ILLUSTRATOR + PHOTOSHOP
fdm special topic

KENT STATE
UNIVERSITY

FDM Special Topic
Illustrator + Photoshop for Fashion
Fall 2010

FDM 45095-002
124 :: Rockwell
Mo/Wed :: 5:30pm - 6:45pm

Margarita Benitez
Assistant Professor
Fashion Technologist

email
mbenitez@kent.edu

offce hours
by appointment

office location
218A :: Rockwell

office phone
330-672-0170

website
margaritabenitez.com

Course Description

This course introduces students to the fundamental concepts, procedures and techniques used for manipulating images and documents with Adobe Photoshop and Adobe Illustrator. Students will begin with fundamental terminology and functions with a variety of tools for managing bitmap imagery and vector graphics and progress toward professional fashion concepts and methodology. The conclusion of this course is intended to give students a solid foundation to pursue advanced work in the area of their chosen design or marketing speciality.

Course Objectives

Through successful completion of classroom and independent lab activities it is expected that you will become proficient composing digital images and graphics with Adobe Photoshop and Adobe Illustrator. The following is a sample of the tools, techniques, and concepts that will be covered.

- vocabulary associated with digital imaging and software packages
- raster v. vector graphics
- image resolutions, file types, importing + exporting
- input and output devices
- workspaces, navigation and palettes
- transformation tools :: moving, scaling, rotation
- layers :: stacking, opacity, adjustment
- fonts, type tools + typography basics
- filters + effects
- custom brushes and patterns
- workflow techniques + navigating between software packages
- working with shapes
- gradients + swatches

Photoshop specific
- image retouching + cleanup tools :: cloning, healing
- image adjustments
- color and color adjustments
- white balancing images :: levels, curves

Illustrator specific
- selection tools
- paths
- strokes and fills
- blends and transformations
- compound shapes, pathfinder and alignment

Required Supply List

- removable flash, jump drive or USB transfer drive, 2GB minimally
- notebook, pens and other classroom supplies.

Required Reading

Photoshop CS4 for Windows and Macintosh: Visual QuickStart Guide
Elaine Weinmann, Peter Lourekas
Peachpit Press, November 2008
ISBN-10: 0-321-56365-4

Illustrator CS4 for Windows and Macintosh: Visual QuickStart Guide
Elaine Weinmann, Peter Lourekas
Peachpit Press, May 2009
ISBN-10: 0-321-63730-5

Digital Textile Design: Portfolio Skills
Melanie Bowles, Ceri Isaac
Laurence King Publishers, May 2009
ISBN-10: 1856695867

Suggested Reading

Fashion Designer's Handbook for Adobe Illustrator
Marianne Centner and Frances Vereker
Wiley-Blackwell, Apr 2007
ISBN-10: 1405160551

Flats: Technical Drawing for Fashion
Basia Szkutnicka
Laurence King Publishers, May 2010
ISBN-13: 978-1-85669-618-0

Online Resources

IMAGERY
Morgue File :: http://www.morguefile.com/
Creative Commons :: http://creativecommons.org/ *and* http://search.creativecommons.org/
Google Images :: http://images.google.com/
Flickr :: http://www.flickr.com/groups/freeuse
Smithsonian Photography Initiative :: http://photography.si.edu/default.aspx
Pics4Learning :: http://www.pics4learning.com/
Open Photo :: http://openphoto.net/
Wikispecies :: http://species.wikimedia.org/wiki/Main_Page
The Creative Element :: http://creativity103.com/index.htm
BurningWell :: http://www.burningwell.org/
Open Clip Art Library :: http://www.openclipart.org/

TUTORIALS
Adobe Video Workshop :: *http://www.adobe.com/designcenter/video_workshop/?id=vid0256*
Layers Magazine :: *http://layersmagazine.com/category/tutorials/*   *click either illustrator or photoshop*
45 Photoshop Tutorial Sites :: *http://www.1stwebdesigner.com/design/45-photoshop-tutorial-sites/*
Speckyboy.com :: http://www.speckyboy.com   *search for photoshop + video tutorials*
Smashing Apps :: http://www.smashingapps.com/

There are many online resources available for both software :: just google it!

class policies

Attendance Policy

- Attendance will be taken at the beginning of every class.
  There is so much technical, conceptual and design information to absorb, regular attendance is essential.
- Unexcused absences will affect your grade.
- One absence is allowed; after that your final, overall, numerical grade will drop by 2.5 percent
  (1/2 a grade point :: from A to A-) for each additional unexcused absence.
- Contact the professor **IN ADVANCE** if you will not be in class *(in person or by email is preferred)*.
- It is the student's responsibility to inquire about content that has been missed, to obtain any material
  that has been missed due to absence, and to turn in any assignments that are due.

