ART 183: Computer Graphic Design I
Spring 2005

CLASSROOM: F201
MEETINGS: Thurs. 6:00 PM – 10:00 PM

Day
1/20 Introduction/Overview/Planning
HW: Buy book, buy storage media
Read book Preface, CH. 1, 2, 3

1/27 Discussion: The Design Process, Emphasis
and Contrast
Mini Quiz 1, 2, 3
InDesignCS Introduction
Exercises pp. 34, 52 (in InDesignCS)
HW: Read CH.4, 5,

2/3 Discussion: Balance, Alignment
Mini Quiz 4, 5
Exercises pp. 77, 108
HW: Read CH. 6, 7

2/10 Discussion: Repetition, Flow
Mini Quiz 6, 7
Exercises pp.130, 146
HW: Read CH. 8, 9

2/17 Discussion: Images, Color
Exercise p. 175
IllustratorCS Introduction
HW: Read CH. 12,
Sketches for Exercise 1, page 254

2/24 IllustratorCS techniques
Exercise 1, page 254 due
HW: Sketches for Exercise 2, page 254

3/3 **Exercise 2, page 254 due**
HW: Read CH. 10, 11

3/10 Discussion: Typography Basics, Rules
Mini Quiz 8, 9
Exercises pp. 225, 226
HW: Review Ch. 12
Sketches for Re-do of Exercise 2,
page 254

3/24 **MIDTERM: Redo Exercise 2, page 254**
using new typography skills
HW: Sketches for Exercise 3, page 255

3/31 Work on Exercise 3, page 255

Work on Exercise 3, page 255, cont.
HW: Sketches for Exercise 4, page 255

4/7 **Exercise 3 due**
Work on Exercise 4, page 255
HW: Find Newsletter for Ex. 6,7 page 255

4/14 Work on Exercise 4, page 255, cont
HW: Sketches for Exercise 6,7 page 255

4/21 **Exercise 4 due**
Work on Exercise 6, 7

4/28 **Exercise 6, 7 due**
Introduction of FINAL project
Work on Portfolios

5/5 Work on Portfolios and FINAL
Class Critique

5/12 **Portfolios due**
FINAL due

ADDITIONAL COURSE MEETINGS
Students in *evening* Art courses are able to utilize
Saturday lab times to complete.
Additional mandatory course meetings will be scheduled
with your instructor at the beginning of the course.

LEARNING CENTER OPPORTUNITIES
Location: Learning Center Building
Phone: 285-7477 V/TDD

Disability Support Services office coordinates services
which will ensure students with disabilities equal access
to college programs. Services include tutors, interpreters
for the deaf/hearing impaired. Note takers, readers,
testing accommodations, elevator keys, and adaptive
equipment.

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PORTFOLIO

The course portfolio will consist of: Digital files of all projects on CD-ROM AND prints of all exercises, three color prints and the remainder in black and white. Prints should be professionally presented in page protectors in a three ring binder with a cover page.

Print Portfolio Contents

- Cover Page
- Artist Information with Photograph/Image
- Exercise Comps with labels
- Thumbnails/Roughs
- Midterm Project
- ID/Brand Marketing Comps
- Final
- Mini Quizzes
- Exhibition/Design Paper
- CD-ROM of all digital Files

Digital Portfolio

- Files must be named using the following convention:
  firstinitial.lastname.chapter#.projecttitle.art183
  e.erspamer.ch12.typography.art183
- All Files must be exported as PDF Showcase

EXHIBITION/DESIGN PAPER

The exhibition/design paper requires the student to view artwork in a gallery/exhibition space and critique the artwork and experience; or report on a design issue related to the course. The paper must conform to the following guidelines:

- 2 page minimum
- Double spaced
- Serif, 12pt Font
- Attached gallery/exhibition flyer or article

RECAP: Projects/Quizzes	Points
Mini Quizzes (10 each)	100
Thumbnails/Roughs(25pts ea)	200
Exercise Comps (25pts ea)	200
Midterm	100
ID/Brand Marketing Projects	300
Final	100
Paper	100
Print/Digital Portfolio	100
Participation/Attendance	100
	1300

Grades: 90-100% = A, 80-89% = B, 70-79% = C, 65-69% = D, 64% and below = F.

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CALENDAR
Section 5231
Thursday evenings. From 1/20 through 5/12
Final Exam is on 5/12
Plan to attend and work during every class.

THE COURSE
Graphic design use in microcomputer; black and white graphics, standard and color brushes, lines, shapes, area fills and fonts. Application to illustration, advertising graphics, typography, and video interaction. Prerequisites or
Co-requisites: ART100 or permission of instructor.

MCCCD Official Course Outline:
I. Computer graphic arts
  A. Hardware
  B. Software
    1. Draw program
    2. Page layout program
  C. Peripherals
II. Design and composition
III. Graphic imaging
  A. Input
  B. Editing
IV. Production of camera-ready art
V. Printing and reproduction
VI. Art presentation

Course Competencies:
1. Use graphics software menus, submenus, and symbols. (I)
2. Utilize compositional theories as related to and incorporated into the foundational elements of design. (II)
3. Employ design and composition concepts to critically evaluate computer graphic art. (II)
4. Utilize various computer imaging skills to produce graphic designs. (III)
5. Input and edit graphic information received from external sources through various mediums and reformat that information for use in the computer environment. (III)
6. Use the computer to produce camera-ready graphic designs. (IV)

7. Execute final art using hard copy from an appropriate printer. (V)
8. Present art portfolio ready for critique and evaluation. (VI)

TEXT
REQUIRED: Basics of DESIGN layout and typography for beginners by Lisa Graham
Delmar Books, Thomson Learning 2002
ISBN 0766813622
OPTIONAL: Illustrator or InDesign

COURSE REQUIREMENTS
1. Participate in all class activities.
2. Complete tutorials/exercises.
3. Complete projects.
4. Prepare and present work in a professional manner.

GRADING*
Each student will be evaluated on the extent of:
1. Participation in all activities/presentations/ demonstrations/critiques;
2. Completion of reading and writing assignments;
3. Application of ideas presented in the course to activities in class and original class assignments;
4. Submission of assigned projects in a digital and print portfolio *[projects will be graded on creativity and application of technical and artistic concepts]*.

SUPPLIES
In addition to the required text, it is necessary for students to have the following items:
1. USB Memory Drive or external Firewire media drive. You must have someway to store your files.
2. Sketch book/paper, drawing pencils, glue stick.
3. 8.5"X11" Fine Paper Assortment (12 sheets of different colors and textures).
4. Envelope assortment (4 or more).
5. Digital imaging (scanning) is also part of the course.