



Undergraduate Course Syllabus

GRA 220: Introduction to Digital Imaging

Center: Online

Course Prerequisites

None

Course Description

Using industry standard image editing software, this course is an introduction to professional computer graphics creation and to the software and hardware typically used in the graphic design, video, photography and interactive Web/multimedia industries. Image editing and color management systems will be discussed and demonstrated. The important differences between vector and bitmap graphics will be defined, as will the significant differences in preparing images for print, broadcast and Web distribution. Students will be encouraged to experiment with their own and preexisting images using sophisticated digital editing techniques such as layering, channel masking, filtering, cloning and montaging. Special attention will be paid to copyright awareness in the age of the digital image.

Course Outcomes

- Integrate basic digital composition techniques and industry standard elements of design into visual communication design projects
- Prepare existing and original digital files optimally for use in a variety of media and platforms
- Address potential copyright issues pertaining to digital imagery through application of ethical industry standards
- Determine the appropriate tools and technology for creation of digital images for a variety of digital communication media
- Adapt visual works for improved message delivery based on received feedback and audience needs

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud

Allan Wood

Cengage

Learning
Seventh Edition
2015
ISBN: 978-1-305-26365-9

Software

Adobe Creative Cloud

Containing Adobe Creative Suite 6

Students may obtain a monthly subscription to the Creative Cloud at a discounted rate at

<https://snhu.onthehub.com/WebStore/OfferingDetails.aspx?o=85f84bde-4ec0-e511-9414-b8ca3a5db7a1>

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	4	30	120
Activities	4	60	240
Peer Support Activities	2	30	60
Journal	1	30	30
Final Project Part I			
Milestone One	1	85	85
Milestone Two	1	85	85
Final Submission	1	225	225
Final Project Part II			
Milestone One	1	50	50
Final Submission	1	105	105
			Total Course Points: 1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4
A-	90–92	3.67

Grade	Numerical Equivalent	Points
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Capturing and Processing Images <i>The Graphic Designer's Digital Toolkit</i> , Chapters 2 and 3 1-1 Final Project Review 1-2 Discussion: Creative Brief 1-3 Image Capture and Processing Activity: Using Adjustment Layers
2	Nondestructive Image Editing/Masking <i>The Graphic Designer's Digital Toolkit</i> , Chapters 4, 5 (pp. 268–274), and 7 (pp. 384–393) 2-1 Image Processing Activity: Using Selection Tools and Masking to Prepare Image for Final Project 2-2 Page Composition Activity: Create Basic Magazine Page File for Final Project
3	Ethics and Copyright Considerations 3-1 Discussion: Ethics and Copyright in Graphic Design 3-2 Final Project Part I Milestone One: Magazine Ad Rough

Module	Topics and Assignments
4	Typography: Print Fonts, Screen Fonts, and Free Fonts 4-1 Peer Support Activity: Critiquing the Magazine Ad Rough 4-2 Type Activity: Using Photoshop's Text Effects to Create Banner Ad Headline
5	Adapting Print Files for the Web <i>The Graphic Designer's Digital Toolkit</i> , Chapter 10 5-1 Journal: Image Optimization for Both Print and Web Usage 5-2 Final Project Part I Milestone Two: Web Banner Ad Rough
6	Digital Color Management 6-1 Peer Support Activity: Critiquing the Web Banner Ad Roughs 6-2 Final Project Part II Milestone One: Draft of Reflection
7	Digital Asset Management 7-1 Discussion: Digital Asset Management 7-2 Final Project Part I Final Submission: Magazine Ad and Web Banner Ad 7-3 Final Project Part II Final Submission: Written Reflection
8	Creating a Seamless Digital Workflow – Review <i>The Graphic Designer's Digital Toolkit</i> , Chapter 5 (pp. 262–268) 8-1 Discussion: Preparing Digital Files for Production and Final Project Critique

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is automatically dropped from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

In accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008, Southern New Hampshire University does not discriminate on the basis of disability, including intellectual disability, in admission, treatment, or access to its programs or activities, nor does it discriminate in employment in its programs or activities.

The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. A disability is a condition or impairment that impacts a “major life activity” or “major bodily function.”

- **Major life activities** include, but are not limited to, caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, and working.
- **Major bodily functions** include, but are not limited to, functions of the immune system, normal cell growth, and digestive, bowel, bladder, neurological, brain, respiratory, circulatory, endocrine, and reproductive functions. Disabilities include physical, medical (including pregnancy), mental health, and learning needs.

At the beginning of each term, or as soon as you become aware of a disability or accessibility concern, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC.

Note that accommodations are not retroactive and that disability accommodations are not provided until acceptable documentation of a disability and its impact is received and an accommodation letter has been processed. If you are unsure whether your condition qualifies as a disability or accessibility concern, please contact the OAC for determination.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oad@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, please visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability and Accessibility Services](#) website.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you would like to withdraw permission for use of your work, please complete the [Student Work Sample Survey](#).