

HILLSBOROUGH

Community College

GRA 2111C-21029
GRAPHIC DESIGN (3 CREDITS)
SPRING 2012

INSTRUCTOR: Christopher W. Weeks

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TIME: Tuesday/Thursday 9:00am – 11:05am

PLACE: VAB 207

OFFICE HOURS, VAB 107: Monday/Wednesdays: 4:00 – 6:00pm,

Tues/Thurs: 8:00-9:00am & Tues: 4:00 – 6:00pm

COURSE DESCRIPTION: This course is an introductory class which will introduce students to the design applications relevant to graphic design. Students with little or no experience on a MAC or PC will become familiar with the operating systems and using the computer to bring their images into the computer and be able to function with proficiency in the management, input and output, design applications and creating backups of their work.
PRE-REQUISITE: ART 1201C Design Foundations / **CO-REQUISITE:** PGY 2401C Photography I

COURSE OBJECTIVES: Upon completion of this course the student will be able to: successfully understand and utilize digital media as a design tool; Demonstrate knowledge of a Macintosh-based operating system and be able to navigate from application to application; Effectively utilize digital design as a communication device within the larger context of visual communication/language skills; Understand the use of symbolic devices such as color, fonts, and other design elements to evoke emotional responses from the viewer/audience/customer; Demonstrate an understanding of digital imaging and design software (primarily raster-based) through successful navigation and application of tools and commands including (but not limited to): toolbox, preferences, navigation and document setup, color palettes, libraries, swatches, transparency controls, image compositing and masking, as well as demonstrate knowledge of fill, stroke and transformation tools; Create and edit text; Place raster images and demonstrate linking, embedding and masking; Demonstrate an understanding of the use of the mouse and keyboard shortcut keys to increase level of proficiency and efficiency; Demonstrate an effective utilization of input devices; Demonstrate effective file management, including utilization of storage devices for saving and backup of work files; Create visual digitally designed solutions that effectively fulfill project goals; Demonstrate effective utilization of output devices; and Understand the relationships between various output processes and the use/role of professional service bureaus in the creation/presentation of finished work.

ATTENDANCE: Your attendance is not requested, it is required. Attendance is taken at the beginning of every class. If you miss any of the lectures, demonstrations, lab days or any of the other class activities you are not fulfilling the requirements of the course. You are expected to fully participate on all lab days. This means you will have work to do while in the lab on these days. If you do not have work on lab days, extra work may be given to you. If you accrue more than three absences (I do not distinguish between excused and unexcused absences), you will not pass this class. I expect to begin class ON TIME -- if you arrive more than five minutes after the scheduled starting time of the class, you will be considered tardy. Each tardy will be considered ½ an absence. . If you leave before class has been dismissed, you will also be charged with ½ an absence.

CRITIQUES: As projects are completed, student work will be discussed as a group. Critiques are intended to be opportunities to verbalize intentions and share suggestions to better improve the student's work. Critiques in studio classes take the place of exams and quizzes in a lecture course. Not only are no make-ups allowed, they are not possible. Critiques are where students will receive all the feedback about their work. A successful critique is never a solo enterprise. ***Being absent for a critique will result in a failure of that assignment -- if you are more than ten minutes late for a critique you will be considered absent!!!!!!***

REQUEST FOR ACCOMODATIONS: If, to participate in this course, you require an accommodation due to a physical or learning impairment, you must contact the Office of Services to Students with Disabilities. You may also reach the office by telephone at (813)253-7757.

INSTRUCTIONAL METHODOLOGY: This course will be presented in traditional instructional methodology, utilizing lectures and technical demonstrations of digital processes, image presentations to introduce examples of past assignments, and group critiques to engage the students in the learning process. Projects/assignments will be required to accomplish the required photographic tasks mandatory for completion of the class expectations.

ACADEMIC DISHONESTY, PLAGIARISM, AND CHEATING: Any work presented in this course MUST be your own. Trying to pass off someone else's work or thoughts as your own is considered plagiarism (literary theft). Any instance of plagiarism (intentional or not) will result in a failing grade of zero (0) for the assignment. Any student who does not know how to properly use and cite outside source material in a paper or other assignment should make it a priority to learn how to do so and should seek assistance at the College Writing Center.

