



ART 142

INTRODUCTION TO COMPUTER GRAPHICS FALL 2008

CLASS INFORMATION

Wednesday 3:30 – 6:20 P
Onondaga Community
College

INSTRUCTOR

Douglas Strahler
Adjunct Professor

E-MAIL

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- The student will achieve a general proficiency in the software used for professional
- computer graphic design concentrating on the following criteria:
 1. Software application for Page Layout. The ability to create artwork in a page layout software application (InDesign CS3) with a basic understanding of the software's function, tools, menus and palettes.
 2. Software application for Illustration. The ability to create artwork in an illustration software application (Illustrator CS3) with a basic understanding of the software's functions, tools, menus and palettes.
 3. Software application for Photo manipulation. The ability to create artwork in a photo manipulation software application (Photoshop CS3) with a basic understanding of the software's functions, tools, menus and palettes.
 4. Two-Dimensional (2-D) Design. The ability to organize 2-D space with a basic understanding of design concepts. (i.e. ads, brochures, etc.)
 5. Critiquing. The ability to discuss and evaluate the class's and the student's own work as well as, demonstrating an understanding of constructive criticism and self-analysis.

An important part of this course is becoming comfortable drawing and sketching. Having one idea and running straight to the computer is narrow in thought and in the end may cause you to spend more time working on a design that is the wrong solution. By testing ideas in the form of thumbnail sketches you can play out a number of ideas that may take you from what you first thought may work to a completely different and more effective solution. We're not asking you to be Leonardo Da Vinci, we're just asking that you think before you act. Drawing is both a learnable skill and an important tool for seeing and thinking clearly. We will also look at the structure of design, effective hierarchies to convey messages and theories of color, all useful tools in solving visual communication problems.

My goal is to move each of you (with your full participation) from the point where you are now, to a different point in your educational trajectory- one that allows you to see how large accomplishments are composed of detailed efforts. In the end, this class should allow you to see yourself as a productive and engaged participant in the interactive communication enterprise.

CLASS MATERIALS

- Pen or Pencil
 - Notebook/Pad/Paper
- Recommended Accessories*
- Dedicated Notebook for Class
 - 1 Thumb/USB Drive Minimum Recommended, 512 MB

REQUIRED TEXTBOOKS

InDesign CS3 for Macintosh & Windows
Sande Cohen
Publisher: Peachpit Press

Illustrator CS3 for Macintosh & Windows
Ellen Weinmann & Peter Lourekas
Publisher: Peachpit Press

Photoshop CS3 for Macintosh & Windows
Ellen Weinmann & Peter Lourekas
Publisher: Peachpit Press

There will be no reason for lost work if work is stored on a Thumb Drive as well as your folder on the Art Server.

Grading & Guidelines

Class assignments will be critiqued and graded as projects are due. All projects are due at the beginning of class. Late assignments will have 25 percent deducted from the grade. If you do not like a grade you received on any project, you have the option to redo your project and submit it with your original project by the last week of class. You may only submit a project once for reevaluation.

95 - 100:	A	87 - 89:	B+	77 - 79:	C+	67 - 69:	D+	0 - 59:	F
90 - 94:	A-	84 - 86:	B	74 - 76:	C	64 - 66:	D		
		80 - 83:	B-	70 - 73:	C-	60 - 63:	D-		

Attendance

Students are expected to attend all classes for the full class period. Attendance will be monitored and repeated absences will affect your ability to finish the course. If you miss 3 or more classes, you must see the instructor regarding re-entry and completion of the class. Absences will affect your ability to finish the course and your grade.

Academic Integrity Policy

The Onondaga Community College policy on academic dishonesty can lead to failure of the course as well as suspension or dismissal from the University. The student's work is to his/her own and original.

Students with Disabilities

Any student with a disability and/or impairment should notify the instructor/art department of any special needs at the first scheduled class meeting.

