

Course Syllabus for CAO 165a Introduction to Business Graphics

CAO 165a

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Class will be held Mondays from 6:00 pm to 9:50 pm in room D123. Our course begins June 28, 2004, and our final class will meet on August 2, 2004.

Course Description

This is an introductory course into both the technical and conceptual aspects of digital imagery. From the course text, *Visual QuickStart Guide to Photoshop 7*, as well as class tutorials, lectures, and a final project, we will work together to understand the technical aspects of creating digital graphics and image editing. Our course objective is to learn the basics of Adobe Photoshop 7 to produce and edit graphics that can be used on the web, in a desktop publishing program, or in a word processing document. This course will also address the use of various input devices, file storage and transfer techniques, and output options for print and screen presentations.

Required Textbook

Visual QuickStart Guide to Photoshop 7 by Elaine Weinmann and Peter Lourekas

This textbook is required for your participation in class. The text costs about \$25 new. Purchase a copy after the first class. Bring your textbook with you to every class meeting.

Course Advisory

It is recommended that students take CAO 152 or its equivalent before taking this class. Being familiar with the PC platform and Windows operating system is strongly suggested.

Attendance Policy

Due to the nature of the course and its hands-on approach, I encourage you to attend class. If you are frequently absent or tardy from class, your final course grade could be affected. At every class meeting, information will be presented that is not in the required text. Your attendance can truly affect your class experience.

Our course will be going through several techniques of digital imaging in a matter of weeks, so our time together is valuable. Please don't depreciate it. Come to class prepared.

If you need to be absent or tardy please inform me beforehand as a common courtesy.

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Readings and Exercises

Readings and exercises will be assigned as the course progresses. You will complete and keep all exercises on the server and your disks. Some class time is dedicated for you to work on these assignments.

Final Project

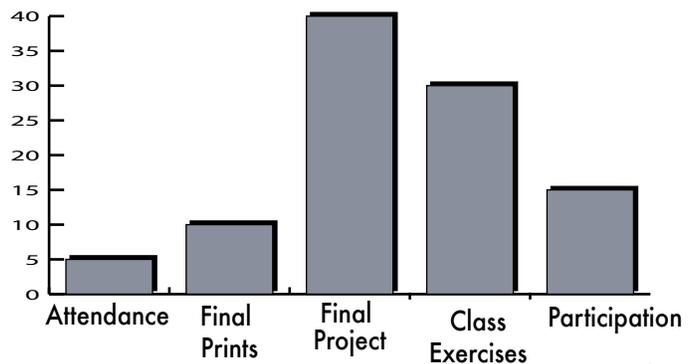
The final project for this course is due on August 2, 2004. Late projects will not be accepted. It is your responsibility to hand in your work on time.

Critical Thinking

The exercises will require students to apply concepts and skills learned in the class, as well as principles and techniques to compare, analyze, and create the best graphic solutions. The final project will require comparison, analysis, and decision-making to produce an integrated text/graphic document illustrating all the concepts and tools learned.

Grading Criteria

Attendance	5%
Final Prints	10%
Final Project	40%
Class Exercises	30%
Participation	15%



100% - 90% = A, 89% - 80% = B, 79% - 70% = C, 69% - 60% = D, 59% and below = F

Each student's average will be based on class exercises, class participation, attendance, final prints, and the final project

Compliance with the ADA

Qualified students with physical or documented learning disabilities have the right to free accommodations to ensure equal access to educational opportunities at Lake Tahoe Community College. For assistance with and clarification of services provided under the Americans with Disabilities Act, please contact the Disability Resource Center in room A205. The telephone number is 541-4660 ext. 249. If you have any problems with any aspect of access to information or facilities in connection with this course, please tell me right away. I will help you get the education you want to work toward.

Supply List

Students are responsible for obtaining the following list of materials for this course. Sources to obtain these materials will be discussed in class.

- Required Textbook: *Visual QuickStart Guide to Photoshop 7* by Elaine Weinmann and Peter Lourekas

- Media Storage:

Recommended: PC formatted Zip Disk and around 2 - 10 CD-Rs.

Alternative Suggestion: A 256 MB Jump Drive. We will discuss media storage in class.

****Please note CD-RWs are NOT recommended. We will discuss CD-RWs in class.

Credit / Non-Credit

You have the option to take this course for credit or for non-credit. Please be advised you MUST take the course for credit if you are panning on working towards a degree or a certificate at the college.

Withdrawals

It is your responsibility to withdraw from the course if you wish to do so. I will not initiate a withdrawal for you. If you merely stop attending classes, this does not automatically drop you from the course and you will fail.

Office Hours

I will be happy to meet you at any mutually convenient time to discuss your course progress or problems you may be having with course materials. Feel free to call or email me at any time regarding problems you have with this course. The course website is designed to assist you with the class and contains course information and assignments as well as supplemental information.

Engage Yourself

It is your responsibility to create your own assignments, shut down equipment properly, maintain files, and properly use peripherals and printing supplies. Please familiarize yourself with LTCC's plagiarism policies and respect the work of others by not calling it your own. This is a serious matter and will result in failure of the assignment.

I hope to engage you with the material we cover. I hope to excite, intrigue, and interest you in class and beyond with the discoveries of digital imaging and business graphics. I trust you will engage yourself by participating as a mature, questioning, and informed student.