All work will be original, done for this course by the student under the direction of the instructor. Imagery created prior to the class should not be used for current assignments. All work is due at the specific dates scheduled and failure to turn work in on time will result in a failure of that assignment (unless permission is granted prior to the class).

PERSONAL EXPRESSION: Free speech, academic freedom and respect for other individuals and their viewpoints is fundamental to the educational experience. Therefore, a student should feel free to express any view that he/she may have. But every student should do so in a manner appropriate for a classroom, which means that everyone should always display respect towards their fellow students and the instructor. All conversations taking place in the classroom should be directed to the class as a whole; personal conversations should be taken care of outside of class.

CLASSROOM CONDUCT: Any disruptive behavior during class time will not be permitted. The use of cellular phones and beepers during class time is not allowed. If disruptive behavior becomes a consistent problem, you may be asked to leave the class.

EQUIPMENT:

- The Department will provide basic digital equipment, including Macintosh computers, scanners, CD Burners and printers.
- Students will have to provide:
 - Personal storage devices: Students should have at least two storage devices: one to store work in progress and one to turn in with critique work. Suggested that one be an external hard drive for work in progress and one be a USB "Thumb" Drive (at least (8GB) to turn in with critique work.
 - Paper for the printers (Paper must be Epson or HP compatible coated inkjet paper; a sample paper packet from Red River Paper must also be purchased).
 - Mounting materials (11x14 Matboard and Duotac/Double Tack).
 - A journal, sketchbook or 3-ring binder to contain research and thumbnail assignments, preferably with standard 8.5x11 pages.
 - Students must also have a portfolio or some sort of re-sealable container to in which to turn in assignments. ***No loose prints, CDs, etc will be accepted.***
 - Use of a professional service bureau for the final project/portfolio will also be required.
 - A conservative estimate of the cost of materials for the semester is \$500.00.

REQUIREMENTS: Grades (including S/U) are determined by the successful completion of the assignments and participation in critiques. You can plan on spending probably a minimum of 12-15 hours a week outside of class working in the lab to complete the requirements for this class.
NO LATE ASSIGNMENTS WILL BE ACCEPTED!!!

EVALUATION OF GRADES:

Each of the assigned projects (Critiques I, II & III) will receive two letter grades, one dependent upon technical skills and image presentation and the other dependent upon conceptual ideas and image content. **The Final Portfolio** (Critique IV) – since it represents the culmination of your final efforts – is **double weighted**.

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| (4.00) A (90-100) | Outstanding work. Work meets all class requirements and demonstrates an exceptional degree of quality and effort in assignments. |
| (3.00) B (80-89) | Above average work. Work meets all class requirements and demonstrates a high degree of quality and effort in assignments. |
| (2.00) C (70-79) | Average work. Work meets all the minimum class requirements and demonstrates an acceptable degree of quality and effort in assignments. |
| 1.00) D (60-69) | Poor work. Work meets some but not all the class requirements but may be missing elements and/or lacks quality and/or effort in assignments. |
| (0.00) F (59 and below) | Failure. Meets few of any of the class requirements, inadequate and/or incomplete assignments, quality and effort in assignments. |

GRADING BREAKDOWN:	VISUAL ASSIGNMENTS:	45%
	FINAL PORTFOLIO:	30%
	JOURNAL/SKETCHBOOK:	15%
	CLASS PARTICIPATION:	10%

During this course images may be shown which may offend a student on religious, moral, or political grounds. I acknowledge and support any student's prerogative to express their displeasure either in class or privately afterward, or students may discreetly exit the class if offended by any imagery. I will not, however, censor any image based on objections to content or form.

The instructor, Department of Art and Hillsborough Community College are not responsible for any articles lost or damaged during this class. Please confidentially bring to the attention of the instructor any handicapping conditions requiring special considerations.

Any artwork/images created in this class are subject for use/inclusion in any HCC promotional materials such as, but not limited to, websites, flyers and magazine publications.

Accepting this syllabus is the equivalent to accepting a binding contract. You, as the student, will be held to the standards and requirements outlined in this document. Make sure that you read it carefully and understand all it's guidelines.

