

Bowie State University
SCHOOL OF ARTS & SCIENCES
DEPARTMENT OF FINE & PERFORMING ARTS
Syllabus for **ART 340 INTRODUCTION TO VISUAL COMMUNICATION:**
Desktop Publishing & Image Editing
Fall 2008

Instructor: George Tuggle
Office Hours:
Office Location:
Office Telephone:
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COURSE DESCRIPTION:

An introductory course in design, layout and desktop publishing. This survey course will deal with the elements and principles of design, visual communication. It will also focus on digitally based design and art/media making with an emphasis on print. The course will blend technology with creativity to give depth in understanding of spatial organization, color selection, mechanical production, and service bureau interfacing. The course will briefly explore visual communication through studio assignments, lessons and discussion. The course will also allow students an opportunity to experiment with the visual language of art as it relates to other fields and practices. *Note: This course is a requirement for DFPA/VCDMA majors and minors.*

Prerequisites: ART Majors/Minors: ART 331; MUSC 312. NON MAJORS: ART 331

REQUIRED TEXTS:

- Adobe InDesign 2.0 Classroom in a Book, Adobe Press, ISBN: 0201787202
- *The Complete Index*, by Jim Krause, F & W Publications, ISBN: 1581805519
- Professional Studio Techniques, Design Essentials, with Adobe Photoshop 7 and Illustrator 10, by Luanne Seymour Cohen, Adobe Press, ISBN: 0201713632

COURSE OBJECTIVES:

Upon completion of this course, the student will be able to:

1. Demonstrate basic methods for creating images for graphic design, layout, imaging and photographic manipulation.
2. Successfully work in and integrate media between different raster and vector-based software, as well as incorporate traditional and digital media.
3. Interpret design techniques, industry trade concepts and jargon and participate in design critiques and evaluations.
4. Produce creative collateral for print that solve visual/design problems and utilize the elements and principles of art & design.
5. Prepare and maintain an entry-level portfolio of artwork both in print and/or CD-ROM and on the web.

COURSE GRADE DERIVATION:

In this section place the items that will be used to determine the student's grade. Here is an example:

<i>Homework Assignments/Projects</i>	<i>30%</i>
<i>In-class participation (discussions, reviews, critiques)</i>	<i>20%</i>
<i>Journal</i>	<i>10%</i>
<i>Attendance</i>	<i>10%</i>
<i>Midterm Exam/Critique</i>	<i>10%</i>
<i>Event (Art show, exhibition or other activity as approved) *</i>	<i>10%</i>
<i>Final Portfolio (minimum 5 pieces) **</i>	<i>10%</i>

* Submission to Gallery of Art Student Art show, Student Art/Design Competition or other approved art, visual communication competition, contest and/or website. By specified deadlines and/or the end of semester (SEE PROF. FOR DETAILS).

** Must be submitted in various file formats, professionally printed & mounted, and/or ready for presentation in a physical and digital (CD-ROM, website, etc.) portfolio.

GRADING SCALE

A = Excellent; 90 to 100 – deadlines met, instructions followed, well-designed, portfolio-quality, creative artwork; optimal class participation; optimal presentation, very few grammatical or typographic errors, optimal file management; high-quality on time discussion board posts, 100% original imagery used, correctly cited references

B = Adequate; 80 to 89.9 – on time submissions, instructions followed, unclear design structure, artistically average projects, acceptable presentation, good class participation, minimal grammatical or typographic errors, correct file management, average quality on time discussion board posts, 100% original imagery used, attempted citation.

C = Minimal; 70 to 79.9 – projects submitted on time but may lack elements, presentation needs improvement; inadequate class participation, poor file mgmt, inadequate proofreading; minimal-quality or late discussion board posts, non-original artwork included

D = Substandard, 60 to 69.9 poor class participation, late and/or poorly prepared/presented projects, substandard discussion board posts, poor quality images lifted from the Internet, poor citations

F = 0-59.9 Unacceptable projects, extremely poor work and directions not followed. Plagiarism, missed deadlines, missed face to-face meeting.

The instructor will make an effort to assist students with general principles of design and composition. Points may be taken off for late projects. Total Possible Points for Projects: 100%, unless otherwise stated.

