

OUTCOMES BASED LEARNING MATRIX

Course: ARTG143 — Adobe PhotoShop for Web Design

Department: VISUAL ARTS

Course Description: This course uses Mac-based Adobe Photoshop, a standard image-editing tool, to process and manipulate images for print, multimedia, and the web. Students learn basic skills using the Photoshop toolbox to create layers, retouch images, reformat images, create composite images, manipulate and change color, and choose appropriate file formats. Instruction includes using Fireworks to create rollover and slice images. Students will be able to design and create web-ready pages at the completion of the course. Two lecture and two laboratory hours per week.

*COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
Upon completion of the course the students will be able to:		
Identify the functions and proposes of using image-editing software	<ul style="list-style-type: none"> a) Listen to lectures with in-class demonstration b) Read textbook with hands-on exercise c) Conduct discussion that would help to reexamine and understand the course information. 	<ul style="list-style-type: none"> a) Quiz b) Attendance c) In-class assignments d) Read textbook
Identify and demonstrate the basic operation of the image-editing software	<ul style="list-style-type: none"> a) Use a series of hands-on exercises that would help to understand the material and techniques use in the design professional. b) Conduct discussion that would help to reexamine and understand the design information c) Give design projects that reinforce functions of the design software and proper ways of adopting techniques d) Read textbook for computer software elements and technique e) Read material (handouts) concerning the methods of using computer software and technique f) Listen to lectures on the development of conceptual skills, critical thinking, verbal articulation, and problem solving skills. 	<ul style="list-style-type: none"> a) Quiz b) Attendance c) In-class assignments d) Read textbook e) Self-critiques f) Group critiques g) Hands-on exercises

	<ul style="list-style-type: none"> g) Conduct critique to convey specific messages for articulation h) Meet deadline 	
Design projects by compositing layers with multiple files and manipulation of special effects	<ul style="list-style-type: none"> a) Listen to lectures on the development of conceptual skills, critical thinking, verbal articulation, and problem solving skills. b) Use a series of hands-on exercises that would help to understand the technical interpretation of image manipulation c) Read textbook for image-editing elements and technique c) Read material (handouts) concerning the methods used in image-editing d) Discuss the contents of the textbook and handouts e) Develop a sequence to operate image editing software f) Develop various assignments/exercises that would help to produce different publishing materials g) Operate multiple design software h) Conduct critique to convey specific messages for articulation i) Meet deadline 	<ul style="list-style-type: none"> a) Quiz b) Attendance c) In-class assignments d) Read textbook e) Self-critiques f) Group critiques g) Hands-on exercises
Develop and design web-ready pages for web design purposes	<ul style="list-style-type: none"> a) Develop to-do-list for planning a intended web site design b) Use sketches and varies visual examples that would help to analyze existing problems and research for new ideas and solutions. c) Conduct discussion that would help to reexamine and understand of mental process of analyzing information. d) Define the purposes of the web site and its function 	<ul style="list-style-type: none"> a) Quiz b) Attendance c) In-class assignments d) Read textbook e) Self-critiques f) Group critiques g) Hands-on exercises h) On-line web site design review

	<ul style="list-style-type: none"> e) Develop a flowchart/web for web pages hierarchy f) Understand the different file/image formats and their intended uses for different design purposes g) Use interactive features on web pages design with image-editing software h) Connect “web-ready pages” by using image-editing software i) Meet deadline j) Complete final web site design 	
Tools and concerns that you need to know for better organizing your thoughts and design plan	<ul style="list-style-type: none"> a) Identify the tools that will help to develop a site b) Identify the concerns before creating a site c) Identify the tools that will be needed for developing your train of thoughts 	<ul style="list-style-type: none"> a) Quiz b) Attendance c) In-class assignments d) Read textbook e) Self-critiques f) Group critiques g) Hands-on exercises

*Try to express an outcome as an infinitive phrase that concludes this sentence: **At the end of the course, the students should be able to . . .** Finding the line between too general and too specific can be difficult. In an English Composition course, for instance, it is probably too general to say, "The student should be able to write effective essays." It is probably too specific to say, "The student should be able to write an introductory paragraph of at least 50 words, containing an attention-getting device, an announcement of the narrowed topic, and an explicit thesis sentence." Just right might read, "The student will write introductions that gather attention and focus the essay."