Digital image processing for the Web (workshop)

Dr. Ilaria Rossi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with the key concepts and skills they need to use graphic design software (e.g. Adobe Illustrator and Adobe Photoshop) in order to develop graphic art for the Web and social media.

At the end of the course, students will be able to create graphic art with a high degree of autonomy, using to the tools offered by graphic design software. In addition, during the course, they will have the possibility to carry out practical activities aimed to develop the technical skills they need to create files that meet the required specifications.

***COURSE CONTENT***

The course will provide:

* a general overview of the key tools offered by vector graphics software, such as Adobe Illustrator (e.g. selection and transformation tools, colour types, text tools, paths, masks, etc.)
* a general overview of the key tools offered by image editing software, such as Adobe Photoshop (e.g. selection tools, text tools, image correction tools, masks, etc.)
* an analysis of the different methods to export data, and choose the correct settings to meet the required technical specifications.

***READING LIST***

For the lectures

* Adobe, *Guida Utente di Photoshop,* available online at the link <https://helpx.adobe.com/it/photoshop/user-guide.html>
* Adobe, *Guida Utente Illustrator,* available online at the link https://helpx.adobe.com/it/illustrator/user-guide.html

***TEACHING METHOD***

Frontal lectures (with slides) and practical activities.

***ASSESSMENT METHOD AND CRITERIA***

At the end of the course, students will have to present a selection of graphic artworks for the communication campaign of an imaginary start-up (e.g. banners, skins, and/or images for social networks). The final mark will be expressed in thirtieths. Assessment criteria: the ability to select and use the most appropriate tools to achieve a target, the complexity of the final project, and the ability to meet the required technical specifications.

Class attendance is highly recommended.

Non-attending students will have access to the slides and the video-tutorials on the topics mentioned above (please see ‘Course content’). In addition, they will have the possibility to contact the lecturer for further information on the teaching material and the final project.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should have a basic knowledge of the key concepts of communication and marketing, and the main tools used in the field of digital communication.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.