

**BOWIE STATE UNIVERSITY
SCHOOL OF ARTS & SCIENCES
DEPARTMENT OF FINE & PERFORMING ARTS**

**ART 341: ADVANCED VISUAL COMMUNICATION:
Illustration & Design Techniques
(Advanced Desktop Publishing)**

Tewodross Melchishua
Assistant Professor, Computer Graphics
MLK 238
Tel: (301) 860-3731
tmelchishua@bowiestate.edu

ART 341 (2394)
3 credits Section 001
TUES & TR 10:00-11:50 AM
MLK RM 103
FALL 2008

Office Hours: MON - 11:00-12:00 AM & 1:30-5:00 PM; WED - 11:30-1 PM
& 2-5:00 PM & by appointment

Sites:

<http://www.soulsuite.com/compgraphbsu.html>
<http://www.bowiestate.edu/community/CGraphics.asp>

Course Description

This course will focus on advanced techniques for problem solving in visual communication. As with Art 340 Introduction to Desktop Publishing, this is also a survey course to further deal with of the successful execution of the elements and principles of design; advanced page layout and service bureau interfacing. The course will explore contemporary design methods, color theory, typography, layout concepts and production skills through studio assignments. Issues related to computer graphics, art culture, and technology trends will be apart of this exploration of visual communication. *Note: This course is an elective for VCDMA/Computer Graphics majors and minors.*

Prerequisites: Art 340 and by permission.

COURSE GOALS:

1. Through active learning strategies such as lessons, tutorials, and critiques, as well as group and individual projects, students will incorporate art, multimedia, web, and design with visual communication concepts.
2. To engage students in research and discussion of work by professional designers, visual artists, web artists, animators, motion graphic designers, and others who use digital technology in their work.

3. To create and develop projects and a portfolio that demonstrates successful skills in visual communication, design, imaging and layout.

COURSE OBJECTIVES:

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

Demonstrate successful use of computer assisted production, terminology, and using a variety of digital applications to produce artwork successful examples of visual communication.

Use basic design techniques, elements and principles of art/design.

Use digital imaging, illustration, page layout, and web design software.

Apply effective techniques and methods for color and typographic projects.

Interface with professional print service bureaus

Build upon skills acquired in Art 340, as well as other courses and demonstrate successful output of projects to print and to CD-ROM.

Assemble an advanced and professional portfolio of projects/lessons

Instructional Methods

A variety of tutorials, exercises and projects will be provided using several software applications. Current information pertaining to visual communication will be included in an effort to remain abreast of trends and technology.

Case studies and examples from a variety of related industries will be provided. The methods listed are to fulfill the objectives of the course. Students will engage in the research and practice of design, digital imaging/art & production techniques; assignments that demonstrate success in application of visual communication techniques, creative experimentation and problem solving. You will learn by participating in a wide range of activities, including those listed below:

1. Portfolio: Based on a series of design projects, lessons, exercises and a final printed project. Compilation of all projects into professional presentation such as a CD-R, DVD-R and website.

2. Journal/Written Assignments: Copying, taking notes; writing sketches for brainstorming, research, etc; as well as portfolio reviews and design-related events inside and outside of class.
3. Tutorials: Practical usage of software/hardware and techniques related to advanced visual communication.
4. Design Exercises: Designing and creating artwork to solve a designated problem.
5. Critiques: Typed critiques of projects, and class trips to see view or research art, design, multimedia and visual communication.
6. Class Participation & Collaboration: Collaborating with classmates to produce projects and for participate in the production process.

Grading Factors:

* Projects = 15%

* Active Learning Activities/Lessons = 10 %

Critiques, Field trips to see films/exhibitions (TBA) = 5% (written)

Participation/Studio/Journal = 10%

Attendance = 5%

Midterm Exam = 10%

Other Practical Tests/Quizzes = 5%

Events (5); Art show, exhibition or other activity as approved) = 5%

Final Exam/Critique = 10%

* Final Project = 20%

* Final Portfolio DVD= 5%

** Submission to Student Art Show/Exhibition (TBA) = 5%

*Must be printed and submitted in various file formats, and on DVD, mini-DV, CD-R.

