CASPER COLLEGE COURSE SYLLABUS
ART 2105 Digital Design II

Semester/Year: Spring 2015

Lecture Hours: 2  Lab Hours: 4  Credit Hours: 3

Class Time: 9:00-11:50  Days: Monday/Wednesday  Room: VA119

Instructor’s Name: Cynthia Harrison

Instructor's Contact Information:  Office Phone: 307-268-2673
1-800-442-2963 ext. 2673  Email: cynthiaharrison@caspercollege.edu
Office: VA 118  (best method of contact outside of office hours)

Office Hours: M through TH 8:30 am – 9:00 am, T/TH 12:00 PM – 1:00 PM in Room VA 118

Course Description:
Continued study of the Macintosh computer as a design tool to create and manipulate type and images and combine them.

Digital Design II is a continued overview of the digital design process including conceptualization, creative processes, terminology, and technology. The course teaches the current software applications used in the design profession. The focus will be on digital imaging (raster), illustration (vector), basic page layout and digital publishing. Topics will be covered using the Adobe Creative Suite, specifically Photoshop, Illustrator, and InDesign using Mac computers.

The fundamental elements that comprise digital design are text and image. This class will introduce the tools and methods of digital design to communicate and author meaning through the manipulation of text and image.

Statement of Prerequisites: ART 1006 and ART 1110.

Goal:
Students will continue to develop and explore methods, modes of thought, and products common to professional graphic design. The primary focus will be on developing design skills through learning the software and concentrating on concepts, production, and presentation.

Outcomes:

Upon successful completion of this course, you will be able to:

- Use basic vector, raster, layout, and animation techniques and gain an understanding of how to use these different techniques and the corresponding applications interchangeably.
- Effectively combine the basic design principles and elements.
- Demonstrate critical analysis of your own work and the work of your peers.
- Solve problems using critical thinking and creativity
- Appreciate aesthetic and creative activities
Course Objectives:
Students will complete a series of step-by-step workbook and in-class exercises to build an understanding of graphic design industry software. Once these software building blocks are in place students will research, concept and execute design solutions that solve basic design problems.

Methodology:
(Students will complete a series of assignments that build up to a final project that is the culmination of the skills learned during the course. Students will also practice critical thinking in the presentation of their own work, conducting self-critique, and critiquing the work of their peers.

The course is primarily studio and project based with additional reading and writing assignments. The hands-on focus of doing design will be supplemented with lectures/discussions, demonstrations, and critiques. At least once during the semester individual conferences will be held to discuss each student’s progress.

Evaluation Criteria:
You will be expected to attend all classes and lectures, complete all assignments, and participate fully in classroom discussion. Each assignment will include a specific grading rubric. From an overall perspective assignments will be evaluated on concept, process, outcome, technique, and utilization of design principles.

The following five criteria are the overall basis of evaluating each assignment:

Concept: Concept reflects the strengths and weaknesses of your ideas for each assignment. The qualities of your ideas are reflected in the visual statement of your ideas. The slickest visual design cannot replace the lack of strong concepts that drive your rationale for your use of type, image, line, color and form, etc. Your use of these design elements is measured against the stated aspirations of your concept and the appropriateness to the requirements of the assignment or design challenge.

Process: Concepts rarely arrive fully formed. Ideas require a research process of exploration and trial and error to develop into mature finished work. What range of idea development did you use in creating effective work? Did you take risks? Assessment of your process will be judged by the aggressiveness and depth spent in development through written statements, rough sketches, mock-ups or comps, and any other collateral materials.

Technique: The technique score reflects the craftsmanship, exactitude, and neatness with which the final product is executed. This includes the appropriate and skillful use of technical software to achieve the final product.

Design principles: Your adeptness at thoughtfully employing design principles and spatial relationships will also be assessed.

Outcome: The outcome score reflects assessment of the finished product, which is the sum of your entire process as applied to the particular assignment or design challenge.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

Assignments:
Assignments are expected to be completed on time and the student ready for their presentation when called. Failure to be prepared on time will mean a 25% reduction of the project’s final score.

Assignments may be redone for a higher grade, but only if the original assignment was completed and presented on time. There is no guarantee that the redone assignment will procure a better grade. Due dates for redone work will be no later than two weeks subsequent to the original due date.
Lack of available free time will not be accepted as an excuse for substandard work.

Assignments Breakdown
Each Unit will consist of in-class projects, quizzes and take homework assignments.

