SPRING 2009 SYLLABUS*
ART 180 - INTRO TO COMPUTER GRAPHICS

email: joe.bautista@mac.com / aim: mindisplay

course time: MW 8am – 1030am / office hours: MW 130pm – 210pM

course description:

The objective of this course is to give students a general understanding of computer graphics software used as tools to execute visual communication. We will deal with both technical and creative aspects of the three primary Adobe graphic applications: Illustrator, Photoshop, and InDesign. Along with the three graphic programs this course will also cover the Mac operating system, basic design principles and design theories.

We will cover but are not limited to the following: vector and raster imagery, screen vs printing resolution, photo manipulation, font usage, layout, integration of software, color reproduction, and saving and managing files. At the end of this course students should have a solid understanding of software and be prepared for more advanced design courses. The class will consist of in-class tutorials and exercises as well as projects that relate to them.

recommended text:

Visual Quickstart Guide Illustrator CS4

Author: Weinmann

ISBN: 0321510453

Visual Quickstart Guide Photoshop CS4

Author: Weinmann

ISBN: 0321473795

Visual Quickstart Guide InDesign CS4

Author: Weinmann

ISBN: 0321503066

course objectives:

Develop technical skills in the software applications used to create and produce graphic design.

Develop projects for your portfolio.

Develop introductory skills to critique and art direct by attaining a visual and verbal literacy of graphic design and typography.

course student learning outcomes:

Demonstrate an understanding of page layout, vector drawing and raster image software using the Macintosh operating system to create digital graphic files.

Demonstrate the ability to save, transfer, and store digital files in proper formats.

Differentiate and properly utilize vector and raster software programs.

Properly employ multiple input and output devices for digital graphics.

Experiment with a variety of software tools for graphic production.

Create computer graphic imagery using digital software and hardware tools.

prerequisites:

none

materials:

You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to output your work. Graphic design courses rely on printed output to assess student progress.

It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work. Factor in the cost of outputting your work this semester.

Storage devices (USB Flash Drives, Portable Hard Drive)

CDRW or CDR for turning in projects

Xacto Knife with #11 Blades

Sketchbook

Steel Ruler (24") Corked Back

Tracing Paper (14 x17)

Digital Camera

Super 77 Spray Adhesive

other materials as needed per project

the computer:

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are recommended to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. It is your responsibility to always keep

your files backed up and organized. Make sure to copy your files to the hard drive when working on them, then copy them back to your storage device when done and always SAVE YOUR WORK. (apple+s)

attendance:

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments.

Attendance is mandatory. Lectures, directions, demonstrations and critiques will not be repeated. Each student is expected to stay the full length of the class from beginning to the end. Do not miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness.

More than 1 absence will result in lowering your final grade by 1/3 grade unit per absence. For example, with 2 absences, an A becomes and A-. With 3 absences it would become a B+. The 1 excused absence are for illness or emergencies, not excused "cuts". 3 tardies = 1 Absence. Coming late after 50% of session has elapsed = 1 Absence

I will take attendance during the first 5 minutes of class. If you arrive late, please notify the instructor. If you are late continually, it will affect the overall final grade significantly.

The University gives authorization to lower grades for poor attendance and tardiness at the instructor's discretion.

An incomplete is only given if the student has completed the majority of the coursework and cannot complete the remainder of the course due to a reason beyond their control.

grading for exercises:

10 points for each software exercise set. You will be marked down if you are absent the day of the exercise and if the exercise is incomplete or poorly executed.

sample grading for projects:

10 process (thumbnails, research)

10 concept (overall idea and development of ideas)

10 technical execution (final solution, typography, color, image etc)

10 presentation/participation* (final critique) *if necessary

TOTAL = 40 total points

There is a possibility of quizzes and writing assignments during the quarter.

Extra credit assignments and projects will be developed as well.

late projects:

If you choose to turn in a final stage of a project late, you will receive zero points in presentation/participation portion of your grade. Each course meeting the project is late you will be deducted 5 points from your total. Turn in what you can the day the project is due.

miscellaneous:

Don't be shy about experimentation. I will be looking for ideas and projects that push the limits.

Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc. - Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.

This class is intended to serve your needs. Learning requires active participation. If you have personal suggestions or requests, please do not hesitate to address them.

Do not to use the computers, scanners, and printers for other class projects or work on any other projects during class time other than our own.

Food and drink are prohibited in computer labs.

Show respect and be helpful to your fellow students. Have your work done and be present when we view the class work.

Help each other in the lab. Remember, the person you help today might return the favor in the working world. Start creating your contacts now.

Participate in GAUGE (Graphic Artist Union of the Golden Eagles) here at CSULA and AIGA (The Professional Association for Design) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.

*This syllabus is subject to change