SCHOOL	Graphic Design
ACADEMIC YEAR	THREE-YEAR PROGRAM III - 2025/2026
SUBJECT	881 Elaborazione digitale dell'immagine (photoshop - grafica) III A
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	5
DISTRIBUTION OVER THE ACADEMIC YEAR	II SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The primary objectives of the course can be summarized as follows: - Enhance students' proficiency in utilizing Adobe Photoshop as a design tool. - to understand the various creative possibilities offered by the different software tools; - acquire professional and optimized workflows for the conception and Development of communication projects; - Develop a critical perspective on the utilization of artificial intelligence in Adobe Photoshop, understood as a functional tool for a workflow. - possess the expertise to facilitate communication between various graphic design software programs, thereby enabling the creation of complex projects.

Knowledge and understanding	Upon completion of the course, students will be able to independently determine which Adobe Photoshop tools are most suitable for creating a graphic communication project, based on specific requests made by the instructor. A comprehensive understanding of the software will facilitate the attainment of advanced and professional objectives, thereby establishing a structured and consolidated personal workflow.
Applying knowledge and understanding	Students are expected to effectively analyze the proposed project, thereby devising visual solutions consistent with the requirements outlined in the abstract provided by the instructor throughout the course. They should utilize the techniques learned in class or develop new solutions, based on the in-depth exploration of the tools provided. available through the software. Students will be able to plan the work phases, independently create the necessary material for graphic elaboration, and finalize the project. the final chart.
Making judgements	Students will be able to analyze and interpret the teacher's requests, developing an advanced communication project, and linking them to a productive context outlined in the assignment.
Communication skills	Students will be able to clearly articulate the decisions made independently and/or in groups during the development of the graphic project, both in terms of software application and communication choices, which are translated into a digitally processed image.
Learning skills	Having acquired the motivation associated with the use of specific tools and having Having identified professional workflows in the laboratory, beginning with the procurement or creation of materials to be utilized and developed in the operational phases of the project, students will be able to operate and manage the topics independently, optimizing the use of Adobe Photoshop software based on their individual needs.

CONTENTS	Throughout the course, guided exercises will be provided, allowing for the application of creative techniques in the creation of graphic designs and digital compositions. The tools acquired in the first two years will be revisited, and their application will be further developed to explore and leverage new creative opportunities. The course will focus on the management of lighting within a digital graphic composition, the fusion of various images, the optimization of selection tools, the utilization of software necessary for the preparation of a correct work in Adobe Photoshop, the professional optimization of images, and the critical use of tools related to artificial intelligence.
ADOPTED METHODOLOGY	[X] In Person The course will focus on practical and step-by-step guided exercises, designed to delve into the use of specific tools, based on informed and reasoned decisions, capable of optimizing work, both in terms of time management and the quality of the final output. Upon completion of these guided exercises, the students will be invited to re-propose the identified solutions, adapting them to personal content.
ASSESSMENT METHODS	The attainment of the course objectives will be progressively verified through the completion of the exercises proposed to the students. The overall assessment will take into account a multiple-choice test administered at the conclusion of the course, designed to verify the theoretical understanding of the topics covered, as well as the examination project, where students will demonstrate their ability to follow the entire workflow, creating a digital composition in accordance with the instructor's requirements.