Assignment Policy

- All assignments are due on the date specified in the online syllabus.
- Participants are encouraged to work with their peers and share their work in order to receive feedback
  prior to due dates.
- Any assignment that receives less than an 80% may be reworked and resubmitted.
  In order to gain additional points participants must:
    - :: indicate what they would like to improve upon
    - :: indicate how they plan to do so
    - :: Due one week following receipt of a grade

Late Work + Missed Exams Policy

- A letter grade will be subtracted for each day the assignment is late.
- If an assignment is later than one week, and prior arrangements have not been made, the assignment
  will not be accepted.
- **NOTE:** If you are overwhelmed or feeling behind, please contact me **before (i.e. not the same day)** the
  assignment is due to discuss options.

Lab

- open class time/lab time is to be used for current assignments only
- the lab is open during building hour
- you may use it any time classes or special events are not in session
- Food, beverages and smoking are not permitted in the lab at any time.
- Phones and other devices are required to be turned off during class time.

Copyright

Always try to use your own graphics or from resources which explicitly give you permission to use their
materials freely. If no clear "fair use","public domain", or "creative commons" statement is available you
should get permission if you use their materials in your project. At the very least you *MUST* give credit
for where and from whom you have borrowed the material.

Give credit in the text of your document, on your Works Cited Page, or on a Credits page for everything
that you use. Include copyright information beside or under images (photographs, charts, maps,
pictures, graphics). Include the following information next to the image: "c" or the word "copyright",
the name of the creator of the image, then the copyright date.   If this information is not available
in or on your source, you can list the bibliographic information or web address of the source.

university policies

Registration Requirement

The official registration deadline for this course is September 5, 2010 (Late Registration :: with fee :: September 12). University policy requires all students to be registered in each class they are attending. Students who are not officially registered for a course by published University deadlines should not be attending classes and will not receive credit or a grade for the course. Each student must confrim enrollment by checking their official class schedule (using Student Tools in FlashFAST) prior to the deadline indicated. Registration errors must be correct prior to the deadline.

Cheating & Plagiarism

Cheating and plagiarism constitute faudulent misrepresentation for which no credit can be given and for which appropriate sanctions are warranted and will be applied.

"Plagiarism is the use or close imitation of the language and thoughts of another and the representation of them as one's own work." - Wikipedia.com

Students enrolled in the university, at all its campuses, are to perform their academic work according to standards set by faculty members, departments, schools and colleges of the university; and cheating and plagiarism constitute fraudulent misrepresentation for which no credit can be given and for which appropriate sanctions are warranted and will be applied.

"Plagiarize" means to take and present as one's own a material portion of the ideas or words of another or to present as one's own an idea or work derived from an existing source without full and proper credit to the source of the ideas, words, or works. As defined, plagiarize includes, but is not limited to:
    (a) The copying of words, sentences and paragraphs directly from the work of another without proper credit;
    (b) The copying of illustrations, figures, photographs, drawings, models, or other visual and nonverbal materials, including recordings, of another without proper credit; and
    (c) The presentation of work prepared by another in final or draft form as one's own without citing the source, such as the use of purchased research papers..

(References: Administrative Policy and Procedures Regarding Student Cheating and Plagiarism; University Policy Register, 3342-07 [Chapter 3 pgs 15-24]; University Digest of Rules and Regulations [pg 9])

Students with Disabilities

University policy 3342-3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (contact 330-672-3391 or visit www.kent.edu/sas for more information on registration procedures.)

Students Academic Complaint Policy + Procedures

In accordance with University Policy, problems should be discussed with the instructor first. If the issue remains unresolved then you may address your concerns with the department director.

(References: Faculty Handbook [pg 3-9]; Administrative Policy Regarding Student Academic Complaint; University Policy Register, 3342-4-16 [Chapter 4 pgs 43-48]; University Life Digest of Rules and Regulations [pg 13])

grading policy

Grades

A

The student presents the highest level of performance and attendance. The student's work reflects exceptional achievement both in quantity and quality, differentiating itself from other work, and surpassing all of the criteria set in the coursework descriptions. Ability to communicate and execute ideas exhibiting outstanding achievement. Demonstrates a mastery of the course concepts and shows the work ethic of a highly self-motivated student.