**THE LAST DAY TO CHANGE YOUR GRADE STATUS TO AN AUDIT IS JANUARY 13, 2012.
THE LAST DAY TO DROP THIS COURSE WITH A "W" MARCH 16, 2012**

**** (You must drop yourself -- simply no longer showing up to class will get you an "F" not a "W")**

VISUAL ASSIGNMENTS:

ASSIGNMENT # 1: COLOR, TEXT & THE BASICS OF DESIGN:

PART ONE:

- Scan a full-page (8x10 or 8.5x11) advertisement from a magazine
- Convert magazine image to greyscale
- Create three completely new colorized designs using the scanned image as the source of visual elements, utilizing a monochromatic color scheme, a two-color scheme (complementary or analogous), and a triadic color scheme. **The original magazine ad should be completely transformed to create a new image.** No original, unedited/unmanipulated sections of the background layer should be seen in the final versions. You are not simply “coloring” the original design; you should be creating something completely new!

PART TWO:

- Create a menu or price list detailing a series of products for an imaginary retailer or restaurant
- Menu/Price List should contain: Company name, Address, Hours of Operation, and a minimum of six products, product descriptions and product prices
- Explore the notion of text and fonts as visual compositional elements to identify design issues and differences between printed media and screen media. **Use of scanned or imported imagery is NOT allowed.** All graphics must be created via basic text or selection tools.
- Create three versions of your menu/price list utilizing a monochromatic color scheme, a two-color scheme (complementary or analogous), and multi-color scheme

TECHNICAL SPECIFICATIONS:

- All images should be at least 10” in height (or longest dimension)
- All files should be at least 300 dpi and saved in TIFF format
- Tools: Selection Tools, Color Replacement Tool, Filters, Styles, Layer Styles, Levels, Text Tool, Adjustment Layers (for printing)

CRITIQUE REQUIREMENTS:

PART ONE:

- Minimum of four 8x10 designs (on 8.5x11 paper) of advertisement image (original unedited greyscale, monochromatic color scheme, two-color scheme, and triadic color scheme). Include all versions of your various image files (including layers) saved as TIFF files on a CD/DVD/Flashdrive. Images must be matted for presentation.

PART TWO:

- Minimum of three 8x10 designs (on 8.5x11 paper) of menu/pricelist (monochromatic color scheme, two-color scheme, and multi-color scheme). Include all versions of your various image files saved as TIFF files on a CD/DVD/Flashdrive. Images must be matted for presentation.

JOURNAL/SKETCHBOOK REQUIREMENTS:

- Research and find at least four images created utilizing exclusively or primarily text and include them (or Xerox copies of them) in your sketchbook (use either gluesticks or tape to adhere images to sketchbook pages). Analyze the design qualities of the work and how text is utilized as a formal element. Also identify the types of color schemes utilized in each image and the aesthetic, emotional and/or symbolic reasons behind those color choices. Analysis should be a serious dissection of the imagery and should be at least a paragraph in length.
- Include at least three different sketches/thumbnailed designs for your menu. Sketches should show your creative process and the evolution of your ideas and include notes on color choices, inspirations, target audience, etc.

ASSIGNMENT #2: THE ICON: LOGOS & DIGITAL ILLUSTRATIONS:

PART ONE (LOGO):

- Create a graphic logo for the company you created for your menu/price list in assignment #1
- Create versions of your logo utilizing three color schemes (monochromatic, two-color and full-color)

PART TWO (SINGLE ILLUSTRATION):

- Create an illustrated mascot for your company. Image should be a concept sketch, meaning that it focuses on mascot itself, not necessarily its environment or surroundings.

PART THREE (FULL PAGE ADVERTISEMENT):

- Create a full page illustrated advertisement utilizing both your company logo and mascot

TECHNICAL SPECIFICATIONS:

- All images should be at least 10” in height (or longest dimension)
- All files should be at least 300 dpi and saved in TIFF format
- New/Primary Tools: Pencil/Paintbrush Tools, Paintbucket, Gradient Tool, Line Tool, Custom Shape Tool, 3-D Tool, Burning & Dodging Tools, Smudge Tool

CRITIQUE REQUIREMENTS:

PART ONE:

- Minimum of three 8x10 designs (on 8.5x11 paper) of company logo (monochromatic color scheme, two-color scheme, and full-color scheme). Include all versions of your various image files saved as TIFF files on a CD/DVD/Flashdrive. Images must be mounted for presentation.

