

<b>SCHOOL</b>	Web and corporate communications
<b>ACADEMIC YEAR</b>	THREE-YEAR PROGRAM II - 2025/2026
<b>SUBJECT</b>	1635 Elaborazione digitale dell'immagine (photoshop - web) II
<b>TYPE OF SUBJECT</b>	Theoretical-Practical
<b>NUMBER OF HOURS PER LESSON</b>	3
<b>NUMBER OF ECTS CREDITS</b>	5
<b>DISTRIBUTION OVER THE ACADEMIC YEAR</b>	I SEMESTER

### EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course is designed to provide advanced knowledge of Adobe Photoshop, through the acquisition of techniques for editing, retouching, and creating digital images. Students will acquire the necessary skills to: • Managing digital photography projects • Integrate Photoshop into a multi-software workflow • Utilize advanced and innovative tools, including integrated AI capabilities • Produce visual content for the web and social media, with a focus on format, composition and communicative quality

<b>Knowledge and understanding</b>	Students will acquire a comprehensive understanding of Adobe Photoshop's functionalities, including the theoretical and practical principles underlying photo editing, retouching, and digital content creation. They will be able to position the use of the software within a broader context of visual communication and multimedia production. Upon completion of the course, students will be proficient in: • Utilize Photoshop with advanced proficiency for the processing of images • Develop targeted visual communication projects for the internet and social media platforms • Integrate AI tools into the creative and production workflow • Respond to operational briefs in accordance with technical and stylistic specifications technical and stylistic elements • Document and present your work in a professional manner
<b>Applying knowledge and understanding</b>	Students will be proficient in utilizing advanced Photoshop tools, including artificial intelligence-based features, to develop visual communication projects. They will be able to apply the skills they have acquired to create images for the web, social media, and corporate communications, ensuring that the format, quality, and consistency align with the communication objectives.
<b>Making judgements</b>	Students will develop the ability to critically evaluate the aesthetic and communicative quality of their own and others' productions, identifying strengths and weaknesses. They will be able to independently select the most appropriate tools and processes to achieve a communication objective, taking into account the needs of the client, the target audience, and the context of use.
<b>Communication skills</b>	Students will be able to present and argue their design and creative choices, utilizing appropriate technical language that is comprehensible to both specialized and non-specialized audiences. They will acquire the skills to communicate through visual content, integrating text and images to develop effective projects that align with the requirements of business communication.
<b>Learning skills</b>	Students will develop the capability to independently update themselves on new Photoshop features and digital communication trends. They will be able to learn new tools and integrated workflows, fostering a continuous and proactive approach to enhancing their creative and technical skills.

<b>CONTENTS</b>	<p>Advanced Fundamentals of Photoshop • Review of the interface, layers, selections, and masks • Adjustment tools: curves, levels, color balance • Panels: properties, adjustments, and levels • Advanced selection techniques: subject selection, advanced masks, and channels Photo Editing and Post-Production • Retouching tools: clone stamp, patch, corrective, and spot removal • Techniques for dodging and burning • Professional portrait retouching • Utilization of advanced filters (camera raw, sharpness, noise reduction) Compositing and Creative Manipulation • Techniques for photomontage • Creative and surreal effects • Introduction to or Review of the Use of Advanced Objects (Smart Objects) Professional graphics for the web and social media • Formats, dimensions, and optimization for digital platforms • Development of templates for social media: posts, stories, and covers • Fundamental animations utilizing Photoshop (animated GIFs) Workflow and Multi-Software Integration • Color management across various Adobe software applications • Export for print, web, and social media purposes Photoshop and Artificial Intelligence • Introduction to Photoshop's AI tools (Generative Fill, Neural Filters) • Responsible utilization of AI in graphic design • Ethics of digital images generated or modified by AI</p>
<b>ADOPTED METHODOLOGY</b>	<p>[X] In Person            • Classroom Instruction with a practical demonstration • Guided technical and laboratory activities • Individual exercises</p>
<b>ASSESSMENT METHODS</b>	<p>Throughout the course, details regarding the examination will be provided based on the progress. The final assessment will be determined based on a comprehensive evaluation that considers, in addition to the student's participation and learning, the quality of their work, their analytical skills, and their level of organization in the various stages of project development. The evaluations assigned to the projects developed by the student during the course will contribute to the determination of the final assessment, within an overall framework that considers the adherence to the assigned deadlines for the development of the projects, the organization of the project files, and the management of the various phases of the project process. Practical Exercises and Oral Examination • Evaluation of exercises and compositing (20%) • Individual Final Project (60%) • Active participation and adherence to the oral examination deadlines (20%)</p>