

ART 283: Computer Graphic Design II
Spring 2005

CLASSROOM: F201

MEETINGS: Thurs. 6:00 PM – 10:00 PM

Day

- 1/20** Introduction/Overview/Planning
HW: Buy book, ZIP disk
Read book Part One pp. 1-16
Read book Part Two, Ch. 1, pp.18-42
- 1/27** Discussion: The design process, critiquing, Review of Type basics, defining Expressive Typography
Ch. Exercises: 1, 2, 3, 4, 5, 7 or 8, 9, 10
Use a combination of hand drawn and computer techniques
HW: **Skills Application:** sketch a logo. Redesign 3 times applying 3 different methods from above.
- 2/3** Review/critique of logo sketches. Design comps of final logos using computer graphic programs. **Due end of class.**
HW: Sketches business package: card, letterhead, and envelope.
- 2/10** Design comps for card, letterhead, and envelope. **Due end of class.**
HW: Read Part Two, Ch. 2 pp.44-82
Sketches for Ch. 2 Exercises 1-10, 12, 13 (in that order)
- 2/17** Critique of card, letterhead, envelope.
Computer rendering of Ch. 2 Exercises: 1 – 10, 12, 13
HW: Continue exercises
- 2/24** Computer renderings of Ch. Exercises **due end of class**
HW: Sketch for Exercise 11, p.70
- 3/3** **Critique of Exercises.** Discussion: Grids
Computer rendering of Exercise 11, p.70
HW: **Skills Application:** Sketches for Art Show Poster
- 3/10** Computer rendering of **Art Show Poster due end of class**
HW: Think creatively!

3/24 **MIDTERM: Re-Design Art Show Poster using grid, media styles, and expressive typography.**

HW: Read Part Two, CH. 3, pp. 84-127. Planning and sketches for Ch.3 Exercises 1, 2, 3, 4, 6, 9, 13.

3/31 Critique of Art Show posters. Discussion of Visual Surprises

Ch. 3 Exercises 1, 2, 3, 4, 6, 9, 13. Use scanner, digital camera, computer programs, etc.

HW: Continue work on above
Skills Application: Sketches for a package design for a pineapple (p. 110)

4/7 Computer rendering of Ch. Exercises **due end of class.** Work on Package design

4/14 Package design **due end of class**

HW: Read Part Two, Ch. 4 pp. 116-126

4/21 Critiques of package design. Discussion of Points of Departure. Computer rendering of Ch. 4 Exercises: 1, 2, 5 **due end of class**

HW: Read Part Two, Ch. 5 pp. 128-152
Sketches for Ch. 5 Exercises 2, 4, 7, 8, 11

4/28 Computer rendering of Ch. 5 Exercises: 2, 4, 7, 8, 11 **due end of class**

5/5 Computer rendering of web page **due end of class.**
Portfolios due.

5/12 **Final Exam: Written and Comprehensive**

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.

ART 283: Computer Graphic Design II

Spring 2005

Erik Erspamer, Instructor

Office: F203 Phone: 602.285.7750

Mobile: 602.881.1766

E-mail: erik@contactual.net

CALENDAR

Section 5231

Thursday evenings. From 1/22 through 5/11

Final Exam is on 5/11

Plan to attend and work during every class.

THE COURSE

Advanced skill development of graphic design through use of microcomputer. Emphasis on computer design and techniques for producing all types of camera-ready advertising art for printed matter and package design. Includes illustration, typography, photo imaging, and color separation. Prerequisites: ADA183, or ART183, or permission of instructor.

MCCCD Official Course Outline:

I. Logo design

- A. Design project overview
- B. Design alternatives for the logo
- C. Design checklist for logos
 1. Positive association
 2. Easy identification
 3. Closed Gestalt
 4. Abstraction level
 5. Reduction
 6. One color
 7. Negative spaces
 8. Symbol weight
 9. Direction

II. Logo application

- A. Business card design
- B. Letterhead design
- C. Envelope design
- D. Label design

III. Brochure or mailer design

- A. Typography
 1. Typefaces
 2. Type families
 3. The point system or type measurement
 4. Headline and body usage
 - a. Copy blocks
 - b. Readability

B. Art

1. Creating line art from a photograph
2. Illustration

C. Effective design checklist

IV. Chart or graph design

- A. The use of line
- B. Art and illustration stated graphically
- C. Type design
- D. Color relationships

V. Multi-presentation graphics

- A. Overhead transparency format

- B. Slide format
- VI. Poster art
- A. Grid design
 - B. Art
 1. Color
 2. Design relationships
 - C. Typography
 - D. Video digitizing/scanning of images
 - E. Paste-up of elements to create large display art
- VII. Developing a portfolio of completed art and graphics
- A. Reviewing and redesigning to meet presentation standard
 - B. Portfolio formats and presentation

Course Competencies:

1. Apply appropriate software to the design of a logo. (I)
2. Adapt a computer-designed logo to business correspondence matter. (II)
3. Generate computer and conventional design for a brochure or mailer. (III)
4. Generate computer and conventional design for a business chart or graph. (IV)
5. Design computer-generated multi-presentation graphics. (V)
6. Design computer-generated and conventional poster art. (VI)
7. Complete a portfolio of computer and conventional designed projects. (VII)

TEXT

REQUIRED: Visual Workout Creativity

Workbook by Robin Landa and Rose Gonnella
OnWord Press, Thomson Learning 2001
ISBN 0766813649

COURSE REQUIREMENTS

1. Participate in all class activities.
2. Complete TUTORIALS.
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**].

ART 283: Computer Graphic Design II

Spring 2005

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 some way 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.

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.art283
e.erspamer.ch12.typography.art283
- 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

| <u>RECAP: Projects/Quizzes</u> | <u>Points</u> |
|-----------------------------------|---------------|
| Thumbnails/Roughs(25pts ea) | 200 |
| Chapter Exercise Comps (40pts ea) | 200 |
| Application Projects | 400 |
| Midterm | 100 |
| 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.

SPECIAL NOTES: This instructor will automatically withdraw students who are not attending classes and/or after two unexcused absences. This syllabus is subject to additions, deletions, and changes dependent upon student and course needs.