

# UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA

## COORDINACIÓN GENERAL DE FORMACIÓN PROFESIONAL

### LEARNING MODULE

#### I. GENERAL INFORMATION

- 1. School:** Facultad de Arquitectura y Diseño, Mexicali, Facultad de Ciencias de la Ingeniería y la Tecnología, Valle de las Palmas
- 2. Major:** Licenciado en Diseño Gráfico
- 3. Study Program:** 2022-2
- 4. Learning Module Name:** Bitmap Editing.
- 5. Number:** 40099
- 6. CH:** 01 **WH:** 04 **LH:** 00 **FPH:** 00 **CLH:** 00 **EH:** 01 **CR:** 06
- 7. Stage:**Disciplinary
- 8. ModuleType:**Compulsory
- 9. Course Enrollment Requirements:** None



#### Learning Module Design Team

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#### Approval of Assistant Dean (s)

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## **II. PURPOSE OF LEARNING MODULE**

The Bitmap Editing learning unit aims to provide the student with technological tools for creation and editing of digital images, fundamental skill in project development in all areas of graphic design; both in the training stage and in the professional practice of design. This course strengthens the contents of Photographic Production, Editorial Design, Digital Illustration, Photography and Advertising Photography Workshop courses.

This course is part of the disciplinary stage and has a compulsory character, and belongs to the Technology area of knowledge

## **III. COMPETENCE OF THE LEARNING MODULE**

Design digital image compositions, through the use of specialized software, as well as image capture and digitizing equipment; for use in graphic design projects of various kinds, with a creative, professional and ethical approach.

## **IV. EVIDENCES OF LEARNING/ACHIEVEMENT**

Evidence portfolio containing a detailed registry of the development of practices made in each unit, presented with accuracy, quality and cleanliness according to the thematic contents of each exercise.

**V. UNIT DESCRIPTION**  
**UNIT I. Bitmap handling and editing.**

**Competency:**

Use basic digital image editing tools, through study of types, characteristics and various bitmap formats, to produce digital images according to each visual communication project requirement, with a professional and ethical attitude.

**Content:**

**Time Allotted:** 6 hours

- 1.1 Typology: Adobe Photoshop.
- 1.2 Tool application.
  - 1.2.1 Software's menu.
  - 1.2.2 Toolbar.
    - 1.2.2.1 Filters, Brushing and Blending.
    - 1.2.2.2 Photo retouching.
    - 1.2.2.3 Masks and clipping.
    - 1.2.2.4 Shortcuts.
  - 1.2.3 Layers.
    - 1.2.3.1 Layer editing.
    - 1.2.3.2 Layer's filters.
    - 1.2.3.3 Use of channels.

## UNIT II. Workflow

### Competency:

Develop digital photo creation and editing projects, through the implementation of an orderly workflow, to make efficient use of creative and technological design resources, with an attitude of commitment to the achievement of goals and collaborative work.

### Content:

- 2.1 General workflow.
  - 2.1.1 Tool integration.
  - 2.1.2. Software compatibility within other interfaces.
    - 2.1.2.1 Adobe Illustrator and vectorization formats.
    - 2.1.2.2 Adobe In Design and editorial design formats.

**Time Allotted:** 5 hours

## UNIT III. Prepress

**Competency:**

Create digital photographic compositions, through the use of software tools, for use in different graphic production processes, with a professional and responsible attitude.

**Content:****Time Allotted:** 5 hours**3.1 Prepress**

3.1.1 Preparing files for press.

3.1.2 Exporting files.

**3.2 Text.**

3.2.1 Tools.

3.2.2 Styles.

3.2.3 Selecting and installing fonts.

3.2.4 Paragraph panel.

3.2.5 Character panel.

3.2.6 Vertical and horizontal text.

## VI. STRUCTURE OF WORKSHOP PRACTICES

No.	Practice Name	Procedure	Support resources	Time
<b>UNIT I</b>				
1	<b>Resolution</b>	<ol style="list-style-type: none"> <li>1. Follows the teacher's indications to carry out the practice.</li> <li>2. Digitize and edit an image using photo editing software.</li> <li>3. Progress review and feedback.</li> <li>4. Exports the image with optimal resolution for screen display and another for printing.</li> <li>5. Sends both images to the teacher by the means requested.</li> <li>6. Receives evaluation and feedback from the teacher.</li> <li>7. Follows up on observations.</li> <li>8. Integrates to the portfolio of evidence.</li> </ol>	<ul style="list-style-type: none"> <li>• Computer equipment with internet access.</li> <li>• Photo editing software.</li> <li>• Digital camera or scanner.</li> </ul>	4 hours
2	<b>Selection tools and use of layers</b>	<ol style="list-style-type: none"> <li>1. Follows the teacher's indications to carry out the practice.</li> <li>2. Gathers digital photographs of food from various sources.</li> <li>3. Generates a face as a collage by combining food photographs using photo editing software.</li> <li>4. Progress review and feedback.</li> </ol>	<ul style="list-style-type: none"> <li>• Equipo de cómputo con acceso a internet.</li> <li>• Software de edición fotográfica..</li> <li>• Cámara fotográfica digital o Escáner.</li> <li>• Cañón proyector de imágenes.</li> </ul>	8 hours

