Module specification

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Module code	ARD479
Module title	Essential Visual Design and Image Editing using Adobe Photoshop
Level	4
Credit value	20
Faculty	Faculty of Art Science and Technology
Module Leader	Dr Rafiq Elmansy
HECoS Code	100440 – Digital Media
Cost Code	GADC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (hons) Graphic Design	Standalone module aligned with Graphic design

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	18 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

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Initial approval date	17/12/2021
With effect from date	17/12/2021
Date and details of revision	

Module aims

Adobe Photoshop is an essential tool to take your creative ideas to the digital world. It is the most used tool in a wide range of creative jobs, including graphic design, photo-editing, retouching, etc. Photoshop courses help you bring your creative ideas to life using the leading tool in motion graphics. Photoshop courses are in two main levels: Beginners and Advanced. These courses will prepare you on both academic and professional levels to use Photoshop software to plan, develop, and integrate bitmap photographs and images in creative practice.

This essential level course allows you to explore Adobe Photoshop through a hands-on approach. You will be introduced to Visual Design Using Adobe Photoshop basic tools and features. This course will help you put your creative ideas into action by integrating theory and practice into tasks that prepare you for your future career in digital graphics.

Certification

This module will prepare you for the Advanced module. Both essential and advanced modules will prepare you for the Adobe certification exam. For more information follow the link: Visual Design Using Adobe Photoshop certification. Taking the certification exam is optional and the student is responsible for any fees.

What will be your future career?

The list below includes examples of the future career paths that involve Photoshop:

- Graphic designer
- Digital designer
- UI/UX designer
- Web designer
- Digital photographer
- Photo retouching expert
- Multimedia designer

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate an understanding of the design process and project specification challenges within Visual Design and Image Editing using Adobe Photoshop.
2	Demonstrate an essential knowledge of Adobe Photoshop tools.
3	Complete a series of questions based on Adobe After Effects within the field of visual design and image editing.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

The summative assessment of the module is through a Moodle Quiz of 30 questions. The module is pass or fail. The pass mark is 20 correct answers out of a possible 30 questions.

Students will be given an opportunity to re-sit the test in the event of failing to achieve the pass mark.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	In-class test	Pass/Fail

Derogations

None

Learning and Teaching Strategies

How will you learn?
You will learn using a hands-on practice that merges both theory and practice related to creating vector graphics. The course will be based on tasks that you are expected to have in your future career as a graphic designer.

How will this course prepare you for the ACA exam?
This course will walk you through the topics and objectives described in Adobe Certified Associate exam guide. Also, it will provide practical examples of the ACA exam questions to prepare you for the exam challenge.

How will this course prepare you for your study?
This course gives you the chance to learn the tool required to complete your motion graphics projects and use the different features to fuel your creative ideas.

The module delivery will be broken down into the required 36 hours of contact time. Utilising the ALF framework and a blended approach to delivery. 3 hours per week over 6 weeks face to face (either on campus or online) and 3 hours per week over six weeks of online practical content.

Indicative Syllabus Outline

Adobe Photoshop Essential
This is an Essential level. You are expected to have no or very early experience of Adobe Photoshop.
Course Outline:
- **Introduction to Digital Imaging**
    - Bitmap vs vector graphics

- Screen resolution
- Colour spaces and modes
- Digital design principles
- Working with digital files
- Copyrights and Creative Commons
- Working with digital projects and clients
- **Digital Design Principles**
  - Digital design elements and terminologies
  - Colour theory
  - White space
  - Basics of typography
  - Gestalt principles
- **Photoshop Anatomy**
  - Explore the interface elements
  - Working spaces and interface customisation
  - Using guides, rulers and grids
  - Creating new files and understanding file properties
- **Working with layers**
  - Create, edit and delete layers
  - Name, hide, arrange layers and use filters
  - Layer groups, linkage and merging layers
  - Cropping and transforming layers
  - Edit images and canvas
  - Blending modes and layer opacity
  - Working with smart objects
- **Working with selections**
  - Different selection types
  - Editing and refining selections
  - Save and load selections
  - Working with layer mask and clipping masks
- **Working with Colours and Gradients**
  - Colour tools
  - Fills and strokes
  - Working with colour gradients
- **Retouching and photo editing**
  - Working with colour adjustments
  - Colour range and colour replacement
- **Typography basics**
  - Creating text and working with Adobe Fonts
  - Character and paragraph properties
- **Saving and Exporting documents**
  - Saving files and exploring formats
  - Save for Devices
  - Exporting for web

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads
- Photoshop tutorials:

   o   https://helpx.adobe.com/photoshop/tutorials.html

Other indicative reading
Career Path Courses:
- Become a Graphic Designer
- Ace the Basics: Adobe Photoshop, Illustrator, and Premiere Pro
- Master Photoshop for Web Design
- Become a Digital Painter
- Become a Fashion Designer
- Become a Product Photographer
- Become a Portrait Photographer
- Design a Typeface
- Become a Print Production Professional
- **Certiport Exam Tutorials:**
   o   https://certiport.pearsonvue.com/Educator-resources/Exam-details/Exam-tutorials

- **LinkedIn Learning Courses:**
   o   Cert Prep: Adobe Certified Associate - Photoshop
   o   Photoshop 2021 Essential Training: The Basics
   o   Photoshop 2021 One-on-One: Advanced
   o   Photoshop 2021 One-on-One: Mastery

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Emotional Intelligence
Communication