PART TWO:

- Minimum of one 8x10 design (on 8.5x11 paper) of company mascot. Include all versions of your various image files saved as TIFF files on a CD/DVD/Flashdrive. Image must be mounted for presentation.

PART THREE:

- Minimum of one 8x10 design (on 8.5x11 paper) of full page ad. Ad should include both your mascot and your logo. Include all versions of your various image files saved as either TIFF files on a CD/DVD/Flashdrive. Image must be mounted for presentation.

JOURNAL/SKETCHBOOK REQUIREMENTS:

- Research and find at least three iconic logos and at least three iconic mascots and include them (or Xerox copies of them) in your sketchbook (use either gluesticks or tape to adhere images to sketchbook pages). Analyze what makes these logos/mascots so iconic. Address such issues as: what is their target audience? What conveys this? What sort of corporate “personality” do they convey? What significance is there in the color choices used? What important principles of design are used? Etc.
- Include at least three different sketches/thumbnailed designs for your logo, mascot and advertisement. Sketches should show your creative process and the evolution of your ideas.

ASSIGNMENT #3: TEXT & IMAGE (THE BARBARA KRUGER PROJECT):

- You will be assigned a slogan in class
- Create three different text & image designs that effectively illustrate/convey/articulate your slogan
- Designs should be “composite images”, created by combining elements of at least three different source materials (each design should utilize original source materials -- do not repeat sources).
- Source imagery for designs should be photographic -- either photographed/created yourself if you have already had Photo I; or scanned from existing printed materials. Imagery lifted/downloaded from the internet is NOT acceptable unless it can be found at sufficient pixel dimensions.
- Create three versions of each design utilizing different color schemes (monochromatic color scheme, two-color scheme, and a full-color scheme)

TECHNICAL SPECIFICATIONS:

- All images should be at least 10” in height (or longest dimension)
- All files should be at least 300 dpi and saved in TIFF format
- New/Primary Tools: Quickmask, Cloning Stamp, Layer Masks

CRITIQUE REQUIREMENTS:

- Minimum of nine 8x10 designs (on 8.5x11 paper) of text & image design (monochromatic color scheme, two-color scheme, and full-color scheme for each of your three designs). Include all versions of your various image files saved as TIFF files on a CD/DVD/Flashdrive. Images must be mounted for presentation.

JOURNAL/SKETCHBOOK REQUIREMENTS:

- Research and find at least three images by Barbara Kruger, whose work is the inspiration for this assignment. In addition, research and find at least three other images that utilize text and image to illustrate a slogan. Include all images (or Xerox copies of them) in your sketchbook. Analyze the design elements of all these images and what makes them successful. How do the text elements integrate (or not) with the visual imagery? How do the images convey the point of the slogan?
- Include all sketches/thumbnailed designs for your images. Sketches should show your creative process and the evolution of your ideas.

ASSIGNMENT # 4 : FINAL PORTFOLIO (THE TRADE SHOW):

- You are to approach this assignment as if you are presenting the wares of your given company at an industry trade show
- Create a company and a specific product or service that your company renders/provides
- Create an ad campaign for your company/product/service that includes a logo and a slogan
- Create a trade show presentation for your company/product/service that includes:
 - Business cards
 - Letterhead
 - Two individual posters
 - One CD cover
 - One DVD cover
 - One Magazine Advertisement

TECHNICAL SPECIFICATIONS:

- All output must be created via use of a service bureau (to be discussed in class)
- Technical specs of all files should be based on type of output to be utilized (consult chosen service bureau)
- All work must be presented in a “finished” manner as it would be at an industry trade show

CRITIQUE REQUIREMENTS:

- Minimum of two separate 16x20 posters
- Minimum of one CD cover presented in CD case
- Minimum of one DVD cover presented in DVD case
- Minimum of one sheet of letterhead on 8.5x11 resume paper
- Minimum of six 2x3.5 business cards
- Minimum of one 8x10 Magazine Advertisement
- Include all versions of your various image files saved as TIFF files on a CD/DVD/Flashdrive.

WEEK 1:**TUES., 01/10**

Outline of course objectives and supplies.
 Discussion of procedures for usage and access.
HOMEWORK: Order Paper Sample Packs (for use in class on 01/19)
HOMEWORK: Begin Research Journal Assignment

THURS., 01/12**LECTURE/DEMONSTRATION I: OVERVIEW OF PHOTOSHOP BASICS**

Discussion of such Photoshop basics as: Preferences, Toolbars, Saving and Storing files, How Resolution Works, Creating a Digital Canvas and other basic setup procedures and difference between a bitmap and vector graphic program.