** 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).

Grading of tutorials, creative projects: A= Excellent, scores of 90 to 100 reserved for aesthetically sound, well designed artwork that could be included in a portfolio. This is also given for adherence to the instructions for the project as well as meeting deadlines. B= scores 80 to 89, satisfactory completion of most of the projects' instructions, a moderately successful project turned in on time. C= 70 to 79, work was turned in on time but may be lacking some elements as dictated by the instructions.

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

Required Texts:

Design for Communication: Conceptual Graphic Design Basics (Paperback) by Elizabeth Resnick, Wiley; ISBN: 0471418293.

The Adobe Illustrator 10 Wow! by Sharon Steuer, w/CD-ROM; Peachpit Press/Bound, ISBN: 0201784815.

Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students (Design Briefs) 1 edition, by Ellen Lupton, Princeton Architectural Press; ISBN: 1568984480.

Recommended Texts:

The Layout Index, by Jim Krause, North Light Books, ISBN: 15818001467

Adobe Photoshop 7 Web Design (with Go Live 6) by Michael Baumgardt, Adobe Press, ISBN: 0321115619.

Visual Quickstart Guide, Macromedia Illustrator 10 for Windows & Macintosh, by Elaine Weinmann & Peter Lourekas, Peachpit Press ISBN: 020177321X

Visual Quickstart Guide, Adobe Photoshop 7, for Windows & Macintosh, by Elaine Weinmann & Peter Lourekas, published by Peachpit Press, ISBN: 0201882841.

Photoshop CS for Windows and Macintosh: Visual QuickStart Guide, By Elaine Weinmann, Peter Lourekas, Peachpit Press; ISBN: 032121353X.

The Adobe Illustrator CS Wow! Book Publisher: Peachpit Press, Bound w/CD-ROM; ISBN: 0321168925

Adobe Photoshop CS Studio Techniques, by Ben Willmore, ISBN: 0321213521

The Photoshop 7 Wow! Book, By Jack Davis, Peachpit Press. ISBN: 0321123972

Graphic Design Solutions, Second Edition, by Robin Landa, OnWord Press & Thompson Learning, ISBN: 0766813606

Requirement 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 1 GB 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 video 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 storyboards (such as black illustration 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.**

Labs and 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 and use labs. For the use of video and/or computer equipment you must leave a valid BSU ID, drivers' license and 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.) You can only check out equipment if you submit a **proposal and written request in advance (usually 1 week)** before you need it and receive Instructors permission. Please plan ahead, and know **that you are fully responsible for any equipment checked out to you.**

Classroom/Studio Policies

No food, candy, gum, drink, etc., hats or cel phones are allowed in the computer 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.

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).

Class Participation

I assign frequent and 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.

Events

All students are required to attend a minimum of five (5) outside of class creative activities. Students will choose activities from VCDMA/ART, music and theater experiences, approval from Instructor. Some will be required and off campus at a movie theatre (film), gallery. Museum and/or artist talk. Some events will be on campus as well. A minimum of 3 off-campus events is required. Typed Critiques/Reviews are to be submitted after each event. Failure to meet this requirement will deduct from your final grade.

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 (with 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 journal entries, 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 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!**

American Disabilities Act (ADA)

Bowie State University is committed to providing an educational environment that is accessible to all students. Students who have a disability and who would like accommodations should report immediately to Disability Support Services (DSS), located in Room 1328 in the Business and Graduate Studies Building or call Mr. Michael S. Hughes, DSS Coordinator at 301-860-4067.

In accordance with the ADA policy, students who need accommodations because of a disability should contact the Disability Support Services Office immediately, and 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. 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.

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.

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.**

NOTE: There may be changes to the course content throughout the semester as determined by the instructor for the improvement of the learning experience.