Academic Dishonesty:

Copyrighted Images

It is illegal to use another artist's or designer's images without permission; this includes scanning photos from magazines, or capturing images on the Internet. All images used in whole or in part for this class must:

- be original images you create
- be images from a royalty free stock photography source
- be images from a verifiable open-source provider
- be images you have obtained the written rights to use

Important

No cell phones, TXTing, Portable MP3 Players or Instant Messaging allowed at anytime during class! No food or drink allowed in the Lab at any time.

Project Submission

For each project, you will be submitting both an electronical and hard copy to me. In the "Assignment" folder, you will place a folder entitled 'LastnameFirstanme_ProjectName' containing your working file and a PDF version. For the hard copy, you will print off a copy of your project and submit it in a manilla envelope with your name and the title of the project on the front.

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Week 1	Course Introduction Overview of syllabus; responsibilities; what is graphic design?; Mac Desktop/Studio	Assignment: Read Chpt. 1, InDesign CS3	
Week 2	InDesign CS3 Toolbox/Menus - Part I	Assignment: SoundBox Ad	
Week 3	InDesign CS3 Toolbox/Menus - Part II	Assignment: Orchids Project	Due: Soundbox Ad
Week 4,5	InDesign CS3 Character Styles, formatting, charts	Assignment: • Woods Flyer • Read Chpt. 1, Illustrator CS3	Due: Orchids Project
Week 6	Illustrator CS3 Toolbox/Menus - Part I	Assignment: Illustrator Exercises	Due: Woods Flyer
Week 7	Illustrator CS3 Toolbox/Menus - Part II	Assignment: TV Trace	Due: Illustrator Ex.
Week 8,9	Illustrator CS3 Type, Compound paths	Assignment: • Book Cover • Read Chpt. 1, Photoshop CS3	Due: TV Trace
Week 10	Photoshop CS3 Toolbox/Menus - Part I	Assignment: Montage Project	Due: Book Cover
Week 11	Photoshop CS3 Toolbox/Menus - Part II; cloning; erasing; type masking	Assignment: Coloring Project	Due: Montage Proj.
Week 12	Photoshop CS3 Scanning, Ghosting, Combining Images	Assignment: None	Due: Coloring Proj.
Week 13,14	Bringing it all together Creating documents that use one or more programs, transferring images between programs		

Please note, the schedule is subject to change at the instructors discretion.

Graphic Design Library

For those of you aspiring to be graphic designers, I wanted to provide you with a list of books which are excellent reading materials to give you a deeper and better understanding of the theory and principles to graphic design.

Graphic Design

Graphic Design Basics by Amy Arntson

Megg's History of Graphic Design by Philip B. Meggs and Alston W. Purvis

Design Elements: A Graphic Style Manual by Timothy Samara

Typography

Thinking with Type by Ellen Lupton

Typography Workbook: A Real-World Guide to Using Type in Graphic Design by Timothy Samara

The Elements of Typographic Style by Robert Bringhurst

Color

Color Design Workbook: A Real-World Guide to Using Color in Graphic Design by Noreen Morioka, Terry Stone Sean Adams

Color: A Natural History of the Palette by Victoria Finlay

Grids

Making and Breaking the Grid: A Graphic Design Layout Workshop by Timothy Samara

Grid Systems: Principles of Organizing Type (Design Briefs) by Kimberly Elam

Poster Design

New Master's of Poster Design: Poster Design for the Next Century by John Foster

Brochure Design

Best of Brochure Design 9 by Jason Godfrey

Magazine Subscriptions

How by F&W Publications

Print: America's Graphic Design Magazine by F&W Publications

Communication Arts by Communication Arts

Cmyk Magazine by Cmyk Magazine

Step Inside Design by Jupiterimages



Profile Questionnaire

Your Name

What is your degree program?

Do you hold other degrees, or have you attended other colleges? What? Where? Why?

What year are you? (freshman, sophomore, returning student, etc.)

Do you work in the industry? If so, where and what do you do?

What are your future plans? (i.e. continuing education, seeking employment)

Are you familiar with a Mac? a PC?

What are your expectations of this class?

What was the last movie you saw?