

Week	In-Class Meeting Dates & Learning Activities	Online Learning Dates & Activities/Assignments	Due Dates
Week 1	• Date: Tuesday, 08/25/2026 • Course introduction and Canvas instruction • Syllabus review • Lecture: Design Principles -- What is Advertising? • Photoshop Lab: Overview of Photoshop Interface, Opening, Raster graphics, Resolution, Resampling, Resizing, save vs. save As	• Date: 08/24/26-08/30/26 • Complete four online learning videos to familiarize yourself with Photoshop interface and review topics from class. Videos also introduce new topics of cropping and rotation and color modes. • Work on Exercise 1: Photo Series due 09/06/26 11:59 PM	
Week 2	• Date: Tuesday, 09/01/2026 • Review questions on online videos • Lecture: Design Principles: Designing with Photography -- Composition • Photoshop Lab: Review Resolution; Discuss Photoshop layers palette, color picker and swatches; Introduction to Vector shapes v. Raster	• Date: 08/31/25-09/06/26 • Complete learning activities on the Workspace via Infobase Learning Cloud, online video on Overview of the Color Picker, explore provided links for inspiration using vector art. Complete tutorial on creating vector shapes; combining, subtracting, and intersecting • Work on Exercise 2: Shape Character due 09/13/26 11:59PM	Exercise 1: Photo Series Due 09/06/26 11:59 PM Exercise 2: Shape Character due 09/13/26 11:59PM

Week 3	• Date: Tuesday, 09/08/2026 • Photoshop Lab: Layer Basics, making selections, easy way to cut out images and Quick Mask, Filters, Blending Modes • Introduce Project 1 and requirements for class projects	• Date: 09/07/26-09/13/26 • Watch online lecture on photo montage, universal symbols • Complete 3 learning activities on layers, blending modes, filters and effects • Complete Discussion board: Narrow Your Topic for Project 1 due 09/13/26 11:59PM • Work on Exercise 3: Filter and Blending Modes due 09/18/26 11:59PM • Start Project 1 Research and Drafts due 09/20/26 11:59PM • Complete the Critique Discussion Board for Project 1 due 09/24/26 11:59PM	Exercise 2: Shape Character due 09/13/26 11:59PM Project 1 Narrow Theme Discussion Board due 09/13/26 11:59PM Exercise 3: Filter and Blending Modes due 09/18/26 11:59PM Project 1 Research and Drafts due 09/20/26 11:59PM Critique Discussion Board for Project 1 due 09/24/26 11:59PM
Week 4	• Date: Tuesday, 09/15/2026 • Photoshop Lab: Selecting in Photoshop and compositing with Photoshop	• Date: 09/14/26-09/20/26 • Watch online lecture on photo montages • Complete 7 learning activities on layers, making selections, and compositing plus review 2 learning explorations on photomontage history and inspiration • Complete Exercise 3: Filter and Blending Modes due 09/18/26 11:59PM	Exercise 3: Filter and Blending Modes due 09/18/26 11:59PM Project 1 Research and Drafts due 09/20/26 11:59PM Critique Discussion Board for Project 1 due 09/24/26 11:59PM

		• Complete Project 1 Research and Drafts due 09/20/26 11:59PM • Complete the Critique Discussion Board for Project 1 due 09/24/26 11:59PM • After completing the discussion board, finalize Project 1: Final due 09/27/26 11:59PM • Start Exercise 4: Selections due 09/25/26 11:59PM	Exercise 4: Selections due 09/25/26 11:59PM Project 1 Final due 09/27/26 11:59PM
Week 5	• Date: Tuesday, 09/22/2026 • Photoshop Lab: History palette and history brush, content aware technology, channels, aliasing and anti-aliasing	• Date: 09/21/26-09/27/26 • Watch online lecture on photo montages • Complete 3 learning activities on history palette, crop and straighten with content aware fill, more montage artist exploration • Complete the Critique Discussion Board for Project 1 due 09/24/26 11:59PM • After completing the discussion board, finalize Project 1: Final due 09/27/26 11:59PM • Start Exercise 5: Composite Portrait due 10/04/26 11:59PM	Critique Discussion Board for Project 1 due 09/24/26 11:59PM Exercise 4: Selections due 09/25/26 11:59PM Project 1 Final due 09/27/26 11:59PM Exercise 5: Composite Portrait due 10/04/26 11:59PM
Week 6	• Date: Tuesday, 09/29/2026 • Lecture: conceptualizing a visual idea from words • Introduce Project 2	• Date: 09/28/26-10/04/26 • Watch online lecture on artists who have combined image and text, using the type tool	Exercise 5: Composite Portrait due 10/04/26 11:59PM