B

The student presents a good level of performance and attendance. The student's work is good/very good and reflects above-average achievement both in quantity and quality. Shows evidence of understanding the relationship between multiple course concepts. The student's ability to communicate and execute ideas exhibits above-average achievement.

C

The student presents an adequate level of performance and attendance. The student's must reflects an acceptable achievement both in quantity and quality, and all work is completed as assigned. Meets all expectations of the assignment and demonstrates clear student effort and improvement.

D

The student presents a less than adequate level of performance and attendance. The student's achievement is below average in quality and/or quantity. The student's work reflects an inability to satisfactorily communicate and execute ideas.

F

The student presents a level of performance and attendance such that the course requirements have not been met. The student's work and attitude reflect an unsatisfactory level of achievement both in quantity and quality. The student exhibits an unsatisfactory ability to, communicate and execute ideas and a pattern of low productivity.

Grading Scale

A	93-100	Excellent
A-	90-92	
B+	87-89	
B	83-86	Above Average / Good
B-	80-82	
C+	77-79	
C	73-76	Average / Satisfactory
C-	70-72	
D+	67-69	
D	65-66	Below Average / Poor
F	00-64	Unacceptable / Failure

course expectations

Student Responsibilities

All work turned in should be computer generated and typewritten. Plan and print out your work IN ADVANCE because last minute "computer-related" excuses will not release you from any deadlines.
ALWAYS make and keep backup copies of your work.

- consult class website at least once a week for updates
- attend all class sessions
- be punctual for class and participate
- bring appropriate materials + equipment to class
- read all assigned materials
- prepare and submit all assignments by the appropriate due dates
- devote at a minimum 6 hours per week, fulfilling assignments, readings and understanding class concepts
- present all work in a professional manner
- be prepared to discuss readings and assignments in class
- inquire about + obtain any missed content due to absence
- have patience, persistence and discipline
- pay attention to detail
- be creative
- be self-confident and have pride in your work
- be fearless

Course Web Site

The syllabus and course documents will be made available thru FLASHLINE. The course blackboard site will begin to be propagated during the semester, mainly with grades and as a mirror site. An alternate mirror site with the course documents will be also be made available on my personal website at: www.margaritabenitez.com.

Data Loss

Students are responsible to back up their files. Save your files in two places every time you are finished working on a file. At the end of class, for example, save on the hard drive and on your USB drive as well. Students are responsible for the re-creation of any lost or damaged files.

Final Grade Distribution

The final grade is based on the following:

attendance	=	150 pts	15%
in class assignments	=	150 pts	15%
project 1	=	100 pts	10%
project 2	=	100 pts	10%
project 3 [midterm]	=	200 pts	20%
project 4	=	100 pts	10%
project 5 [final]	=	200 pts	20%
TOTAL	**=**	**1000 pts**	**100%**

Optional Assignment

project 6	=	100 pts	10%

projects

The 15 week course will be structured around 5 main projects. Tutorials and exercises will create specific learning objectives to be applied directly to the current project. Most exercises or tutorials will build on knowledge learned in previous exercises and/or tutorials, culminating in the final project.

Project 1 :: COLLAGE :: Photoshop
Choose a theme and using selections, transformations and layers collage a garment from parts onto the models provided.
Project 1 is DUE Monday of week 3.
We will present projects on screen for review and critique.

Project 2 :: COLOR + FABRICATIONS :: Photoshop (midterm)
Choose a theme and seasons and design a color board with 5 colors and 5 patterns/fabrications. Show the patterns in 2 color combinations. Rename the colors according to the theme and include the Pantone numbers for each color.
Project 2 is DUE week 7 (Monday + Wednesday).
We will present projects on screen for review and critique.

Project 3 :: FLATS :: Illustrator
Using Illustrator create flats for a top, bottom and one piece garment. Show the front, back and details.
Project 3 is DUE Wednesday of week 9.

Project 4 :: COLOR + FABRICATIONS :: Illustrator
Choose a theme and seasons and design a color board with 5 colors and 5 patterns/fabrications. Show the patterns in 2 color combinations. Rename the colors according to the theme and include the Pantone numbers for each color.
Project 4 is DUE Monday of week 12.
We will present projects PRINTED for review and critique.