Important Dates

September 2: First day of class. Late Registration begins until Sept.2, 2008

September 8: Late registration & Add/Drop ends

September 8: Last day to add

September 8: Last day to drop/without a "W" grade

September 9: Comprehensive Exam - (All Programs)

September 17: Career Services – Fall 2008 Career Fair

September 18 & 20: English Proficiency Exam, 1st 8 Week Classes, 9 AM.
Requirement for graduation

September 30 Last day to withdraw (1st 8 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 Exam, 1st 8 Week Classes, 9 AM.
Requirement for graduation

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 5 PM

October 28: 1st 8 Week Classes End. 2nd 8 Week Classes Begin; 2nd Late
Registration Begin

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

November 6-8: English Proficiency Exam, 2nd 8 Week Classes, 9 AM.
Requirement for graduation

November 10: Last day to drop/with "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 withdraw from 2nd 8-week class

November 24: Spring & Winter 2009 Registration opens

November 25: Last day of classes for students before Thanksgiving Break

November 26-30: Thanksgiving Break. BSU offices close at 5 PM.

December 1: Classes Resume

December 5-11: Final Exams for December graduating seniors

December 14: Final grades due for Graduating seniors by 3 PM

December 15: Last Day of classes

December 16-22: Final Exams for all students.

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

ART 341 Advanced Visual Communication FALL2008 Course Outline

MODULE 1 Design Overview and The Elements/Principles of Design

I. Introduction & Course Overview/Review of Elements & Principles of Design

II. Brief Overview of Design & Artistic Movements, Influences

Project(s): 1. Introductory Project INSIDE/OUTSIDE

MODULE 2 Advanced Illustration (Vector & Raster Image Creation)

III. Advanced Illustration (Vector) & Image Editing Techniques

IV. Advanced Digital Imaging, Layout & Image Editing

Project(s): 2.

MODULE 3 Typography & Techniques

V. Text & Typography & Techniques

VI. Layout, The Grid & Rule of Thirds

Project(s): 3. Mini Handmade Book/Typographyic Design Project

MODULE 4 Advanced Color Theory

VII. Advanced Color & Color Theory, The Psychology of Color

Project(s): 4. Lego/Toy Diagram Design

MODULE 5 File Preparation & Print

VIII. PDF & Delivery of printable formats

IX. Color Separation (CMYK/SPOT colors) and File Formats

X. Preflight, Proofs & Packaging files

Project(s): PR 5. For/Against Poster Printed/Mounted (2)

MODULE 6 Publishing and The Industry “The Real World”

XI. The Medium & The Message: Visual Communication & Design for Business

XII. Networking w/Designers, Professionals & Internships/Visiting Artist, Designer & Career Options

Project(s): 6 Restaurant/Café Menu Design (printed)

MODULE 7 Publishing on the Web

XIII. Overview of Flash, Adobe Acrobat & Basic Web Elements

Project (s): 7. Annual Report Design Project (Printed)

MODULE 8 The Final Product (Critiques & Presentations)

XIV. Finishing & Publishing: Final Project Production Time.

XV. Final Project Presentations & Portfolio Review/Critique

XVI. Project(s): Final: Annual Report Design Project (Printed/Web)

Projects and Semester Deadlines

PROJECTS/ASSIGNMENTS	DUE DATES
PR 1. Introductory Activity Project (Inside/Outside)	9/9/08
PR 2: Tools for the Future Design	9/18/08
PR 3: Handmade Mini-Book Design	10/16/08
PR 4: Lego/Toy Diagram & Product Design - Printed	10/30/08
MIDTERM EXAM, CRITIQUE PORTFOLIO REVIEW	10/23/08
PR 5: For/Against Typographic Poster Design - Printed	11/6/08
PR 6: Restaurant Menu Design	11/20/08
PR 7: Annual Report Design Project	12/4/08
Final Project: Interactive Annual Report, Lego or Book Design Project (PDF/FLASH/HTML) & Final Critique Portfolio Review & Exam	* 12/11/08 for FALL 08 GRADS; 12/18/08 OTHERS

MODULE 1 Design Overview; Elements/Principles of Design

- I. Introduction & Course Overview/Review of Elements & Principles of Design
- II. Brief Overview of Design & Artistic Movements, Influences

Time to Completion: 1 week

Pre-Assessment: Elements/Principles of Design "QUEST"

At a Glance:

Take the time to go through the course description, required text and materials and complete the VCDMA student survey. You must complete a pre test or "QUEST" on the elements and principles of art/design.