CLASS LAYOUT:

In this section give a brief topic/explanation of what the student will learn during the fifteen weeks of the semester. Please break it down week by week. example: dates or:

REQUIRED MATERIALS

****** A journal, or "book of notice" and a small sketchbook is required for working out ideas and for keeping notes, readings, critiques, handouts, etc. that will be given. A 3 ring binder w/dividers is recommended to keep this information.

- ****** USB Flash (or Jump) Drive. This should be a 250 MB or larger USB Jump Drive. This will replace the usage of zip disks, and will allow you to go from MAC to PC and from computer to computer.
- A pack of about 5-10 (or more) blank CD ROMs (CD-R) for submitting files.
- Access to a computer, printer and the internet (for some class assignments, email and critiques) and A DVD-R recordable disk for saving files for submission of final completed projects/portfolio at the end of the course.
- Art supplies for presenting all artwork (such as black illustration/Bristol/foam boards, pencils, pens, colored pencils, etc.)
- (Recommended) An external Firewire drive such as the Lacie 20 or 40 GB Firewire & USB-2 Pocket-Drive - 4.2K or another portable Firewire and USB Drive, or another external high-speed hard drive.

**** These MUST be brought to class each day.**

CLASSROOM/STUDIO POLICIES

No food, candy, gum, drink, etc., hats or cel phones are allowed in the computer graphics lab or during class/studio time. Also, during class and studio time, there is no "surfing the net", checking email or using unauthorized software. Class assignments and/or projects and lesson(s) will be due the following based on the required deadlines, unless otherwise stated.

Attendance

Attendance will be factored into your overall grade. Please see university's policy) as poor attendance, leaving early/unexcused tardiness to class can lower your overall grade and/or be grounds for failure; the lack of attendance and failure to submit all projects and lessons will result in a lowered grade and student will be in jeopardy of failing this course.

Snow/Inclement weather

Class does not automatically close when the public schools close. School closings are announced on TV channels 4, 5, 8, and 9 and radio stations, WAL, WPGC, WPFW, WOL, WRC, WTOP, WMAL, WHUR, & WKYS. Also check the web for internet news organizations that list local school closings.

Class Participation

I assign frequent & unannounced classwork to guide group activities, monitor students' learning, obtain feedback on my teaching, and reward thoughtful and consistent class participation. Therefore, since students cannot make up exams or classwork (see below), students who are absent or tardy will miss not only valuable instruction but also credit.

Extra Credit

I will offer extra credit only during the term and only to the class as a whole (especially through extended or more advanced projects and video competitions). Therefore, you cannot improve your grades at the last minute by requesting additional work. Also, if you earn a borderline course average (i.e., 59, 69, 79, 89), you

will not receive an additional point to capture the higher grade—unless you earn that grade (or higher) on your final portfolio.

Example: If a student with a 79 course average earns a “B” or better on the final project/portfolio, that student will qualify for a “B” on the final grade report. Please note, though, that this policy applies only to course averages ending with “9.”

Incomplete Grades and Withdrawals

A grade of Incomplete (I) is given only if an emergency prevents you from submitting the final portfolio. Such an emergency must be documented (a written note from a doctor) by your dean or advisor. However, if you wish to withdraw from the course, please see me before the Registrar’s deadline.

Lateness

I cannot accept late projects or homework. However, if you cannot submit the work on time because of an emergency, you should submit a memo in which you document the emergency and ask to be excused from the assignment. (For instance, submit a doctor’s note with your memo.) If you experience computer-related problems, you should request a note from a technical assistant and/or you must IMMEDIATELY e-mail tmelchishua@bowiestate.edu to document your problem and bring in a hard copy of this information within one (1) day of the absence, or return to class.

Missed Exams, Crits or Classwork

There will be no make-up quizzes, projects or make-up classwork. However, if you miss a quiz, crit or other classwork because of an documented and acceptable emergency, you should submit a documented excuse as explained above.

Academic Integrity

Please read the “Academic Code of Conduct,” which is published in the Student Handbook or Directory of Classes. If you are suspected of cheating, you must submit your sources and/or make up the assignment in my office. If you are caught cheating, you will receive a “0” for the assignment. To support a community committed to academic achievement and scholarship, the University advances the principle of honest representation in the work that is produced by students seeking to engage fully in the learning process.

