Lecture Hours: 2  Lab Hours: 4  Credit Hours: 3
Class Time: 5:30 pm-8:20 pm  Days: Monday/Wednesday  Room: VA119
Instructor’s Name: Cynthia Harrison
Instructor's Contact Information: Office: VA 115  Email: cynthiaharrison@caspercollege.edu
                        Office: VA 115  (best method of contact outside of office hours)
                        Office Phone: 507-268-2673
                        Cell 307-277-6070
                        1-800-442-2963 ext. 2673
Office Hours: See office door Room VA 115
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: none
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 and production.
Outcomes: Upon successful completion of this course, you will be able to:
- Use basic vector, raster, and layout 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.
- 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.

**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

THIS IS NON-NEGOTIABLE
UNLESS THERE IS A MEDICAL EMERGENCY OR OTHER EXTREME EVENT

Cell phone policy:
All students are expected to conduct themselves professionally during class time. Please turn off cell phones or put them on vibrate; you are welcome to check your messages during class breaks. If for some reason there is an emergency call you need to take while I am lecturing please QUIETLY step out of the room and quietly return.

**NO TEXTING DURING LECTURES.**
Texting is not permitted during lectures. Following the first infraction of this policy, students will be asked to put their devices away. Following a second infraction, the students will be asked to secure their device in the instructor’s desk or office. Following a third infraction, I ask you to leave, resulting in an absence for the day.

Classroom House Keeping
- Work hours during this course are to complete assignments for THIS course only. If you have finished your work, then and only then do you have permission to work on other assignments. Projects can always be further refined and perfected.
- Having too much homework in another instructor’s class is not an excuse for not doing the work for this class. Period.
- Students are free to contribute to classroom discussions. The instructor will set the pace for discussions and the course will advance in a manner best serving the class as a whole. Individual concerns can be addressed during office hours.
- There will be days that I will play music to help inspire students’ creativity. Students may make requests. If this is not to the student’s liking, please bring headphones. For the student’s own safety and the consideration of other students in the room, if I can hear the music through your headphones, I will ask you to turn it down. There will be NO EAR BUDS IN YOUR EARS DURING LECTURES. And absolutely no dueling radios at any time.
- You may listen to music while working in class while you are working. HOWEVER, you may NOT watch YouTube or other videos unless they are instructional and pertain to the current project.
- Gaming is not permitted
- It is the student’s responsibility to ask informed questions. Often other students have the same questions.
- Please be respectful to each other and to me, as I will give you the same courtesy.
- You are responsible for acquiring information you missed during an absence or if you come to class late. Make friends with your neighbors sitting next to you they will be a good source of missed information. Lectures will not be repeated to accommodate a single student’s absence.
• If you have a question and I stop the class and give the answer to everyone, please do not take it personally. I am doing this because it was an excellent question that everyone will benefit from or the same question has been asked multiple times and it is my job to clarify with the entire class so everyone understands.

Classroom Conduct:
If for some reason there is an incident or incidences where I have to address a disruptive behavior there will be steps taken to rectify the situation.
1. Following a first incident, I will discreetly as possible call you into my office and discuss the issue. At which point you will be welcome to come back to class.
   This incident will be documented with an email to you, copying the department chair, the dean and the disciplinary committee, summarizing the incident and what would be best practices for the future.
2. Following a second incident, I will discreetly invite you to discuss the incident with the department chair and myself. After which point you will be welcome to come back to class.
   This incident will be documented with an email to you, copying the department chair, the dean and the disciplinary committee, summarizing the incident and what would be best practices for the future.
3. Following a third incident, I will ask you to leave the classroom for the day and ask that you not return until we have time to schedule an appointment with the dean and a member of the disciplinary committee at which point further action will be taken. Once a decision is made, you will be then welcome to come back to class.

Required Text:
Graphic Design Portfolio CC 2018: Adobe InDesign Illustrator & Photoshop


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.

• 1 jump drive (USB, 4 Gigs or greater) or a portable hard-drive.
• Sketchbook/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 CC website for exact Date

Automatic Withdrawal Statement: Students who have not attended and/or participated in a class they are enrolled in during the first week of the semester will be automatically dropped from that class at the beginning of the second week. If you have questions about this matter please contact your instructor.

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 Code Violations:** (Cheating and Plagiarism) Casper College demands academic honesty. Academic code violations focus on academic dishonesty, which includes but is not limited to, cheating, plagiarism, buying, selling, or stealing exams; substituting for another person, collusion when collaboration is not approved; knowingly furnishing false information; and copyright violations. Violations of the college’s academic code can result in a range of negative consequences from failing a graded assignment to expulsion from the college. See the 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.

**Harassment and discrimination:** Casper College seeks to provide an environment that is free of bias, discrimination and harassment. If you have been the victim of sexual harassment/gender or sex discrimination/sexual misconduct/assault, we encourage you to report this. If you report this to an employee, she or he must notify our college's Title IX Coordinator, Linda Toohey, Associate Vice President for Student Services, 125 College Drive, GW 412, Casper, WY 82601; (307) 268-2667; linda.toohey@caspercollege.edu about the basic facts of the incident. Employee concerns should be directed to the Human Resources Director. For more information about your options, please go to: caspercollege.edu/nondiscrimination

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**In case of emergencies:**
- In case of fire, please evacuate to the Thunderbird statue to the east of the Visual Arts building.
- In case of shelter in place, if possible please use VA 127 (Photography lecture classroom) or the Kiln Room beyond VA 110 (Ceramics classroom).
- For any emergency or to report and accident, please call Campus Security at 307.268.2688.

**Calendar or schedule indicating course content:**

**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:
You must also keep a sketchbook and keep it updated. You can take your notes and produce your sketches in this book.

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

Book Assignments:
The Adobe CC User Interface

Project One: International Symbols 10 pts
  • Setting up the Workspace
  • Drawing Basic Shapes

Project Two: Regatta Artwork 10 pts
  • Drawing Complex Artwork
  • Coloring and Painting Artwork
  • Working with Adobe Typekit
  • Creating a Finished Poster

Project Three: Identity Package 10 pts
  • Working with Gradient Mesh
  • Working with Type

Project Four: Composite Movie Ad 10 pts
  • Compositing Images and Artwork
  • Managing Layers
  • Creating Complex Selections
  • Saving Photoshop Files for print

Project Five: Vintage Car Montage 10 pts
  • Enlarging Source Files
  • Working with Vector Tools
  • Applying filters

Project Six: Menu Image Correction 10 pts
  • Retouching Damaged Images
  • Correcting Lighting Problems
  • Correcting Color Problems
  • Preparing Images for Print

Project Seven: Letterhead Design 10 pts
  • Setting up the workspace
  • Creating Basic page Elements
  • Placing External Images
  • Creating and Formatting Basic Text
  • Printing InDesign Files

Project Eight: Festival Poster 10 pts
  • Building Graphic Interest
  • Importing and Formatting Text
  • Graphics as Text and Text as Graphics
  • Outputting the File
Project Nine: HeartSmart Newsletter 10 pts
• Working with Templates
• Working with Styles
• Working with Tables
• Preflighting

Project Ten: Combined Brochure 10 pts
• Controlling Color for Output
• Working with Linked Files
• Fine-tuning text

Total Book: 100 pts

Additional skill building projects, to reinforce the book assignments are:
Pen Practice
Gradation Project:
Above/Beyond
Photoposter
Menu
Tattoo Guy
Kayak 70 pts

Final Project: Website 100 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.

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