Learning Objectives:

At the completion of this unit, you will:

- Review the ART 341 syllabus
- Take the orientation quiz
- Review and be able to identify the elements and principles of design (EOD/POD)
- Complete an introductory project that incorporates the EOD/POD and Adobe Illustrator basic tools.
- Practice setting up a document in Illustrator and understand the basic tools for creating shapes/objects

Assigned Readings:

- MODULE 1: Design Overview; Elements/Principles of Design
- ART 341 syllabus, course expectations, required materials, texts, etc.
- Readings/Handouts on Elements/Principles of Design
- *DESIGN FOR COMMUNICATIONS* pp. Introduction; pp.1-25; *ADOBE ILLUSTRATOR WOW! Chapter 1: Illustrator Basics*

Exercises & Activities:

- **ACTIVE LEARNING 1:** Complete the Pen Tool Exercise in Illustrator.
- Completion of Introductory **Project 1, INSIDE/OUTSIDE Project.**
- Complete QUEST

Assigned Writing: Journal writing on INSIDE/OUTSIDE project; Self Evaluation/Assessment

For Further Study:

http://www.digital-web.com/articles/elements_of_design

<http://www.johnlovet.com/test.htm>

<http://www.graphicdesignbasics.com>

http://en.wikipedia.org/wiki/Elements_of_art

<http://rwillustrator.blogspot.com/2007/02/learn-to-use-pen-tool.html>

MODULE 2 Advanced Illustration (Vector & Raster Image Creation)

III. Advanced Illustration (Vector) & Image Editing Techniques

IV. Advanced Digital Imaging, Layout & Image Editing

Time to Completion: 2 weeks

At a Glance: This MODULE will introduce for some and review for others the basics of vector illustration and graphic techniques using Illustrator. Advanced image editing techniques will also be demonstrated.

Learning Objectives:

At the completion of this unit, you will:

- Create geometric shapes in Illustrator
- Understand the usage of compound shapes, colors and swatches
- Utilize the pen (Bezier-editing) tools in Illustrator
- Utilize the pathfinder, transform tools in Illustrator

Assigned Readings:

- *DESIGN FOR COMMUNICATIONS*, pp. 34-42; *ADOBE ILLUSTRATOR WOW! Chapter 2: The Zen of Illustrator & Chapter 3: Drawing & Coloring; Chapter 7: Blends, Gradients & Mesh*

Exercises & Activities:

- **ACTIVE LEARNING 2:** Complete *OBJECT SEMANTICS* on pp.34-37 & *Symbol Design* pp. 38-42 using Adobe Illustrator (by Midterm Review)
- Complete **Project 2: Tools For the Future Design project** (3 Comps)
- Begin to set up sketchbook, journal and digital portfolio

Assigned Writing: Journal response to Myron Curtis Smith's blog; Self Evaluation/Assessment

For Further Study:

<http://www.time.com/time/2006/techguide/bestinventions>

<http://www.computerarts.co.uk>

<http://www.adobe.com/designcenter/>

<http://www.adobe.com/cfusion/designcenter/search.cfm?product=Illustrator&go=Go>

http://www.businessweek.com/magazine/content/07_31/b4044401.htm

<http://design-planning.blogspot.com> **MODULE 3 Typography & Techniques**

V. Text & Typography & Techniques

VI. Layout, The Grid & Rule of Thirds

Time to Completion: 3 weeks

At a Glance: The MODULE will focus on typography (text, word, letters & symbols) and the elements of type and font faces; also the creative use of type in design.