Be creative, and yet original and honest and use/create (100%) YOUR OWN digital-based classwork. This includes avoiding copyright/trademark infringement, illegally using, scanning or downloading images, music, software or using images, words, videos, prerecorded music etc. that do not belong to you, or were not created by you. Obey the laws in terms of intellectual property and respect copyright and even if you are not sure if author/work has a copyright. **IF YOU’RE NOT SURE...YOU CAN’T USE IT!**

SUPPORT SERVICES

American Disabilities Act (ADA) Special Needs: Any student with a documented disability (including learning disabilities) that the student feels may affect classroom performance should discuss the matter privately with the instructor at the beginning of the semester so that reasonable accommodations can be made. It is also recommended that the student make contact with the appropriate office for Academic/Student Services for additional assistance with classes and campus activities. Bowie State University is committed to providing an educational environment that is accessible to all students. In accordance with this policy, students who need accommodations because of a disability should contact the Disability Support Services Office immediately, located in Room 311 of the Center for Learning and Technology (301) 860-3292 as soon as possible after admission to the University or at the beginning of each semester. If you need a special accommodation required by the American Disabilities Act, please document and discuss your disability with me during the **FIRST TWO WEEKS** of classes.

Production Time & Lessons Production time is considered to be done both outside of our normal class schedule, and when possible during class times. Students will be encouraged to brainstorm and generate the creative spark that problem-solving possible for artistic endeavors using digital media. Active learning strategies include extensive use of lessons, tutorials, and on-line help, exercises and other companion materials. **Please complete the tutorials and lessons and practice as much as you possibly can outside of the class time. This is critical to your success on the projects.**

Please be advised that visual communication and computer graphics can be a time consuming process and it is expected that you spend a minimum of 1-3 hours per week/project. You will need to manage your time and find additional time to work in the lab on projects. Plan ahead in terms of your projects, lessons and especially your final project.

Labs & Equipment A student must be a registered member of a computer graphics or advertising class in order to use the Computer Graphics lab at non-class times. A valid Bowie State University ID (with Comp. Graphics sticker) must be shown at all times to enter & use labs. For the use of video and/or computer equipment you must leave a valid BSU ID, drivers' license & complete a checkout & request form.

All digital cameras, cables, and other equipment can only be checked out by your Instructor for a 3 hour maximum period per day, unless otherwise stated. All equipment must be returned and checked by an Instructor. You will need to supply a student ID, and a Driver's License to borrow equipment. Late fees will be assessed for \$5.00 per day, and you will be charged the full price of the replacement of any equipment that is either unreturned, damaged, missing equipment (this includes cables, charges, cords, manuals, cords, etc.)

PLEASE NOTE Special equipment, project needs, printing/mounting, exporting various file formats are the student's responsibility. Lost, unsaved or damaged files are no excuse to complete and submit assignments on time. Backing up of coursework is the students' responsibility. Students must back up all files including lessons to additional storage medium (i.e. the computer, CD-R, or DVD-R). Test your files before submitting for grade! Print two copies, one for you portfolio and one for submission for a grade. Keep all work files (example: YourName_Projectname.psd) until you have turned in projects/received grade.

***Note:** Instructor withholds the right to substitute projects, alter/delete projects, or introduce alternative/special projects for the overall improvement of the learning experience. Students shall be given this information in advance and in writing.*

