Semester/Year: Spring 2015

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

Class Time: 2:00-4:50  Days: Monday/Wednesday  Room: VA119

Instructor’s Name: Cynthia Harrison

Instructor’s Contact Information:
Office Phone: 507-268-2673
Cell 651-399-0667
1-800-442-2963 ext. 2673
Office: VA 118
Email: cynthiaharrison@caspercollege.edu (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:
An introductory course in the use of the Macintosh computer as a design tool to create and manipulate images and combine them.

Digital Design I is an overview of the digital design process including conceptualization, creative processes, terminology, and technology. The course teaches the most current software applications used in the design profession. The focus will be on digital imaging (raster), illustration (vector), and basic page layout. 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 be introduced to 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: International Symbols     80 pts
  • Setting up the Workspace
  • Drawing Basic Shapes
      Quiz: 20 pts

Project Two: Regatta Artwork     80 pts
  • Drawing Complex Artwork
  • Coloring and Painting Artwork
  • Working with Adobe Typekit
  • Creating a Finished Poster
      Quiz: 20 pts

Project Three: Identity Package     80 pts
  • Working with Gradient Mesh
  • Working with Type
      Quiz: 20 pts

Project Four: Composite Movie Ad   80 pts
  • Compositing Images and Artwork
  • Managing Layers
  • Creating Complex Selections
  • Saving Photoshop Files for print
      Quiz: 20 pts

Project Five: Vintage Car Montage   80 pts
  • Enlarging Source Files
  • Working with Vector Tools
  • Applying filters
      Quiz: 20 pts

Project Six: Menu Image Correction  80 pts
  • Retouching Damaged Images
  • Correcting Lighting Problems
  • Correcting Color Problems
  • Preparing Images for Print
      Quiz: 20 pts

Project Seven: Letterhead Design   80 pts
  • Setting up the workspace
  • Creating Basic page Elements
  • Placing External Images
  • Creating and Formatting Basic Text
  • Printing InDesign Files
Quiz: 20 pts

Project Eight: Festival Poster 80 pts
• Building Graphic Interest
• Importing and Formatting Text
• Graphics as Text and Text as Graphics
• Outputting the File

Quiz: 20 pts

Project Nine: HeartSmart Newsletter 80 pts
• Working with Templates
• Working with Styles
• Working with Tables
• Preflighting

Quiz: 20 pts

Project Ten: Combined Brochure 80 pts
• Controlling Color for Output
• Working with Linked Files
• Fine-tuning text

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:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
<td>Exceptional performance, effort and accomplishment beyond expectations.</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
<td>Very good work, consistent effort and participation, full attendance.</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
<td>Satisfactory work, average effort, good attendance.</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
<td>Poor work, effort, or attendance.</td>
</tr>
<tr>
<td>F</td>
<td>0 - 59</td>
<td>Unacceptable work or excessive absence.</td>
</tr>
</tbody>
</table>

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.

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Student Rights and Responsibilities:
Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

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.

Schedule:
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