

1 Intro to Computer-Based Design

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GRA 2103 Intro to Computer-Based Design
Sect 601 Summer B 2015

T/R 8:00AM-12:00PM [office hours by appointment, HBR 210]

202 Harbor Hall

catalog description Introduction to visual communication principles and the Apple computer as a tool for graphic design. Students will use the Macintosh and design software such as PhotoShop, Illustrator, and InDesign to take basic projects from concept through production.

deliverables 1) Photoshop: Digital Photo Manipulation
2) Illustrator: Vectoring and Patterns
3) InDesign: Publication/Layout
4) TypeTool: Typeface Design

policy All assignments, critiques, and classes* are mandatory and participation is expected. Readings advised. All work is due pinned up for crit at the start of class, even if you're absent. Assignments will NOT be accepted by email. Late work is NOT accepted [F].

* You get 1 freebie absence, no questions asked.
2 absences = drop one letter grade, 3 total absences = Fail. Bring any missed work to following class. If work is not presented on the next attended class period, you will not receive credit for the work (meaning a 0).
Tardy = anytime past roll-call; 2 Tardies = 1 Absence.

Your faculty, as a general rule, will work with you if you communicate effectively in advance of absences and problems. We respond to emails. We do not respond to "Day Before" emails. No grace is extended for computer problems: DO NOT lose your work.

No plagiarism. Stealing = failure. Appropriation is not theft. See also, RIP: A Remix Manifesto.

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structure	Given the open structure of the class, self-discipline is integral and considered in overall course evaluation. Critiques require mandatory participation. Class time is to be used for production: Anyone without something to work on will be asked to leave. Bring all ideas and materials to work in class. Revisions are always ongoing.
grading	4 deliverables: equally weighted (25% each) Basis: ability to demonstrate required technical skills, completion, timeliness, participation. Grades received at culmination of course. ALL physical work + digital files must be handed in to receive grades.
required text	Unearthing, by Alan Moore and Mitch Jenkins
suggested text	Adobe Classroom in a Book Series
materials	Apple MacBook Pro Adobe CC Complete Suite (student discount) http://success.adobe-education.com/en/na/students.html?sid=KKTHF&skwid=AL!3085!3!69043499302!e!!g!!adobe%20cc%20suite&s_kwid=AL!3085!3!69043499302!e!!g!!adobe%20cc%20suite&ef_id=UIJAVwAAD4oICU8o:20150508201124:s 1 year subscription to Type Tool: \$23 (academic discount) Purchase from: http://www.fontlab.com/academic-purchases/ For clarification, here is the PDF: http://www.fontlab.com/downloads/documents/AcademicOrderForm.pdf 36" cork-backed metal ruler, X-Acto knife #11, replacement blades, self-healing cutting mat, further materials will vary on a student-to-student basis: TBA.
disability	From the Office of Student Disability Services: Any student with a disability is encouraged to meet with me privately during the first week of class to discuss accommodations. Each student must bring a current Memorandum of Accommodations from the Office of Student Disability Services, which is a prerequisite for receiving accommodations. Accommodated examinations through the Office of Student Disability Services require two weeks notice.

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ALCs CONTENT/DISCIPLINE SKILLS

- 01 Demonstrate the ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful messages.
- 02 Possess an understanding of tools and technology. Relevant tools and technologies include, but are not limited to, drawing, offset printing, photography, and time-based and interactive media (film, video, computer multimedia).
- 03 Demonstrate a basic understanding of design business practices, including ability to organize projects and work as a productive creative team member.

COMMUNICATION SKILLS

- 04 Write clearly and effectively: well-organized, well-developed papers.
- 05 Exhibit functional oral communication

CRITICAL THINKING SKILLS

- 06 Solve visual communication problems, including skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.
- 07 Demonstrate ability in conceptual, logical, and intuitive thinking as applied to graphical analysis.

CIVIC ENGAGEMENT

- 08 Show respect for persons of different cultures, genders, and ethnicities
- 09 Gain experience beyond the classroom working with area cultural or non-profit institutions.
- 10 Recognize the social and ethical responsibility of creating visual design.