Art 340 Intro to Visual Communication I - Fall 2008 Course Outline

- Week 1** **September 3** - Digital and Traditional Media: Tools for Visual Communication.
Vector vs. Raster based imagining and software.
- Week 2** **September 10** – **Intro to Adobe Illustrator** in-class exercise *Using the Pen Tool*
- Week 3** **September 17** - **Adobe Illustrator** Ex1 Concert Poster
- Week 4** **September 25** – **Adobe Illustrator** Ex1 *students work in class*
- Week 5** **October 1** – **Adobe Illustrator** Ex1 Critique; Ex2 Gradient Mesh/Fruit Crate Label
- Week 6** **October 8** – **Adobe Illustrator** Ex2 *students work in class*
- Week 7** **October 15** – **Adobe Illustrator** Ex2 Critique. Preparing Illustrator files for printing
- Week 8** **October 22** – **Intro to Adobe Photoshop** Tools, palettes, brushes, etc.
- Week 9** **October 29** – **Intro to Adobe Photoshop** Ex1 Hand-tinting a photograph
- Week 10** **November 5** – **Adobe Photoshop** Ex1 critique; Ex2 Before & After/Photo re-touch
- Week 11** **November 12** – **Adobe Photoshop** Ex2 critique; Ex3 Art History Brush/Museum poster
- Week 12** **November 19** – **Adobe Photoshop** Ex3 critique; Preparing Photoshop files for printing
- Week 13** **November 26** – **Intro to InDesign** using the tools, navigating the desktop & workspace
- Week 14** **December 3** - **InDesign** Page layout, design & importing images
- Week 15** **December 10** - **InDesign** Print output considerations; working with Print Service Bureaus
- Week 16** **December 17** - **Final Critique/Exam & Portfolio Reviews**

Fall 2008 Important Dates

September 1 Labor Day (University Closed)

September 2 Fall 2008 Classes begin / Late Registration Late fee (Sept. 2, 2008 – Sept. 8, 2008)

September 8 Late Registration ends for Fall 2008

September 8 Last day to Add for Fall 2008

September 8 Last day to drop a class without “W” grade

September 9 Comprehensive Exam Review-(All Programs)

September 17 Career Services - Fall 2008 Career Fair

September 18 English Proficiency Exam – 1st 8 Weeks 9am

September 20 English Proficiency Exam – 1st 8 Weeks 9am

September 30 Last Day to Withdraw (1st eight week classes)

October 1 Deadline to: Apply and pay for Dec 2008 Graduation

October 5 Last day to remove Spring 2008 Incomplete Grade

October 5-11 Homecoming Week 2008

October 6 - 13 Graduate Comprehensive Examination

October 18-20 English Proficiency Exams – 1st Eight Weeks

October 20-24 Mid-Term evaluation for undergraduate students

October 27 1st 8 week Classes End

October 28 Mid-Semester Grades due no later than 5pm

October 28 2nd 8 week Classes Begin

October 28 2nd 8 week Late Registration Begin

November 1 Deadline to: Apply and pay for May 2009 Graduation

November 6-8 English Proficiency Examination 2nd 8-week 9am

November 10 Last Day to drop classes with a “W” grade.

Last Day to Change from Credit to Audit (UG only)

November 17-21 Advising Week for Undergraduate Students

November 21 Last Day to Withdrawal from a 2nd 8-week class

November 24 Spring & Winter 2008 Registration opens

November 25 Last day of classes for students before Thanksgiving Break

November 26-30 Thanksgiving Break for students

November 26 BSU Offices Close at 5pm for Thanksgiving Break

December 1 Classes Resume

December 5-11 Final Examinations for December Graduating seniors

December 14 Final grades are due for Graduating Seniors by 3pm

December 15 Last Day of Classes Main Campus

December 16-22 Final Examinations for all students – Fall 2008

December 17 Graduation Clearance 11am – 6:30pm

December 18 Graduation Clearance 9am – 4pm

December 19 Commencement Rehearsal

December 20 Commencement Ceremony

December 22 Last Day to change Fall 2008 incomplete Grad grades

December 23 Last Day of 2ND Eight –Week Classes

December 23 End of semester

December 26 Last Day to submit Fall 2008 Grades

NOTE: SAVE (AND BACK UP) YOUR LESSONS & PROJECTS TO A CD-ROM. THEY WILL BE CHECKED AND GRADED LATER WITH ALL LESSONS AND TUTORIALS.

December 17: LAST DAY OF CLASS. END OF SEMESTER CRITIQUE & PORTFOLIO

REVIEW You may also submit lessons, and refurbished or incomplete projects and journals at this time. Only work that was turned in on time, no late work will be accepted w/out excused absence or documented reason. All students must show up, present work and participate in final critique for a final critique/exam grade.

Final Projects (all printed, mounted on black Bristol or illustration boards) CD-ROMS of portfolio of all final images/projects from class; CD-ROMS of final lessons are due.