		<ol style="list-style-type: none"> <li>5. Presents his composition in front of the group.</li> <li>6. Receives evaluation and feedback from the teacher.</li> <li>7. Follows up on observations.</li> <li>8. Integrates to the portfolio of evidence.</li> </ol>		
3	<b>Brushes</b>	<ol style="list-style-type: none"> <li>1. Follows the teacher's indications to carry out the practice.</li> <li>2. Digitizes and edits an image using photo editing software.</li> <li>3. Creates a figure to use the "brush" tool.</li> <li>4. Edits the image using the brush you created in photo editing software.</li> <li>5. Progress review and feedback.</li> <li>6. Presents his composition in front of the group.</li> <li>7. Receives evaluation and feedback from the teacher.</li> <li>8. Follows up on observations.</li> <li>9. Integrates to the portfolio of evidence.</li> </ol>	<ul style="list-style-type: none"> <li>• Computer equipment with internet access.</li> <li>• Photo editing software.</li> <li>• Digital camera or scanner.</li> <li>• Image projector.</li> </ul>	8 hours
<b>UNIT II</b>				
4	<b>Clone and patch tools</b>	<ol style="list-style-type: none"> <li>1. Follows the teacher's indications to carry out the practice.</li> <li>2. Digitizes an old photograph that needs to be restored.</li> </ol>	<ul style="list-style-type: none"> <li>• Computer equipment with internet access.</li> <li>• Photo editing software.</li> <li>• Digital camera or scanner.</li> <li>• Image projector.</li> </ul>	4 hours

		<ol style="list-style-type: none"> <li>3. Restores the image using clone and patch tools in photo editing software.</li> <li>4. Progress review and feedback.</li> <li>5. Presents his composition in front of the group.</li> <li>6. Receives evaluation and feedback from the teacher.</li> <li>7. Follows up on observations.</li> <li>8. Integrates to the portfolio of evidence.</li> </ol>		
5	<b>Photographic retouch</b>	<ol style="list-style-type: none"> <li>1. Follows the teacher's indications to carry out the practice.</li> <li>2. Captures a studio photograph.</li> <li>3. Edits the studio photo using brightness, contrast, curves, color balance, hue and saturation settings.</li> <li>4. Progress review and feedback.</li> <li>5. Presents his composition in front of the group.</li> <li>6. Receives evaluation and feedback from the teacher.</li> <li>7. Follows up on observations.</li> <li>8. Integrates to the portfolio of evidence.</li> </ol>	<ul style="list-style-type: none"> <li>● Computer equipment with internet access.</li> <li>● Photo editing software.</li> <li>● Digital camera.</li> <li>● Photographic limbo.</li> <li>● Image projector.</li> </ul>	8 hours
6	<b>Digital illustration</b>	<ol style="list-style-type: none"> <li>1. Follows the teacher's indications to carry out the practice.</li> <li>2. Perform a matte painting exercise by blending different images using brush tools and blending modes.</li> </ol>	<ul style="list-style-type: none"> <li>● Computer equipment with internet access.</li> <li>● Photo editing software.</li> <li>● Digital camera.</li> <li>● Image projector.</li> </ul>	8 hours



		<ol style="list-style-type: none"> <li>3. Progress review and feedback.</li> <li>4. Presents his composition in front of the group.</li> <li>5. Receives evaluation and feedback from the teacher.</li> <li>6. Follows up on observations.</li> <li>7. Integrates to the portfolio of evidence.</li> </ol>		
<b>UNIT III</b>				
7	<b>Typography and masks</b>	<ol style="list-style-type: none"> <li>1. Follows the teacher's indications to carry out the practice.</li> <li>2. Generates an image of landscapes combined with typography using typographic tools and masks.</li> <li>3. Progress review and feedback.</li> <li>4. Presents his composition in front of the group.</li> <li>5. Receives evaluation and feedback from the teacher.</li> <li>6. Follows up on observations.</li> <li>7. Integrates to the portfolio of evidence.</li> </ol>	<ul style="list-style-type: none"> <li>● Computer equipment with internet access.</li> <li>● Photo editing software.</li> <li>● Image projector.</li> </ul>	12 hours
8	<b>Smart objects</b>	<ol style="list-style-type: none"> <li>1. Follows the teacher's indications to carry out the project.</li> <li>2. Designs mockups by editing intelligent objects adjusted to the perspective and lighting of a package.</li> <li>3. Exports images for web page design and packaging</li> </ol>	<ul style="list-style-type: none"> <li>● Computer equipment with internet access.</li> <li>● Photo editing software.</li> <li>● Digital camera.</li> <li>● Image projector.</li> <li>● Photographic set.</li> </ul>	12 hours