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- 01 [Jun 30] T intro course : Photoshop Lecture + Demo : Assign Photos
- 02 [Jul 02] R Digital/Physical Lecture : Xacto Demo : Assign Collage
- 03 [Jul 07] T Critique Photos + Collage : make revisions
- 04 [Jul 09] R DUE Photos : Illustrator Lecture + Demo : Assign Vectors
- 05 [Jul 14] T Critique Vectors : make revisions : Patterns Lecture : Assign Patterns : TypeTool Demo : Assign Final Project
- 06 [Jul 16] R Critique Patterns + Stencils : make revisions
- 07 [Jul 21] T DUE Vectors + Patterns + Stencils : InDesign Lecture + Demo : Saddle Stitch Demo : Zine Lecture : Assign Zine
- 08 [Jul 23] R Critique Zine
- 09 [Jul 28] T DUE Zine : Critique Final
- 10 [Jul 30] R
- 11 [Aug 04] T DUE Final
- 12 [Aug 05] R Grades

* consider every class OPEN STUDIO: bring supplies to work

Assignment Intro to Computer-Based Design

Photoshop Part 1) Digital Photo

25 total:

5 different contexts

(each describe something new about the object):

- product/technical (white box)
- connotation (environment)
- repurposed (digitally combine with second object)
- multiples (digitally mocked)
- in use (portraiture)

5 different formal treatments EACH:

- grayscale
- full-color
- 3-PMS color separation
- bitmap
- double exposure (mock via layers)

6"x9"

300dpi

full bleed

output laser prints + digital files (digital files include both original + edited image; and both jpps + psds)

demonstrates lighting, depth of field, hi-res image quality/resolution, hard+soft focus, no noise/grain, color fidelity, opacity, highlights+shadows, levels/curves, dodge/burn, gaussian blur, spot healing, hue+saturation, color balance

Due Class 04: Wed, July 8

Assignment Intro to Computer-Based Design

Photoshop Part 2) Digital Collage

Remix elements from last project:

-25 photos, 10 of which are physically altered in 10
different ways (then scanned back in)

-physically destroyed digital text (see Unearthing)

10"x10"

300dpi

full bleed

output laser prints + digital files (digital files include both
jpg + psd)

demonstrates layers, masks, clipping paths, polygon lasso, color range
selection, blending modes, liquify

Due Class 04: Wed, July 8

Assignment Intro to Computer-Based Design

Illustrator Vector, Pattern, Stencil

3 vectors + vector parts*

- 1) original object (minimal detail; used for stencil)
- 2) second object (detailed illustratively)
- 3) forced connection (combines parts from 1+2)

*Each vector object is broken up into logical parts, which is used to make the forced connection. (For ex., a pen breaks up into the nib, grip, cap, shaft, clip)

9 patterns (3 different patterns for each vector)

1st vector employed as stencil and applied onto
3 different surfaces

output 3 @ 10"x10" vectors
2 @ 10"x10" vector parts
9 @ 10"x10" patterns
3 @ 10"x10" stenciled vector on 3 different surfaces

300dpi where applicable

laser prints + physical prints (stenciled) + digital files
(digital files include both pdf + ai)

demonstrates pen tools, pattern tool, pathfinder, knife tool, scissors
tool, compound path, join points, art boards

Due Class 07: Mon, Jul 20

Assignment Intro to Computer-Based Design

InDesign Zine

Combines 25 photos, 1 collage, 3 vectors, 9 patterns,
3 stenciled vectors (scanned/photographed)

500 words (public domain text)

Exactly 2 levels of typographic hierarchy

5"x8"

12 pages (3 front+back pieces of paper folded in half)

300 dpi

full bleed

saddle stitch

output laser print + digital files (pdf + packaged indd)

demonstrates links, style sheets, master page, typography, page
numbers, swatches palette, print booklet reordered,
preflight+package

Due Class 09: Mon, Jul 27

Assignment Intro to Computer-Based Design

Final Altered Typeface

Using TypeTool, modify an existing typeface by combining two or more existing weights/styles from the family or two contrastisting typefaces.

output Complete U&lc alphanumeric set
Digitized: Must be type-able .OTF file
Display character set on 11"x17" poster

demonstrates Contrast within each letterform

Due Class 11: Mon, Aug 03

TypeTool 1 year subscription to Type Tool: \$23 (academic discount)
Purchase from: <http://www.fontlab.com/academic-purchases/>

For clarification, here is the PDF:
<http://www.fontlab.com/downloads/documents/AcademicOrderForm.pdf>

[The PDF is also attached to the end of this document]

That gets emailed to: orders@fontlab.com

Assignment Intro to Computer-Based Design

Final Photoshop + Illustrator

Utilizing everything you've learned, replicate precisely a candy bar wrapper in Illustrator and mock the wrapper onto the candy in Photoshop (make 3D)

5"x10"

300dpi

output digital files (pdf of replicated wrapper + jpg of final mockup)

demonstrates Photo manipulation + vectoring skills, and flexibility across programs within the Adobe Suite

Due Class 11: Mon, Aug 03