

1 Intro to Computer-Based Design

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GRA 2103 Intro to Computer-Based Design
Sect 601 Summer A 2016

T/R 8:30AM-12:30PM [office hours by appointment, HBR 210]

141 Harbor Hall

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

deliverables 1) Photoshop: Digital Photo Manipulation
2) Illustrator: Vectoring and Patterns
3) InDesign: Publication/Layout
4) After Effects: Motion Design
5) HTML + CSS: Web 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.
grading	5 Deliverables: Equally Weighted (20% 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 final grades.
required text	Unearthing, by Alan Moore and Mitch Jenkins
suggested text	Adobe Classroom in a Book Series
materials	Apple MacBook Pro Digital Camera 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 36" cork-backed metal ruler, X-Acto knife #11, replacement blades, self-healing cutting mat, 1 can Montana Black spray paint, budget for printing, 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.

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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 MAY 17 T intro course : **Photoshop** Demo : ASSIGN Photos + Collage : Shoot the 5 contexts by Thursday and bring to class
- 02 MAY 19 R Critique 5 photos (printout) : **Illustrator** Demo : ASSIGN Vector + Pattern + Stencil
- 03 MAY 24 T Open Studio
- 04 MAY 26 R DUE Photos + Collage : Critique Vector 1 + Pattern (printout) : Stencil Demo : Open Studio
- 05 MAY 31 T DUE Vector + Pattern + Stencil : **InDesign** Demo : ASSIGN Zine
- 06 JUN 02 R Critique 2 Spreads (printout) : Print Ready + Saddle Stitch Demo : Open Studio
- 07 JUN 07 T DUE Zine : **After Effects** Demo : ASSIGN Animated Logo
- 08 JUN 09 R Critique Animated Logo 1st Draft (projection) : Open Studio
- 09 JUN 14 T DUE Animated Logo : **Domain + Hosting** Demo : **HTML + CSS** Demo : ASSIGN RePost Data
- 10 JUN 16 R Critique RePost Wireframe + Collected Content (printout) : Open Studio
- 11 JUN 21 T Critique RePost Website (projection) : Open Studio
- 12 JUN 23 R DUE RePost Data : Discuss Grades

* Consider every class OPEN STUDIO: bring supplies to work

Assignment 1 Intro to Computer-Based Design

Photoshop Part 1) Digital Photo

Pick a smallish-sized object. The more awkward and unexpected it is, the better.

25 photos total:

5 different contexts

(each describe something new about the object):

1. product/technical (white box)
2. connotation (outdoor environment)
3. repurposed/forced connection (digitally combine with second object)
4. multiples (digitally mocked)
5. in use (portraiture)

5 different formal treatments for EACH of the above:

1. grayscale
2. full-color
3. 3-PMS color separation
4. bitmap
5. double exposure (mock via layers)

5 X 7" (printready = 2up each w/.25" bleeds on 8.5 X 11")
300dpi
full bleed

output laser prints + digital files (digital files include both original + edited image; and both JPGs + 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 03: Mon, May 24

Assignment 1 Intro to Computer-Based Design

Photoshop Part 2) Digital Collage

Remix:

- 10+ photos, 5 of which are physically altered in 5 different ways (then scanned back in)
- Physically destroyed digital text (see Unearthing)

output 10 X 10"
300dpi
full bleed

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 03: Mon, May 24

Assignment 2 Intro to Computer-Based Design

Illustrator Vector + Pattern + Stencil

A. 3 vectors

- 1) Original Object (minimal detail; used for stencil)
- 2) Second Object (detailed illustratively)
- 3) Forced Connection (combines parts from 1 + 2)

B. 3 patterns (1 pattern for each vector)

C. 3 stenciled (Adapt the Forced Connection Vector to work as a stencil and apply onto 3 different surfaces)

output 3 @ 10 X 10" vectors
3 @ 10 X 10" patterns
3 @ 10 X 10" stenciled

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, digital/
physical design process

due Class 05: Mon, May 31

Assignment 3 Intro to Computer-Based Design

InDesign Zine

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

500 words (public domain text)

Exactly 2 levels of typographic hierarchy

output 5 X 8"

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

300 dpi

full bleed

saddle stitch

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 07: Mon, June 07

Assignment 4 Intro to Computer-Based Design

After Effects Animated Logo

Choose an existing, well-drawn, non-typographic, black and white logo. Look at Chermayeff & Geismar & Haviv, Pentagram, 2x4, Mirko Ilic Inc., Paul Rand, Saul Bass, Paul Sahre, Fame, Debbie Millman, Project Projects, The Infantree, and Sagmeister & Walsh for inspiration. Find an EPS file for it online.

output -5 seconds
-Animate the vector in keeping with the brand's identity
-You may only work with the vector and no other imagery
-Must utilize keyframes
-Must manipulate individual vector points (merely moving the whole thing will not cut it)
-Consider this as a "tasteful touch" you would see in the upper-left corner of a website or on a tv commercial
-Loops (start and finish are the logo)
-Must contain 1 smart REVEAL
-No filters
-4:3 aspect ratio

Export: Quicktime File (Hand in AE + MOV file)

demonstrates timeline, importing edit-able illustrator files, composition settings, layers, title-safe, keyframes, transform effects, masks, camera, rendering/codec

due Class 09: Mon, June 14

Assignment 5 Intro to Computer-Based Design

HTML + CSS RePost Data

Working either with your own Facebook profile, or stalking someone else (troll at your own risk), take all the content (text, image, likes, geo-checkins, etc.) posted for the past 30 days and reframe it in a way that demonstrates the absurdity of this person's life. This is a portrait of a portrait: Treating the web as an interactive fact-finding platform, reorganize, revisualize, and redesign this data differently.

Help: www.w3schools.com

output

- An interactive data revisualization
- Hard-coded website: HTML + CSS
- NO Templates: Wordpress, Carbonmade, etc.
- Can publish locally (don't have to buy domain + hosting)
- 2 levels of hierarchy
- Text and Image
- Functioning Text Links
- Functioning Image Links
- 2 distinct type treatments
- "Contact" link that opens to email client
- Divided Spaces using div tags
- Works (publishes, no broken links, looks like it should)
- Snarky: Shows the absurdity of Facebook profiles

demonstrates

- HTML: `<link>` (connects to CSS), `<div>`, `<h1>`, `<p>`, `
`, ``, ``, `mailto:`
- CSS: `id (#)`, `class (.)`, `background-color`, `color (font)`, `font-family`, `font-size`, `border`, `padding`, `margin`

May code using Dreamweaver, Text Wrangler, or Coda
Understand how domains + hosting work
Download Firebug to check code in Firefox browser
Understand that sites like Wordpress provide an interface that makes the back-end of coding easier

Hand in digital folder with HTML, CSS, and image files in proper working order (or RTF with a link if you have published the website link)

Due Class 12: Wed, June 23