	Photoshop Lab: Healing brush tool, clone source tool	- Complete 5 learning activities on the type tool and typography, the healing brush tool, using words in art and exploring font moods - Start Project 2 Research and Drafts due 10/11/26 11:59PM	Project 2 Research and Drafts due 10/11/26 11:59PM
Week 7	- Date: Tuesday, 10/6/2026 - Photoshop Lab: working with text in Photoshop to include using text as a mask, using text on a circle and applying layer effects to text in the styles panel Using the dodge, burn and sponge tool Using the blur, sharpen, and smudge tool - Introduce Project 3	- Date: 10/05/26-10/11/26 - Watch online lecture on designing with type - Complete 5 learning activities on the type tool, the dodge, burn and sponge tool, kerning, and film photography before Photoshop in relation to the dodge, burn and sponge tool - Submit Project 2 Research and Drafts due 10/11/26 11:59PM - Complete the Critique Discussion Board for Project 2 due 10/15/26 11:59PM - After completing the discussion board, finalize Project 2: Final due 10/18/26 11:59PM	Project 2 Research and Drafts due 10/11/26 11:59PM Critique Discussion Board for Project 2 due 10/15/26 11:59PM Project 2: Final due 10/18/26 11:59PM Project 3 Research and Drafts due 10/25/26 11:59PM
Week 8	- No Class on Tuesday, October 13 - Online lecture: book cover design discussion, review mood and tone, genre, and design principles used in book covers	- Date: 10/13/25-10/19/25 - Watch online lecture on Project 3 book covers to include the anatomy of a book, different book genres, and a look at book cover designs - Complete 2 learning activities on book cover trends and designing for a specific genre	Critique Discussion Board for Project 2 due 10/15/26 11:59PM Project 2: Final due 10/18/26 11:59PM

		• Complete the Critique Discussion Board for Project 2 due 10/15/26 11:59PM • After completing the discussion board, finalize Project 2: Final due 10/18/26 11:59PM • Start Project 3: Research and Drafts due 10/25/26 11:59PM	Project 3 Research and Drafts due 10/25/26 11:59PM
Week 9	• Date: Tuesday, 10/20/2026 • Lecture: Visual hierarchy • Photoshop Lab: using the brush tool and mixer brush tool and using the gradient tool and the custom brush tool	• Date: 10/19/26-10/25/26 • Watch online lecture on components of a book and book cover production and binding • Complete 5 learning activities on filters, mixer brush, gradient and custom brush, using grids and guides in Photoshop, and visual hierarchy • Complete Project 3: Research and Drafts due 10/25/26 11:59PM • Complete Critique Discussion Board for Project 3 due 10/29/26 11:59PM • After completing the discussion board, finalize Project 3 Final due 11/01/26 11:59PM • Start Exercise 6: Painting and Gradients due 10/30/26 11:59PM	Project 3: Research and Drafts due 10/25/26 11:59PM Critique Discussion Board for Project 3 due 10/29/26 11:59PM Exercise 6: Painting and Gradients due 10/30/26 11:59PM Project 3 Final due 11/01/26 11:59PM
Week 10	• Date: Tuesday, 10/27/2026 • Photoshop Lab: using the healing, spot healing, and patch tools, discuss levels and curves adjustment	• Date: 10/26/26-11/01/26 • Complete 3 learning activities on restoring old photos, working	Critique Discussion Board for Project 3 due 10/29/26 11:59PM

		with the patch tool, and levels, curves and colors • Complete Critique Discussion Board for Project 3 due 10/29/26 11:59PM • Complete Exercise 6: Painting and Gradients due 10/30/26 11:59PM • After completing the discussion board, finalize Project 3 Final due 11/01/26 11:59PM • Start Exercise 7: Repairing an old photo due 11/08/26 11:59PM	Exercise 6: Painting and Gradients due 10/30/26 11:59PM Project 3 Final due 11/01/26 11:59PM Exercise 7: Repairing an old photo due 11/08/26 11:59PM
Week 11	• Date: Tuesday, 11/03/2026 • Photoshop Lab: Symbols and icons, using the pen tool to include freeform, adding/subtracting points, practice with the pen tool	• Date: 11/02/26-11/08/26 • Watch online lecture on analyzing album cover designs, graphic design history and contemporary art influence on album covers, symbolism used in album cover designs • Complete 5 learning activities on mastering the pen tool, universal symbols, and album cover inspiration and symbolism used in album covers • Complete Exercise 7: Repairing an old photo due 11/08/26 11:59PM • Start Project 4 Research and Drafts due 11/15/26 11:59PM	Exercise 7: Repairing an old photo due 11/08/26 11:59PM Project 4 Research and Drafts due 11/15/26 11:59PM
Week 12	• Date: Tuesday, 11/10/2026	• Date: 11/09/26-11/15/26	

