Philadelphia University	PHILADELPHIA UNIVERSITY THE WAY TO THE FUTURE	**Approved Date: 1/9/2024**
Faculty: Business		**Issue: 2**
Department: E-Marketing and social media		**Credit Hours:** 3 hours
Academic Year: 2025/2026	**Course Syllabus**	**Degree:** Bcs. E-Marketing and social media

Course Information

Course No.	Course Title	Prerequisite
035235000	**Graphic Design**	**40 hours**

Course Type	Class Time	Room No.
☐ University Requirement ☐ Faculty Requirement ■ Major Requirement ☐ Elective ☐ Compulsory	**Sat, Mon 12:40-13:55**	**32104**
Course Level*	**Hours No.***	
☐ 6th ■ 7th ☐ 8th ☐ 9th	**90**	

*According to JNQF standards

Instructor Information

Name	Office No.	Phone No.	Office Hours	E-mail
Faisal Kokash	32406	2384	**Sat - Tue 11:00-12:30**	fkokash@philadelphia.edu.jo

Course Delivery Method

■ Blended ☐ Online ☐ Physical			
Learning Model			
Percentage	**Synchronous**	**Asynchronous**	**Physical**
	--	**30%**	**70%**

Course Description

This course introduces students to the fundamental tools and techniques of Adobe Photoshop for digital image editing and creative design. Students will develop essential skills in working with layers, selections, masks, color correction, retouching, typography, and basic compositing. Emphasis is placed on non-destructive editing workflows and visual design principles. By the end of the course, students will be able to create professional-quality digital images and complete a portfolio demonstrating technical and creative competence.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Describe the principles, concepts and theories of graphic and design.	**Kp1**
K2	Explaining the various graphic design strategies and technological tools used in implementing and evaluating media plans.	**Kp2**
K3	Explaining the components of the graphics environment and their impact on marketing and achieving organizational goals.	**Kp3**
K4	Analyzing different types of graphics and how to manage media using traditional and technological methods.	**Kp4**
Skills		
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	**Sp1**
S2	Employing technology in creating a professional-quality graphic materials for marketing purposes.	**Sp2**
S3	Using critical thinking skills to make designing decisions and solve problems and issues of individuals, work, and society.	**Sp3**

Learning Resources

References	• Caldwell, C. (2019). Graphic design for everyone: Understand the building blocks so you can do it yourself. Dorling Kindersley.
Supporting Websites	• https://www.adobe.com • https://www.coursera.org/learn/adobe-graphic-design?specialization=adobe-graphic-designer
Teaching Environment	☐ **Classroom** ■ **Laboratory** ■ **Learning Platform** ☐ **Other**

Meetings and Subjects Timetable

Week	Topic	Learning Method*	Task	Learning Material
1	• Course introduction	• Orientation	• Introduce the instructor • Meet students • Class ground rules • Syllabus introduction	• Syllabus
2	• Introduction to Photoshop • Interface overview • Tools panel and workspace • File formats (JPEG, PNG, PSD) • Resolution and image size	• Lecture • Collaborative learning • Adobe Photoshop	• Discussions • Project-based Learning	• Supporting Material • Project-based Learning
3	• Understanding layers • Layer visibility and locking • Layer opacity and fill • Layer groups • Clipping masks • Layer styles (stroke, shadow, glow)	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
4	• Selection Tools • Magic Wand • Quick Selection and Object Selection	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
5	• Move, crop, transform tools • Brightness, contrast, color correction • Removing backgrounds • Levels • Hue/Saturation • Vibrance • Color Balance	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
6	• Layer masks	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning

7	• Spot healing and clone stamp • Healing Brush • Patch Tool • Clone Stamp • Content-Aware Fill • Red-eye removal	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
8	**Midterm Exam (30%)**			
9	• Free Transform • Warp • Perspective • Skew • Liquify	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
10	• Brush tool basics • Custom brushes • Brush settings • Digital painting basics • Blending colors • Gradients and overlays	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
11	• Blending modes (Multiply, Screen, Overlay, Soft Light, Difference) • When and why to use	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
12	• Blur filters • Sharpen filters • Noise • Distort filters • Camera Raw Filter • Artistic effects	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
13	• Adding and editing text • Font pairing for branding • Text effects	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
14	• Text warping • Text inside shapes • 3D text effects • Shadow and glow	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning

15	• Embedded vs linked smart objects • Editing non-destructively • Mockups	• Lecture • Collaborative learning • Adobe Photoshop	• Project-based Learning	• Supporting Material • Project-based Learning
16	**Final Exam (40%)**			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
• Students will use several offline software (i.e Microsoft Office) or online software (i.e Canva, Adobe) to deliver their work. • Students will use the internet search engines to capture needed data and information to perform their assignments. • Students will use the electronic email for submitting the required documents.
Communication Skills
• Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. • Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
• Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Term Works	**% 30**	**(Continuous)** **Activities**	**S1, S2, S3**
Midterm Exam	**% 30**	**8th Week**	**K1, K2, K3, K4** **S1, S2**
Final Exam	**% 40**	**16th Week**	**K1, K2, K3, K4** **S1, S2, S3**

Total	**%100**		

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Describe the principles, concepts and theories of graphic and design.	• Lecture • Project based learning	• In-class Activities • Project based learning • Midterm Exam • Final Exam
K2	Explaining the various graphic design strategies and technological tools used in implementing and evaluating media plans.	• Lecture • Project based learning	• In-class Activities • Project based learning • Midterm Exam • Final Exam
K3	Explaining the components of the graphics environment and their impact on marketing and achieving organizational goals.	• Lecture • Project based learning	• In-class Activities • Project based learning • Midterm Exam • Final Exam
K4	Analyzing different types of graphics and how to manage media using traditional and technological methods.	• Lecture • Project based learning	• In-class Activities • Project based learning • Midterm Exam • Final Exam
Skills			
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	• Lecture • Project based learning	• In-class activities • Project based learning • Midterm Exam • Term Works • Final Exam
S2	Employing technology in creating a professional-quality graphic materials for marketing purposes.	• Lecture • Project based learning	• Project based learning • Project based learning • Midterm Exam • Term Works • Final Exam
S3	Using critical thinking skills to make designing decisions and solve problems and issues of individuals, work, and society.	• Lecture • Project based learning	• Project based learning • Project based learning • Term Works • Final Exam

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.
** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Polices

Policy	Policy Requirements
Passing Grade	• The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	• Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. • Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. • Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment