Syllabus

US 497.01W Photoshop Foundations for Us
Meets: 3.16.26 – 5.8.26
T 3:30 p.m. – 4:45 p.m.
Instructors: Paul Bryan and Cathy Li Foster
Synchronous Zoom class. Faculty and staff only.

Course Content

Designed for beginners, this fun course covers the essential techniques for creating, manipulating, and enhancing images. Learn how to navigate the Photoshop interface, use each tool, and work with layers and masks. Quickly and effectively explore and express your ideas visually. Additionally, this course introduces essential principles of photography and graphic design. Equip yourself with the foundational knowledge and skills to use Photoshop for personal projects, professional tasks, or further advanced studies.

Class time will consist of lectures, software tutorials, and self-directed projects. The course will culminate in a final project that incorporates skills learned throughout the semester, producing a Photoshop document and a presentation that demonstrate those skills.

Course participants will be empowered to communicate visually, using their new skills to better serve university goals and to enrich their personal artistic expression.

Course Outcomes

Apply Basic Principles of Design

Participants will learn to integrate foundational design principles into their work, enhancing their ability to create visually compelling materials. This includes Color, Contrast, Balance, Alignment, Repetition, Proximity and White Space.

Leverage the Creative Process and Design Thinking

Cultivate interest in visual communication to improve university relations and student success.

Demonstrate proficiency with Basic Photoshop Tools and Techniques

Participants will become proficient in using fundamental Photoshop tools, such as selection tools, layers, and adjustment panels, to create and edit images.

Implement Basic Photo Editing Techniques

Participants will acquire skills in basic photo editing, such as cropping, resizing, color correction and retouching, to improve the effectiveness of images. There may be many ways to achieve the same effect in Photoshop. This class stressed learning the "professional" methods and established best practices such as nondestructive editing and the use of smart objects.

Enhance Visual Teaching Materials

Participants will learn to create visually appealing presentations and digital content that enhance their teaching or professional communication, and more effectively engage students and colleagues

Design Custom Graphics

Participants will learn to design custom graphics, infographics, and diagrams for incorporation into their academic materials.

Optimize Images for Different Platforms

Participants will understand how to optimize images for various platforms, including print, web and social media, ensuring high-quality visuals across all mediums.

Develop Creative Projects

Participants will complete a final project that showcases their ability to apply Photoshop techniques to a real-world academic or professional context. They will demonstrate their newly acquired skills through a short presentation that walks the class through the layered PSD files.

Foster Digital Literacy

The course will enhance participants' digital literacy, equipping them with the confidence to integrate visual design into their professional and personal practices.

Instructors Contact

Paul.Bryan@etamu.edu and Cathy.Foster@etamu.edu
Please use your university email address as your primary contact. If your email is more than a short paragraph, please consider making an appointment.

Supplies

Computer with Zoom and Adobe Photoshop installed. As a university employee, you have access to the entire Adobe Creative Suite. Visit etamu.edu/Adobe for more information.

Syllabus Update Policy

The syllabus is a guide. Circumstances and events, such as student progress, may necessitate the instructor modifying the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Words of Advice

While fun and exciting, this is an intensive course. Come to class engaged and ready to work with an open mind! Plan to set aside time to play and practice the skills you learn each week.

Grading Guidelines

All Investing In Us classes are graded as S/U (Successful/Unsuccessful). According to the Registrar's Office at East Texas A&M University, "S" means that the class participant has earned a minimum of a 60% in the class.

Technology Requirements

D2L Requirements

community.brightspace.com/s/article/Brightspace-Platform-Requirements

LMS Browser Support

documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html Zoom

Access and Navigation

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or HelpDesk@etamu.edu.

Note: Personal computer and internet connection problems are inevitable. Each student should have a backup plan to handle problems. These methods might include having a backup PC at

home or work, temporarily using a computer at a friend's home, the local library, office service companies, Starbucks, or an open computer lab on campus.

University Things

Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty, see the following procedures: Undergraduate Academic Dishonesty 13.99.99.R0.03

etamu.edu/AboutUs/PoliciesProceduresStandardsStatements/RulesProcedures/13students/Undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf
—Scholastic dishonesty will not be tolerated in any class-related activity.
—Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
—Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
 —Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
—Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
—Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.
—Academic dishonesty could result in expulsion from the university

Student Conduct

All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.
etamu.edu/Admissions/OneStopShop/UndergraduateAdmissions/StudentGuidebook.aspx

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: https://www.britannica.com/topic/netiquette

Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides reasonable accommodations for their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services East Texas A&M University Waters Library, Room 162 Phone 903.886.5150 or 903.886.5835 Email: StudentDisabilityservices@etamu.edu Website: Office of Student Disability Resources and Services etamu.edu/CampusLife/CampusServices/StudentDisabilityResourcesAndServices

Nondiscrimination Notice

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M University Rule 34.06.02. R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer. etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.