	• Photoshop Lab: Icon design and pixel density, exporting from Photoshop, artboards, color wheel and color picker, adjustment layer: Hue and Saturation, adjustment layer: Color balance	• Watch online lecture on cover design best practices, disruptive technology and iTunes, music industry changes and its effect on album cover design • Complete 4 learning activities on pixel density, saving and exporting Photoshop files, typography in album artwork, more album cover design inspiration • Complete Critique Discussion Board for Project 4 due 11/19/26 11:59PM • After completing the discussion board, finalize Project 4 Final due 11/22/26 11:59PM • Start Exercise 8: Mobile Icon due 11/20/26 11:59PM	Critique Discussion Board for Project 4 due 11/19/26 11:59PM Project 4 Final due 11/22/26 11:59PM Exercise 8: Mobile Icon due 11/20/26 11:59PM
Week 13	• Date: Tuesday, 11/17/2026 • Lecture: Introduce Project 5, Review how to create a synopsis, analyze movie poster design, things to keep in mind when designing movie posters, how to create a synopsis • Photoshop Lab: Lighting, blurs, shadows, and reflections	• Date: 11/16/26-11/20/26 • Watch online lecture on movie posters and the influence of contemporary art on movie poster design since the 1920s, analyze movie poster design, things to keep in mind when designing movie posters, how to create a synopsis • Complete 3 learning activities on shaping light, writing a synopsis, exploring movie poster illustration work from notable artist	Exercise 8: Mobile Icon due 11/20/26 11:59PM Project 4 Final due 11/22/26 11:59PM Project 5 Research and Drafts due 12/01/26 11:59PM

		• Complete Exercise 8: Mobile Icon due 11/20/26 11:59PM • Complete Project 4 Final due 11/22/26 11:59PM • Start Project 5 Research and Drafts due 12/01/26 11:59PM • Complete Critique Discussion Board for Project 5 due 12/04/26 11:59PM	Critique Discussion Board for Project 5 due 12/04/26 11:59PM
Week 14	• Date: Tuesday, 11/24/2026 • Lecture: Elements used in movie poster design, the AIDA model of marketing and how it influences the commercial aspect of movie poster design, review and analyze award winning movie posters • Photoshop Lab: Generative AI and contextual task bar	• Date: 11/23/26-11/29/26 • Watch online lecture on elements used in movie poster design, the AIDA model of marketing and how it influences the commercial aspect of movie poster design, review and analyze award winning movie posters • Complete 2 learning activities using color in movie poster design and discussing trends in movie poster design • Complete Project 5 Research and Drafts due 12/01/26 11:59PM • Complete Critique Discussion Board for Project 5 due 12/04/26 11:59PM • After completing the discussion board, finalize Project 5 Final due last day of class 12/08/26 7PM	Project 5 Research and Drafts due 12/01/26 11:59PM Critique Discussion Board for Project 5 due 12/04/26 11:59PM Project 5 Final due last day of class 12/08/26 7PM

Week 15	• Date: Tuesday, 12/01/2026 • Photoshop Lab: Neural filters, editing colors using LAB mode, creating actions in Photoshop	• Date: 11/30/26-12/06/26 • Complete 2 learning activities on animation in Photoshop and cutting out hair in Photoshop • Complete Project 5 Research and Drafts due 12/01/26 11:59PM • Complete Critique Discussion Board for Project 5 due 12/04/26 11:59PM • After completing the discussion board, finalize Project 5 Final due last day of class 12/08/26 7PM	Project 5 Research and Drafts due 12/01/26 11:59PM Critique Discussion Board for Project 5 due 12/04/26 11:59PM Project 5 Final due last day of class 12/08/26 7PM
Week 16	• Date: Tuesday, 12/08/2026 • Review gallery of Project 5 Final Project movie poster designs	• Date: 12/07/26-12/13/26 • Finals week: Complete final project Project 5 Final due last day of class 12/08/26 7PM	Project 5 Final due last day of class 12/08/26 7PM

For key academic dates for NOVA Fall 2025, please refer to **XIII. Important Dates** below.
