student demonstrates content mastery.

Above Average Points:

3.7 / A- = 90 - 92.9;
3.3 / B+ = 87 - 89.9;
3.0 / B = 83 - 86.9;
2.7 / B- = 80 - 82.9;
2.3 / C+ = 77 - 79.9;
Presentation of work meets the course-work requirements and the student demonstrates an above average understanding of the coursework without complete mastery.

Average Points: 2 / C = 70 - 76.9; acceptable (satisfactory in meeting expectations) Presentation almost meets coursework requirements. Material needs revision to reflect correct/complete information. However, the student demonstrates a general understanding.

Below Average Points: 1 / D = 60 - 69.9; Unacceptable quality (does not meet expectations) Needs revision to correct information. Demonstrates minimal understanding of the topic.

No Points: 0 (Zero) / F = 59.9 and below Needs substantial revision to correct coursework information. Does not demonstrate minimal understanding of the coursework.



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Session Numbers and Tentative Topics

(Schedule of topics, projects, quizzes may be modified during the semester.)

Key:

* Due Session <> = date after skip Q#= quiz P# = project MSE = Mid-Semester Evaluation Report

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
8/30	9/6	9/13 *	9/20 *	10/11 <>	10/18	10/25 *	11/1	11/8	11/15 *	11/22	11/29	12/6	12/13	12/20 *
		Q1 *	P1 *			P2 *	MSE		P3 *					P4 *

01 — Orientation & Syllabus. Course requirements:

Naming conventions, file characteristics, and file formats. Appropriate file names and formats. Analysis of file management, naming guidelines, storage, file transfer, compression strategies, "no bleed" - safety - trim specs. See Blackboard (Bb) posting for original graphic guide. **All project assignments are due by or before 3:00 PM.**

01 — 03 Quiz 1

See Blackboard (Bb) posting for Quiz 1 study guide. Quiz 1 is assigned in class for 20 minutes on session 03.

01 — 04 Project 1:

See Project 1 assignment on Bb. Review and selection of each student's Project 1 graphic. Graphic is included to size: 6.5"(wide) x 8" (height). Document size is 7.5" (wide) x 9" (height). Raster .psd document that is 266 dpi, CMYK, 8 bit with no bleed. Required file, page & copyright identifications. All type is 100% K. **Jury Project 1 on session 04.**

05 — 07 Project 2:

See Project 2 assignment on Bb. Focus on previous factors plus: histograms, dynamic range, curves, color corrections, adjustment of curves, retouch continuous tone images. clipping paths, masking, layers, channels, color formulas. **Jury Project 2 on session 07.**

08 — MSE:

Report reflects student grades to date for Quiz 1, Project 1, Project 2 and participation. Evaluation can be Pass, Barely Pass or Unsatisfactory. **Posted on session 08.**

8 — 10 Project 3:

See Project 3 assignment on Bb. Focus on previous factors plus: raster before & after GCR & UCR, color management, color separations, optimization, and compound graphic options. **Jury Project 3 on session 10.**

11 — 15 Project 4:

See Project 4 assignment on Bb. Focus on previous factors plus use RGB and CMYK with factors and filters to produce effective **CMYK and grayscale graphics.** **Jury Project 4 on session 15.**

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Optional Educational References: (Thank you to Professor Jenna Spevack)

Due to the time limitations of this combined raster & vector course, students can complete LinkedIn Learning tutorials Photoshop and Illustrator Essentials. Students may access LinkedIn Learning tutorials for **free** using a NY/BK/QNS Pubic Library card. Feel free to use these links:

https://openlab.citytech.cuny.edu/comdtheoryoer/resources/campus-resources/#public_library_card

Photoshop 2022 Essentials: <https://www.linkedin.com/learning/photoshop-2022-essential-training>

Illustrator 2022 Essentials: <https://www.linkedin.com/learning/illustrator-2022-essential-training/>

Adobe Photoshop Classroom in a Book

by Conrad Chavez & Andrew Faulkner
 Publisher: Adobe Press
 (December 23, 2020)
 Paperback: 416 pages
 ISBN-10 : 0136904734
 ISBN-13 : 978-0136904731

Photoshop Tip Cards: 100+ Simple How To Do It Tips

by Robert Schwarztrauber
 (January 22, 2019)
 Paperback: 81 pages
 ISBN-10 : 1794555994
 ISBN-13 : 978-1794555990

Adobe Photoshop 2020 Introduction

Quick Reference Guide
 by Beezix Inc.
 Pamphlet: 4 pages
 ISBN-10 : 1944684913
 ISBN-13 : 978-1944684914

Adobe Photoshop CC For Dummies

by Peter Bauer
 Publisher: For Dummies
 (December 27, 2017)
 Paperback: 448 pages
 ISBN-10 : 1119418119
 ISBN-13 : 978-1119418115

Advanced Photoshop CC for Design Professionals

by Jennifer Smith
 Publisher: AGI Creative Team
 (2013)
 Paperback: 352 pages
 ISBN-10 : 1118124146
 ISBN-13 : 978-1118124147