***** Instructor withholds the right to substitute projects, alter/delete projects, or introduce alternative/special projects for the overall improvement of the learning experience. Students shall be given this information in advance and in writing. *****

The following websites will be for your projects and information:

<http://www.soulsuite.com/vocab1.htm> **Computer Graphics & Desktop Publishing Terms & Concepts**

<http://desktoppub.about.com/cs/presentationdesign> **Desktop Publishing**

<http://presentations.com> **Effective Business Presentations**

<http://www.webopedia.com/TERM/g/graphics.html> **What is Graphics – Word Definitions**

<http://www.adobe.com> **Adobe Software**

<http://www.webstyleguide.com/index.html> **Web Style Guide**

<http://www.motive.co.nz/glossary> **Web Design Glossary**

<http://www.graphicdesignbasics.com> **Graphic Design Basics: Contests, Competitions, Reviews**

<http://www.computerarts.co.uk> **Computer Arts magazine**

<http://www.focusondesign.org> **Designers forum**

<http://www.creativehotlist.com> **Jobs for graphic artists & illustrators**

<http://www.creativegroup.com> **The Creative Group – Temp/Full-Time Job Agency**

ART 340 INTRO TO VISUAL COMMUNICATION I
NAME:

SEMESTER:
STUDENT ID:

STUDENT PROJECT AND PARTICIPATION SHEET: Use the following to record your grades, points, and comments as necessary. Also keep track of the project descriptions, and take notes for any special grading factors/criteria, dates and possible deadlines. Use points/percentages and add up as you receive grades. Refer to your course syllabus for the grading factors, attendance policy & percentages. All projects must be submitted with proper name such as Project1YOURNAME, and saved to your storage medium first. Please ask first and be sure your files/work is received. You must keep a copy of all assignments until the end of the semester. Instructor will withhold the right to refuse to accept any late work unless you receive instructions or directions. **You are expected to maintain a professional portfolio/presentation of all work.**

GRADING RUBRIC:

Time: Project was submitted on time and by the deadline: **20 pts.**
Technique: successful execution of concept; elements/principles of art: **20 pts.**
Creativity: original idea (s), problem solving, development of sketches; ideas: **20 pts.**
Complete: Project is completed, finished as assigned; all criteria met: **20 pts.**
Presentation: Project submitted in correct file formats; mounted/printed/CD/DVD neatness as well overall presentation for critique & grading: **20 pts.**

PROJECTS= 30%	Pts. Earned/GRADE	Comments/Feedback	Due Date
IntroActivity	_____	_____	_____
1A.	_____	_____	_____
1B.	_____	_____	_____
1C.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
FINAL	_____	_____	_____

LESSONS/TUTORIALS = 5% MIDTERM = _____ FINAL = _____
CRITS = 5% CRIT 1: _____ CRIT 2: _____ CRIT 3: _____ CRIT 4: _____

PARTICIPATION = 5 % Studio time, readings, journal, class critiques & discussions:
 MIDTERM = _____ FINAL = _____

ATTENDANCE= 5% MIDTERM = _____ FINAL = _____
 - # OF LATE: - # OF LATE: - # OF ABSENCES: - # OF ABSENCES:

MIDTERM EXAM = 10 %: MIDTERM EXAM = _____

FINAL EXAM CRIT = 10% Y/N

FINAL CD-R OR DVD & PORTFOLIO =5% **FINAL PROJECT = 25 % = _____**

EVENT/SUBMISSION = 5% **SHOW/EXHIBITION OR OTHER = Y/N**
EVENT (2) = Y/N If so what/where/When? _____

TOTAL MIDTERM = _____ **TOTAL FINAL = _____**

DFPA/VCDMA Student Survey

PLEASE PRINT LEGIBLY!!

Date: This Course Title:

Course Number: Section:

Student ID:

Your Name: Semester:

Address (local, campus):

Address 2:

City: State: Zip:

Email: Emergency Contact & #:

Emergency Contact/Cel Phone #:

Phone #: Additional Phone/Cel:

Your status (senior, junior, etc.): Expected graduation date/year:

Your Major: Minor:

Your Advisor: Department:

Ph: School:

I have taken these prerequisite(s) and/or related courses:

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Describe any experience using computers & software:

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Reasons for taking this class and your overall expectations, goals or objectives:

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Other Activities, interests, hobbies, campus or community activities:

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Please write a brief biographical statement:

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