# ART 283 Syllabus  Computer Graphics I
## Fall Semester 2007 • CVCC

## Required text:

*Adobe® Illustrator® CS Classroom in a Book*, Adobe Press

*QuarkXPress® to InDesign®: Face to Face*, Galen Gruman

**Required supplies:** You will also need a minimum of 2 thumb drives or zip disks (one will need to be turned in for grading and returned to you each week, and the other to back up your current assignments)

## Prerequisites:

ART 180

## Instructor:

Donna Hobbs, office: 4201-A, Campbell Hall

phone: **434-832-7667** (with VoiceMail 24/7)
e-mail: **hobbsd@cvcc.vccs.edu**
blog: **http://cvccdesign.wordpress.com**
My blog is where I will add useful Internet links and anything I find that may be helpful to you, including business and career contacts.

See student conference hours posted outside 4201-A. If not in my office, I may be in one of the following locations: 4200, 4202.

## General Course Description:

4 semester credits. Utilizes microcomputers and software used to produce computer graphics for communication. Employs techniques learned to solve studio projects which reinforce instruction and are suitable for portfolio use. 6 class hours per week (2 lecture + 4 studio).

## General Course Goals:

Students in this course will learn intermediate capabilities of four software programs that mastery of which is critical for employment opportunities in jobs using computer graphic skills. Other programs, specifically Adobe® Photoshop® CS, will be covered in the second semester (ART 284).

While we will be working on Macintosh computer (primarily because this operating system has been the industry standard for professional printing for over 20 years), these programs are all available for Windows-based PCs. It is my goal that each of you be comfortable with either platform.

The course includes demonstrations, hands-on tutorial exercises, and four projects of the student's own design. In addition, the student will learn principles of typography, layout, and which programs to use for a variety of situations, as well as some strategies that will make it easier to learn new software programs not covered in this class.

I come to you with over 20 years of work experience as a professional designer. I am including only content that I believe you will really need in a communication design career. In addition to theoretical knowledge, I intend to show you practical skills that will prepare you for a successful career.

Deadlines in the work world are not often flexible. I expect you to be prepared and engaged when you come to class, and to complete your assignments in a timely fashion.

As a limit on requirements of the course, I use the traditional college rule-of-thumb: the average student will need to **budget a total of about 12 hours per week** (for a 4-credit course), including lectures, studio and homework times. Proficiency in computer software will assist you in completing your assignments more efficiently.

**I expect you to take pride in, and put significant effort into your work**, and for your work to improve over time, when compared to your previous work.

## Instructional Methods:

Lecture, demonstration, illustrative examples, printed practice tutorials, supervised in-class and lab assignments, detailed written and verbal analysis of completed projects, and trouble-shooting. Efforts will be made to simulate (in a limited fashion) the experience one might have in the work world.

## Course Content: (see also Course Calendar)

Exercise introduce students to use of computer graphics in producing the following forms of print media: Illustrations, Infograpics, Business Forms, Catalog pages, Advertisements, Newsletters. While the most urgent focus of this course is technical skills using the program software listed below, assignments will also incorporate some instruction in effective graphic design principles.

• **Technical skill development with the following applications:** Adobe® Illustrator® CS, Adobe® InDesign® CS, QuarkXPress® 6.5, Adobe® Acrobat® 6.0 Professional

## Personal Access to the Instructor:

As your instructor in this course, I am very interested in your success. I look forward to getting to know you better, and welcome the chance to learn about your interests and concerns. I am committed to working very hard to help you learn important and relevant skills needed to succeed in communication design careers. **I count on you being committed to your success as well!**

Note that **"Office/Student Conference Hours"** are set aside as times when the first priority on my time is you. So, even though I may be doing something else at those times, I want you to "interrupt" me during these hours without hesitation or embarrassment, if you have a question about the course work or anything I can help you with. I'm available at other times, too, but my not be able to drop everything immediately.

I am available as a resource for you. But, for you to succeed, you need to accept responsibility for your part: faithful and prompt attendance with active participation, communication with me if there is a problem, and the realization that graphic design requires a lot of hard work, for both the creative and the more technical aspects.

This is not a curriculum for recreational art; it is preparation for an enjoyable, but challenging and competitive career.

## Grades and Attendance:

Grades will be based upon (weight factor):

- **Five tutorial exercises (three graded: 30%)** One graded tutorial for each of the following software programs: Adobe® Illustrator® CS, Adobe® InDesign® CS, QuarkXPress® 6.5

- **Two timed production tests (20%)** One each for Adobe® InDesign® CS and QuarkXPress® 6.5

- **Four projects of the student's design (40%)** Two will be created in Adobe® Illustrator® CS, one in QuarkXPress® 6.5 using found or created photography / vector art, and the final project using Adobe® InDesign® CS for layout and Adobe® Illustrator® CS to create original vector art.

- **Cooperation & participation in lab and class procedures and activities, including attendance (10%)** Included in this category are following class "housekeeping" procedures, positive interaction with the instructor and other students, care of facilities, *etc*.

 a variety of studio assignments, take-home tests, and on cooperation and participation. The 15 grades vary in weight from 4 to 10 percent of the final semester grade.

Grade criteria for design projects will include: appropriate use of the medium; number, aptness; and complexity of tools used; effectiveness of subject selection; design and typography with respect to the purpose of each project.

A decile system of grades will be used:

90 and over = A
80-89=B
70-79=C
60-69=D
under 60=F

- **Last day to withdraw from the class without penalty: Friday, October 26, 2007**

## Attendance:

**Attendance is critical. We will cover a lot of information in a short period of time, and if you miss class instruction, it will be very difficult for you to catch up.** If you are absent from a test, lecture / presentation or studio time, it is your responsibility to contact the instructor before the end of the missed class session (via phone or e-mail) — or as soon as possible afterwards if you are incapacitated somehow — to arrange to take the test before the next class or to get missed information.

A valid excuse can remove attendance or late penalties, but you need to communicate!

Also see attendance policy in the *College Catalog*, page 28.

## For Communication Design majors only:

If you are working toward the AAS degree in Communication Design, you will have an exit interview with all the full-time faculty in Art and Photography a few weeks before graduation. You will need to present examples of your work from each of your classes (not your portfolio). For this reason, be sure to save samples of your work from this class.

## Health:

Any known hazards related to the use of equipment or materials will be discussed in class. In general, the work required by this course does not expose you to significant health hazards.

- Smoking or other use of tobacco products is not permitted in CVCC buildings.

- **A common recommendation in the viewing of computer monitors is to take a 5-minute break from looking at the monitor every half hour. I would also recommend that you get up from your desk, and move around at least once every hour. I will make it a point to stop and have a stretch break at the end of each hour.**