production.

4. Progress review and feedback.
5. Presents his project in front of the group.
6. Receives evaluation and feedback from the teacher.
7. Follows up on observations.
8. Integrates to the portfolio of evidence.

## VII. METHODOLOGY AND STRATEGIES

**Encuadre:** On the first day of class, the teacher must establish the form of work, evaluation criteria, quality of academic work, and teacher-student rights and obligations.

### **Estrategia de enseñanza (docente):**

- Problem-based learning
- Expository technique, practical exercises, among others.
- Presents and solves practical exercises related to the topics.
- Directs, supervises and gives feedback on workshop practices.
- Encourages active participation of students
- Reviews and evaluates practices and activities

### **Estrategia de aprendizaje (alumno):**

- Researches and analyzes information on basic concepts
- Solve practical exercises provided by the teacher
- Analyze case studies
- Performs workshop practices
- Participates actively in class
- Uses photo editing software
- Uses digital devices to capture and digitalize images.
- Prepares and delivers activities in due time and form

## VIII. EVALUATION CRITERIA

The evaluation will be carried out on an ongoing basis during the development of the learning unit as follows:

### **Criterios de acreditación**

- In order to be eligible for the ordinary and extraordinary exams, the student must comply with the attendance percentages established by the current School Statute.
- Qualification on a scale from 0 to 100, with a minimum passing grade of 60.

### **Criterios de evaluación**

- Expositions.....	10%
- Exams.....	10%
- Activities.....	40%
- Evidence portfolio.....	40%
<b>Total.....</b>	<b>100%</b>

## IX. Bibliography

### Required

Arránz, D. (2018). *Domina el retoque con Photoshop*. JdeJ Editores

Delgado, JM. (2018). *Photoshop CC 2018*. ANAYA Multimedia.

Faulkner, A. (2016). *Adobe Photoshop CC (2015): classroom in a book*. Bookman.

<http://libcon.rec.uabc.mx:2051/login.aspx?direct=true&db=edsmib&AN=edsmib.000008248&lang=es&site=eds-live>.

Kevin, W. (2018). *Essential Photoshop Basics: The Illustrated Guide to Learning Photoshop*. Elluminet Press.

<http://libcon.rec.uabc.mx:2051/login.aspx?direct=true&db=edsebk&AN=2610603&lang=es&site=eds-live>

Martínez, E. (2018). *El Libro de Photoshop: Guía de aprendizaje al diseño y retoque de imagen*. Kindle Edition.

MEDIA Active (2015). *Aprender Photoshop CC 2014: con 100 ejercicios prácticos*. Alfaomega. [clásica]

Nichols, R. (2019). *Mastering Adobe Photoshop Elements*.

<http://libcon.rec.uabc.mx:2051/login.aspx?direct=true&db=edsvox&AN=edsvox.international.scholarvox.88874197&lang=es&site=eds-live>

### Suggested

BOOKWALTER, J. R. (2020). Adobe Photoshop Elements 2020: Ai-Powered Image Editor Does Wonders. *Macworld - Digital Edition*, 37(3), 25–28.

<http://libcon.rec.uabc.mx:2051/login.aspx?direct=true&db=f5h&AN=141690307&lang=es&site=eds-live>

DOVE, J. (2019). Adobe Photoshop Cc 2019: Popular Features Reach New Levels for a Streamlined Workflow. *Macworld - Digital Edition*, 36(2), 25–29.

<http://libcon.rec.uabc.mx:2051/login.aspx?direct=true&db=f5h&AN=134159533&lang=es&site=eds-live>

## **X. TEACHER PROFILE**

The professor who teaches the Bitmap Editing learning unit must have a degree in Graphic Design, Communication, or related area, with knowledge in image editing, digital design software management, visual composition, photography, english language proficiency and printed reproduction media, preferably with graduate studies and two years of teaching experience. Be proactive, analytical and to encourage teamwork with respect.