LECTURE/DEMONSTRATION II: OVERVIEW OF PHOTOSHOP BASICS II

Introduction to Selection Tools, Copying, Pasting, Color Palettes, Use of Layers, Layer Styles, Color Replacement Tools, and Filters

LECTURE/DEMONSTRATION III: OVERVIEW OF PHOTOSHOP BASICS III

Introduction to Text tool and different properties and characteristics of Fonts/Text

IN CLASS ASSIGNMENT I (PLAYING WITH COLOR): Sample images will be provided in class. Students will create a repeating sequence of this single image manipulated with various Photoshop filters and color replacement tools in order to learn how to add color to a black and white image, as well as to see what the various filters are capable of doing. **FOCUS ON:** Selection Tools, Copying, Pasting, Use of Layers, Use of Color Replacement Tools and Use of Filters and Styles.

ASSIGNMENT #1: COLOR, TEXT & THE BASICS OF DESIGN**WEEK 2:****TUES., 01/17**

LECTURE/DEMONSTRATION I: Review basic manipulation of images: selection tools, filters, layers, history palettes, text, etc. Review of Selecting, Copying, Pasting and Adjusting Hue, Saturation, Color Balance, Brightness/Contrast, Filters and other basic manipulation tools.

LECTURE/DEMONSTRATION II: THE COLOR WHEEL & COLOR SCHEMES

Review of uses of color in imagery: The color wheel, color schemes, tints and shades, emotional color and symbolic color

LECTURE/DEMONSTRATION III: Demonstration on how to use the scanners. Discussion on Sizing, Canvas Size, Resolution and other necessary setups.

IN CLASS ASSIGNMENT II: Students should bring advertising images which they plan on using for their first assignment. Images will be scanned and saved to discs or USB "Thumb" Drives.

THURS., 01/19

LECTURE/DEMONSTRATION: Review basic manipulation of images: selection tools, filters, layers, history palettes, text, etc. Review of Selecting, Copying, Pasting and Adjusting Hue, Saturation, Color Balance, Brightness/Contrast, Filters and other basic manipulation tools.

LECTURE/DEMONSTRATION II: Discussion/Demonstration on how to output using the inkjet printers. Discussion on Sizing, Canvas Size, Resolution and other setups necessary for preparing for final inkjet outputs. Also, discussion of such tools as Adjustment Layers, as well as a review of Brightness/Contrast and Color Controls.

LECTURE/DEMONSTRATION III: Discussion/Demonstration on mounting images for presentation.

IN CLASS ASSIGNMENT: An image will be provided in class in both color and black and white modes for direct comparison. Students must have paper sample packs discussed in class ready to print on. Your objectives here are twofold: first is to make the tones and colors of the printed version of the sample image match the tones and colors of that image as seen on the monitor; secondly, is to create a "sample book" of the image printed on various types of papers so that different qualities, characteristics and results created by using different types of papers can be seen.

***** Time not spent working with the printer should be utilized as a Lab Day; so have images for Assignment #1 to work on while not working with the printer*

WEEK 3:**TUES., 01/24** Lab Day**THURS., 01/26** Lab Day**WEEK 4:****TUES., 01/31**

LECTURE/DEMONSTRATION I: Discussion/Demonstration on the drawing capabilities of Photoshop and such tools as the Paintbrush, Airbrush, Pencil, Line, Fill, Gradient Fill, Custom Shape Tool, Aliasing, etc.

LECTURE/DEMONSTRATION II: Introduction to Rotoscoping

VIEW: Video demonstrations of professional illustrators Rotoscoping and using Photoshop as a drawing/illustrating tool

ASSIGNMENT #2: THE ICON (LOGOS & DIGITAL ILLUSTRATION)

Any time left over will be utilized as a Lab Day; so have images for Assignment #1 to work on

THURS., 02/02

LECTURE/DEMONSTRATION: Further discussion/demonstration on the drawing capabilities of Photoshop.

