

 **Syllabus**[Print This Module](#)**EDIT571-5T1 Adobe Creative Design Suite for Instructional Design****Credits – 2****Online August 29 – November 4****Instructor:** Heather Tillberg-Webb, PhD**Instructor Contact Information:**

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Course Overview:

EDIT571-5T1 Adobe Creative Design Suite provides an overview of the capabilities of the Creative Design Suite <http://www.adobe.com/products/creativesuite/design/> for instructional design practice. The Adobe Design Suite-- in particular Photoshop, Illustrator, Fireworks, and Dreamweaver-- contains a powerful array of tools for design, each with a specific specialty. The philosophy of this course is that as an instructional designer, it is important to know the range of capabilities of design tools and to cultivate excellent visual design practices in creating an instructional design project. In this course, you will not become an expert in any one Adobe program, but a manipulator of the range of options available to you in the software package. You will become an expert in finding resources, tutorials, and strategies for solving design problems with these tools. You will manipulate bitmap images in Photoshop; vector images in Illustrator; and develop web interactivity in Fireworks. All of these components will be used to develop a multimedia instructional design project, which will ultimately be displayed using Dreamweaver.

At the same time that we explore the Adobe Suite, we will explore best practices in visual design to support instructional design. We will look at examples of effective images and very basic graphic design principles that impact information design: alignment, contrast, proximity, and repetition. Through progress on weekly technical assignments, you will demonstrate an understanding of effective visual communication strategies in instructional design practice. You will demonstrate your achievement of course objectives by creating a series of technical assignments and a final instructional design project.

Format:

This online course will be conducted using an asynchronous format consisting of the following:

- Assigned tutorials and instructional videos
- Technical production assignments
- Weekly online critique
- One short multiple choice content quiz
- Final multimedia instructional design project

Course Objectives:

Upon completing this course, you should be able to:

- Implement basic visual design strategies to an instructional design process
- Use the key tools and features of the Adobe Creative Suite for their optimal uses
- Edit and modify bitmap graphics in Photoshop
- Identify the difference between bitmap and vector graphics
- Create vector graphics in Illustrator
- Create rollover animation and interactivity in Fireworks
- Create hotspots and slice complex images in Fireworks
- Publish graphics in a variety of formats, particularly for use on the web
- Import web design and graphics into Dreamweaver
- Optimize project management through the use of Bridge and Device Central
- Develop a project wireframe
- Create a multimedia instructional design product using the range of tools in the Adobe Suite

Resources You Will Need:

- Internet Access
- Blackboard Account
- GMU Email Account
- **Required Software and Course Texts**
 - You must have access to a version of the Adobe Creative Design Suite, either 5 or 5.5
 - You can download the 30-day trial version of individual CS5 products at <http://www.adobe.com/>
 - You will be required to purchase access to [lynda.com](http://www.lynda.com) tutorials – Approximately \$30 for access to video tutorials on Photoshop, Illustrator, Fireworks, and Dreamweaver for the course. You will receive an invitation from me to access these materials.
 - **If you choose to use an earlier version of Adobe, you will need to purchase a monthly membership to lynda.com so that you can access tutorials for your specific version of software.**

Evaluation and Grading

Assignments in this course consist of:

- **Weekly technical assignments** (weekly completion of an assignment that demonstrates competence of the covered concepts):

Week 2	Basic Image Corrections
Week 3	Image Combination
Week 4	Project Management
Week 5	Using the Pen Tool
Week 6	3D Shape
Week 7	Navigation Bar
Week 8	Hotspots and Slicing
Week 9	Final Project rapid prototype

- o **Weekly discussion forum posts** (Welcome message and weekly online critiques. Every week will follow a pattern of an initial post due Friday and comments to peers by Sunday);
- o **1 short multiple-choice quiz** (reviewing important concepts from the tutorials);
- o **2 learning reflections**, one in the first week and one at the end of the course;

A Final Multimedia Instructional Design Project

- o The final project will be an multimedia instructional design project using the Adobe Suite software tools. The project should choose a training or education problem and storyboard a multimedia tutorial to address the problem. Your training solution should contain:
 - o Conceptual components:
 - o Learning objectives
 - o Breakdown of tasks
 - o Appropriate visuals for key steps
 - o Technical components:
 - o Use of multiple pages
 - o Navigation between pages
 - o Consistency of color and style between images
 - o Use of rollover interactivity
 - o Use of at least one vector graphic
 - o Use of at least one bitmap graphic

Technical Assignments	40%
DB posts	25%
Learning Reflections	5%
Quiz	5%
Final Project	25%
	100%

Grading scale

Grades are assigned using a 10-point scale, and no plus or minus grades are given. Late assignments will not be accepted.

A = 90-100

B = 80-89.9

C = 70-79.9

Overview of Weekly Topics and Learning Objectives

Schedule of Topics Week	Week of	Topics / Assignments
1	Aug 29	<p>Topic: Getting Started</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> o Navigate the Adobe Design environment including: <ul style="list-style-type: none"> o Creating a new document o Setting up tabbed documents o Setting up rulers and guides