Project 5 :: CROQUIS :: Photoshop + Illustrator (final)
Using what you have learned in both Photoshop and Illustrator, choose a theme and season to create a croquis board. You can scan in, create from tracing a photograph or draw the croquis in illustrator. There must be 5 a total of 5 croquis on the board.
Project 5 is DUE Finals week (Monday + Wednesday).
We will present projects on screen for review and critique.

optional project

Project 6 :: DIGITAL TEXTILE PRINT :: Photoshop
Take any of the patterns created during class, or create a new pattern and print out at the TechSTYLElab.
This project is optional as a cost per meter is incurred for printing. Specific details will follow after midterm.
Project 6 is DUE Monday of Finals Week.
We will present the digitally printed textiles for review and critique.

weekly schedule		read	projects
week 1	**M** Introduction to the course Raster v. vector Image size + resolution Image resources Copyright v. creative commons, fair use	**M** Photoshop CS4 Visual Quickstart [PS VQ] Chapters 1-2, 4-5	
	W Introduction to Photoshop :: 1 - Basic navigation - Opening scanned images - Crop tools - White balancing basics	**W** PS VQ :: Ch. 6-10 DT tut. 7	
week 2	**M** LABOR DAY :: NO CLASS		
	W Introduction to Photoshop :: 2 - Selection Tools - Working with Layers (order) - Filling - Transformation Tools		
week 3	**M** ASSIGNMENT 1 DUE :: COLLAGE - Filters	**M** PS VQ :: Ch. 11-14 Digital Textiles [DT] tut. 1	**Project 1 :: COLLAGE**
	W Introduction to Photoshop :: 4 - Scanning Images - Photo retouching + cleanup	**W** PS VQ :: Ch. 16-18	
week 4	**M** Introduction to Photoshop :: 4 - Working with color :: Pantone	**M** PS VQ :: Ch. 19-21	
	W Introduction to Photoshop :: 5 - Working with text + fonts	**W** PS VQ :: Ch. 22	
week 5	**M** Introductions to Photoshop :: 6 - custom brushes - custom patterns I	**M** PS VQ :: Ch. 23-27 DT tut. 5-6, 8-9	
	W Introduction to Photoshop :: 7 - custom patterns II	**W** DT tut. 11-16	
week 6	**M/W** open lab		
week 7	**M/W** ASSIGNMENT 2 DUE :: COLOR + FABRICATIONS midterm critique		**Project 2 :: COLOR + FABRICATIONS**

weekly schedule	read	assignment
week 8 **M** Introduction to Illustrator :: 1 - Basic navigation - Create documents - Toolbox - Selection Tools - Shape tools - Filling objects / Stroke / Stroke Weight	**M** Illustrator CS4 Visual Quickstart [AI VQ] Chapters 1-4, 6-7	
W Introduction to Illustrator :: 2 - Layers - Creating complete objects with pen tool - Manipulating Objects	**W** AI VQ :: Ch. 8-11	
week 9 **M** Introduction to Illustrator :: 3 Flats 101 - step-by-step flat production demo (pen tool) - Filling object from swatch / color libraries	**M** AI VQ :: Ch. 12-14	
W open lab		
week 10 **M** ASSIGNMENT 3 DUE :: FLATS	**M** AI VQ :: Ch. 15-18	**Project 3 :: FLATS**
W Introduction to Illustrator :: 4 - Eyedropper tool - Patterns: creating, defining, using	**W** AI VQ :: Ch. 19-20 DT tut. 3, 10, 17-20	
week 11 **M** Introduction to Illustrator :: 5 - Type tools - Working with fonts - Importance of Font Choice	**M** AI VQ :: Ch. 21-22	
W Introduction to Illustrator :: 6 - Placing saved images - Rulers - tracing poses from photos	**W** AI VQ :: Ch. 23-26	
week 12 **M** open lab		
W ASSIGNMENT 4 DUE :: COLOR + FABRICATIONS		**Project 4 :: COLOR + FABRICATIONS**
week 13 **M** Croquis - Illustrator / Photoshop workflow - PS :: Burn / Dodge tools	**M** DT tut. 2	
W tutorials	**W** DT tut. 21-23	
week 14 **M/W** tutorials / open lab	**M** DT Ch. 5	
week 15 **M/W** open lab / textile printing [optional]		
finals week ASSIGNMENT 5 DUE :: OPTIONAL ASSIGNMENT 6 DUE :: Final Critique		**Project 5 :: CROQUIS** **Project 6 :: DIGITAL TEXTILE PRINT**