Book Assignments:
The Adobe CC User Interface Quiz: 15 pts

Project One: Letterfold Brochure 80 pts
  • Creating Documents that Fold
  • Working with Imported Images
  • Working with Imported Quiz: 20 pts

Project Two: Candy Packaging 80 pts
  • Building the File Structure
  • Working with Styles and Effects
  • Preparing Artwork for Output
  • Previewing the Box Design in 3D Quiz: 20 pts

Project Three: Consumer Infographics 80 pts
  • Creating Charts and Graphs
  • Drawing in Perspective Quiz: 20 pts

Project Four: City Promotion Cards 80 pts
  • Creating New Files o Manipulating
  • Pixels
  • Working with Type
  • Creating Style with Layers
  • Working in 3D Quiz: 20 pts

Project Five: Calendar Cover 80 pts
  • Working with Adobe Typekit
  • Creating a Complex Mask
  • Creating Custom Vector Shapes
  • Working with Spot Channels Quiz: 20 pts

Project Six: Advertising Samples 80 pts
  • Cleaning and Adjusting Images
  • Working in Perspective
  • Working with Lighting Quiz: 20 pts

Project Seven: Realtor Collateral Booklet 80 pts
• Working with Master Pages
• Controlling the Flow of Text
• Outputting Variations of Files

Quiz: 20 pts

Project Eight: Ireland Travel Brochure 80 pts
• Building a Folding Template
• Advanced Frame Options
• Advanced Text Formatting

Quiz: 20 pts

Project Nine: National Parks Info Pieces 80 pts
• Working with XML
• Creating Alternate
• Layouts

Quiz: 20 pts

Project Ten: Multi-Chapter Booklet 80 pts
• Combining Documents into Books
• Building a Table of Contents
• Building an Index □ Exporting Book Files
• Merging Data into an InDesign Layout

Quiz: 20 pts

Total Book: 1015 pts

Final Project: iPad App 300 pts.

Participation (100 pts)
• Contribution to critiques and discussion.
• Have necessary materials and be prepared to participate in-class exercises and lab time.
• Punctuality.
• Critical and open-minded attitude to new material.
Academic scholarship.

Grading as follows:
Grade  Percentage
A   90-100 Exceptional performance, effort and accomplishment beyond expectations.
B   80-89 Very good work, consistent effort and participation, full attendance.
C   70-79 Satisfactory work, average effort, good attendance.
D   60-69 Poor work, effort, or attendance.
F   0 - 59 Unacceptable work or excessive absence.

Plus and minus additions to the letter grades will be used to further differentiate the above. Late assignments will lose one letter grade if something is not presented during class critique, and one additional letter grade for each class period late – that’s TWO letter grades if turned in the following class after it is due. (Ouch!) Grades are not subject to negotiation. **Art courses are rigorous academic courses and not an easy A.**
Attendance:
(Single most common cause of poor grade or failure of this class!!)
Attendance is very important and will reflect on your grade. You are allowed three (3) absences for any reason without penalty. **On the fourth absence, you drop one letter grade for the course (highest grade possible, B).** This is a result of missing too large of a portion of the course to make up. **You can fail a class due to lack of attendance alone.** Two late arrivals (15 min or more) to class, count as an absence.

Absence 4, highest grade possible: B  
Absence 5, highest grade possible: C  
Absence 6, highest grade possible: D  
Absence 7, Fail Class

**Cell phone policy:**
All students are expected to conduct themselves professionally during class time. Please turn off cell phones; you are welcome to check your messages during class breaks.

**Required Text:**
Graphic Design Portfolio CC 2014: Adobe InDesign Illustrator & Photoshop  
Publication Date: 8/7/14

**Materials:**
This is a basic list. Students may need to purchase other materials as projects dictate. All of supplies do not need to be purchased immediately but as the need arises.

- Hand production tools (ruler, x-acto knife or utility knife, tape, metal ruler)
- 1 jump drive (USB, 4 Gigs or greater) or a portable hard-drive.
- Notebook and Unlined paper pad (approx. 9” x 12”) to sketch ideas and do brainstorming activities.

**Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade:** See college website for withdraw date.

**Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade:**
(withdrawal deadline; see: “Admission and Registration – Schedule Changes” in the catalog)

**Chain of Command:** If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

**Academic Dishonesty:**
(Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

**Official Means of Communication:**
Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly. This is also, where you
will find course evaluation links during course evaluation periods.

**ADA Accommodations Policy:**
If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

**Calendar:**
*All assignments and due dates are subject to change at the instructors discretion.*

- *Weeks 1-3 will be focusing on Adobe Illustrator assignments and projects 1-3*
- *Weeks 4-6 will be focusing on Adobe Photoshop assignments and projects 4-6*
- *Weeks 7-10 will be focusing on Adobe InDesign assignments and projects 7-10*
- *Weeks 11-15 will be focusing on final projects.*