		<ul style="list-style-type: none"> ○ Creating multiple layers ○ Resize an image in Photoshop ○ Add basic adjustments to an image in Photoshop <p>Assignment: "Introductions" to be posted in Blackboard</p> <p>Software Tool: Bridge, Photoshop</p> <p>Due: Sunday by 11:59 pm</p>
2	Sept 5	<p>Topic: Image formats and Basic Corrections</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> ○ Describe the differences between gif, jpg, png and raw image formats ○ Use layers to maintain original image integrity ○ Apply tone and color correction strategies to enhance a photo ○ Match colors across images using hex codes ○ Demonstrate basic retouching on portraits <p>Software Tool: Photoshop</p> <p>Assignment: "Basic Image Corrections" to be posted to the week 2 discussion forum</p> <p>Due: Friday 11:59 pm</p> <p>Critique due Sunday by 11:59 pm</p>
3	Sept 12	<p>Topic: Photocollage</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> ○ Combine two images in Photoshop ○ Select portions of an image with the lasso and magic wand tools ○ Delete specific selected portions of an image ○ Use the blur, sharpen, and smudge tools ○ Add pixels with the pencil and brush tools ○ Describe the limitations of raster images ○ Save image selections using the Quick mask tool <p>Software Tool: Photoshop</p> <p>Assignment: "Collage" to be posted to the week 2 discussion forum</p> <ul style="list-style-type: none"> ○ Due: Friday 11:59 pm ○ Critique due Sunday by 11:59 pm <p>Submit Final Project topic proposal by Sunday</p>
4	Sept 19	<p>Topic: Project Management</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> ○ Establish a site structure in Dreamweaver

		<ul style="list-style-type: none"> ○ Create links and embed images and media in Dreamweaver ○ Conceptualize the file structure needed for an html project with external resources ○ Recognize the function of css to control design ○ Identify strategies for image file management in Bridge ○ Test media files for compatibility with various devices in Device Central <p>Assignment: "Management" assignment to be posted to the week 4 discussion forum</p> <p>Software Tool: Dreamweaver; Bridge; Device Central</p> <p>Due: Friday 11:59 pm</p> <p>Critique due Sunday by 11:59 pm</p>
5	Sept 26	<p>Topic: Pen Tool</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> ○ Navigate vector tools in Illustrator ○ Draw basic objects with the pen tool ○ Create a perfect circle and maintain proportions on other shapes when they are scaled ○ Add gradients and patterns to shapes in order to add dimension <p>Software Tool: Illustrator</p> <p>Assignment: "Using the Pen Tool" to be posted to the week 5 discussion forum</p> <p>Due: Friday by 11:59 pm</p> <p>Critique due Sunday by 11:59 pm</p>
6	Oct 3	<p>Topic: Vector Shapes</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> ○ Use the shape builder tool and split an object into a grid ○ Use gradient tool and mesh tool to add dimension to vector shapes ○ Use Live Trace to add effects ○ Demonstrate use of Illustrator effects <p>Software Tool: Illustrator</p> <p>Assignment: "3D shape" to be posted to the Week 5 discussion forum</p> <p>Due: Friday by 11:59 pm</p> <p>Critique due Sunday by 11:59 pm</p> <p>Quiz 1 due by Sunday 11:59 pm</p>
7	Oct 10	<p>Topic: Hotspots and Slicing</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> ○ Add hotspots to a design ○ Slice a larger image into smaller images ○ Create interactive behavior on hotspots and slices such as rollover swap image behavior, pop-up menus or nav bars ○ Export a single slice of a larger image

		<p>Software Tool: Fireworks</p> <p>Assignment: "Hotspots and Slicing" to be posted in week 7 discussion forum</p> <p>Due: Friday, 11:59 pm</p> <p>Critique due Sunday by 11:59 pm</p>
8	Oct 17	<p>Topic: Multiplicity with Symbols</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> ○ Import bitmap and vector files from Photoshop and Illustrator to Fireworks ○ Create a symbol ○ Create a button symbol ○ Modify the various states of the button symbol ○ Add multiple instances of a symbol to your design ○ Customize text on each iteration of the button symbol in the document <p>Software Tool: Fireworks</p> <p>Assignment: "Navigation Bar" to be posted in week 6 discussion forum</p> <p>Due: Friday 11:59 pm</p> <p>Critique due Sunday by 11:59 pm</p>
9	Oct 24	<p>Topic: Rapid Prototype</p> <p>Learning Objectives:</p> <p>After completing the activities this week, you should be able to:</p> <ul style="list-style-type: none"> ○ Create a master layout page ○ Create and manage additional pages ○ Create and manage layers ○ Share layers and web layers across pages ○ Export slices from Fireworks; import to Dreamweaver <p>Assignment: "Final Project" wireframe to be posted to the Week 9 discussion forum</p> <p>Software Tool: Dreamweaver; Fireworks</p> <p>Due: Friday 11:59 pm</p> <p>Critique due Sunday by 11:59 pm</p> <p>Quiz 2 due Sunday 11:59 pm</p>
10	Oct 31	<p>Topic: Final Project</p> <p>Assignment: "Final Project" final draft to be posted in week 10 discussion forum</p> <p>Due Last day of class (Nov 4) by 11:59 pm</p>

GSE Syllabus Statements of Expectations

The Graduate School of Education (GSE) expects that all students abide by the following:

- Students are expected to exhibit professional behavior and dispositions. See gse.gmu.edu for a listing of these dispositions.
- Students must follow the guidelines of the University Honor Code. See http://www.gmu.edu/catalog/apolicies/#TOC_H12 for the full honor code.
- Students must agree to abide by the university policy for Responsible Use of Computing. See

<http://mail.gmu.edu> and click on Responsible Use of Computing at the bottom of the screen.

- Students with disabilities who seek accommodations in a course must be registered with the GMU Office of Disability Services (ODS) and inform the instructor, in writing, at the beginning of the semester. See <http://www2.gmu.edu/dpt/unilife/ods/> or call 703-993-2474 to access the ODS.