VIEW: Video demonstration of professional illustrator using Photoshop

WEEK 5:**TUES., 02/07****CRITIQUE #1 (COLOR, TEXT & THE BASICS OF DESIGN)****THURS., 02/09****CRITIQUE #1** continued if needed; otherwise, Lab Day**WEEK 6:****TUES., 02/14** Lab Day**THURS., 02/16** Lab Day

WEEK 7:**TUES., 02/21****DISCUSSION:** Imagery created via combining elements of various disparate images will be shown in class..**LECTURE/DEMONSTRATION:** Discussion on various modes of selection, sizing and merging sections of multiple images. Use of the Quickmask, Layer Mask and Gaussian Blur when merging images. Also Use of Contrast and Density Controls when combining images from different sources which may therefore have different tonal ranges. Discussion on Sizing, Canvas Size, Resolution and other setups necessary for merging multiple images.**IN CLASS ASSIGNMENT (CLONING & MERGING):** Sample images will be provided in class. Students will eliminate an existing figure out of one scene and insert another figure from another image into that original scene. **FOCUS ON:** Quickmask, Copying, Pasting, Use of Layers, Layer Masks, Cloning, Contrast, Density and Use of Gaussian Blur.**THURS., 02/23****LECTURE/DEMONSTRATION:** Review of various modes of selection, sizing and merging sections of multiple images. Discussion on Sizing, Canvas Size, Resolution and other setups necessary for merging multiple images.**IN CLASS ASSIGNMENT II (SIZING & MERGING IMAGES):** Students will scan at least three different images with plans of merging them into one single image. Students must properly size images prior to scan so that they may be merged without resampling/resizing image within the Photoshop software. **FOCUS ON:** Resolution, Sizing, Selection Tools, Gaussian Blur, Contrast and Density.**ASSIGNMENT #3: TEXT & IMAGE (THE BARBARA KRUGER PROJECT)**
Slogans for Assignment #3 will be handed out in class**WEEK 8:****TUES., 02/28****CRITIQUE #2: THE ICON (LOGOS & DIGITAL ILLUSTRATION)****THURS., 03/01****CRITIQUE #2** continued if needed; otherwise, Lab Day**WEEK 9:****TUES., 03/06**

Lab Day

THURS., 03/08

Lab Day

WEEK 10:**TUES., 03/13**

Lab Day

THURS., 03/15**LECTURE/DEMONSTRATION:** A further discussion on the interrelationship between input, output and resolution. Discussion on alternative output options (film, transparencies, paper, lightjets, iris prints, dye sub prints, etc) and use of Service Bureaus.**ASSIGNMENT #4: FINAL PORTFOLIO (THE TRADE SHOW):** Have ideas ready for the work that you would like to pursue for your final portfolios. Since you will have to utilize outside service bureaus for your final output, it is essential that you have your idea first so that you can "work backwards" in order to determine how to approach your work.

Any time left over will be utilized as a Lab Day; so make sure to have work ready.

WEEK 11:

TUES., 03/20 NO CLASS / MID-TERM BREAK

THURS., 03/22 NO CLASS / MID-TERM BREAK

WEEK 12:

TUES., 03/27 CRITIQUE #3: TEXT & IMAGE (THE BARBARA KRUGER PROJECT)

THURS., 03/29 CRITIQUE #3: TEXT & IMAGE continued if needed; otherwise, Lab Day

WEEK 13:

TUES., 04/03 Lab Day

THURS., 04/05 Lab Day

WEEK 14:

TUES., 04/10 Lab Day

*****SPECIAL NOTE: MAKE SURE THAT YOU HAVE CONTACTED THE SERVICE BUREAU THAT YOU PLAN ON USING BEFORE THIS DATE TO MAKE SURE THAT YOU KNOW WHEN THEY NEED YOUR FINISHED IMAGE FILES IN ORDER TO BE FINISHED IN TIME FOR THE FINAL.**

TUES., 04/12 NO CLASS / FACULTY IN-SERVICE

WEEK 15:

TUES., 04/17 Lab Day

THURS., 04/19 Lab Day

WEEK 16:

TUES., 04/24

FINAL CRITIQUE: FINAL PORTFOLIO (THE TRADE SHOW)

THURS., 04/26

FINAL CRITIQUE continued if needed

WEEK 17:

TUES., 05/01

TBA

TUES., 05/03

PICK UP FINAL PROJECTS & GRADES / LAB CLEANING (MANDATORY ATTENDANCE)