Learning Objectives:

At the completion of this unit, you will:

- Understand basic typography, such as classification, font families, tracking, kerning and type anatomy;
- Understand typographical use in design
- Successfully incorporate typography into design projects and active learning activity.
- Utilize type tools in Illustrator and/or InDesign
- Understand and utilize the grid, rule of thirds and page elements in document layout and design
- Learn how to and create visual hierarchy in projects and active learning assignments

Assigned Readings:

- *THINKING WITH TYPE; Letter & Text, pp. 12-59; 63-109*
- *THINKING WITH TYPE; Grid, pp. 112-162*
- *DESIGN FOR COMMUNICATIONS, pp. Typography as Image, 66-95;*
- *DESIGN FOR COMMUNICATIONS, Word and Image, pp. 159-200*
- *ADOBE ILLUSTRATOR WOW! Chapter 6: Type; pp. 180-202*
(See gallery examples also); Chapter 9 Live Effects & Graphic Styles

Exercises & Activities:

- **ACTIVE LEARNING 3:** Complete DESIGN FOR COMMUNICATIONS, pg.76-82, *Typographic Self Portrait* & ADOBE ILLUSTRATOR WOW! Pp. 316-319 *Quick & Easy 3D/3D Effects*
- Begin to set up sketchbook, journal and digital portfolio
- Complete **Project 3: Handmade Mini-Book Design**
- Typography Quiz

For Further Study:

<http://www.papress.com/thinkingwithtype>

<http://en.wikipedia.org/wiki/Typography>

<http://typographica.org>

<http://webstyleguide.com/type/index.html>

<http://www.craftsreport.com/february03/profile.html>

<http://www.instructables.com/id/SAPPORQF4JUPEBP>

<http://www.papergoods.com/bookmaking.shtml>

MODULE 4 Color Theory

VII. Advanced Color & Color Theory, The Psychology of Color

Time to Completion: 1 week

At a Glance: This unit focuses on the element of Color, color theory and the successful use of color in design. We will use this approach to color for the next projects. You will use color and tips techniques discussed for a toy design project.

Learning Objectives:

At the completion of this unit, you will:

- Review the color wheel; color combinations, hue and intensity
- Analyze the psychological use of color in design
- Design a toy diagram and instruction design in Illustrator

Assigned Readings:

- *DESIGN FOR COMMUNICATIONS*, pp. 66-95
- *ADOBE ILLUSTRATOR WOW! Chapter 5 Layers & Chapter 9 Live Effects & Graphic Styles;*

Exercises & Activities:

- **ACTIVE LEARNING 4:** *ADOBE ILLUSTRATOR WOW!* Complete Chapter 3: Cutting & Joining pp. 82-86; Divide & Color pp. 88-89
- Complete **Project 4 Lego/Toy Diagram Design - Printed**

For Further Study:

<http://www.colormatters.com/colortheory.html>

<http://colortheory.liquisoft.com>

<http://www.infoplease.com/spot/colors1.html>

<http://psychology.about.com/od/sensationandperception/a/colorpsych.htm>

<http://www.my-photoshop.com/bydesign/id-tutorial/color-psychology.html>

http://www.webopedia.com/DidYouKnow/Computer_Science/2002/Color.asp

<http://www.lego.com/en-US/default.asp>

<http://www.toydesign.org/flash.html>

<http://www.madtoydesign.com>

Assigned Writing: Journal Response to the article/web link on the psychology of color

MODULE

5 File Preparation & Print

VIII. PDF & Delivery of printable formats

IX. Color Separation (CMYK/SPOT colors) and File Formats

X. Preflight, Proofs & Packaging files

Time to Completion: 2 weeks

At a Glance: This MODULE will focus on various file formats and the proper delivery (preflight/ripping) of PDF files. Midterm Exam, portfolio review and critiques.

Learning Objectives:

At the completion of this unit, you will:

- Understand how to prepare files/documents, colors and color systems for print
- How to work with printers, print service bureaus
- Create files using preflight in InDesign
- Create PDF files for print

Assigned Readings: *ADOBE ILLUSTRATOR WOW!* Chapter 12 Illustrator & Other Programs; *DESIGN FOR COMMUNICATION*, Word and Image, pp. 121-147 & Visual Advocacy, pp. 201-233

Exercises & Activities:

- **ACTIVE LEARNING 5:** *DESIGN FOR COMMUNICATION*, complete *Postage Stamp Design: A Celebration of American Primary Education: Reading, Writing, Mathematics and Science*, pp. 201-233
- **MIDTERM EXAM/REVIEW**
- **PR 5: For/Against Typographic Poster Design - Printed**

Assigned Writing: Journal Response to the work of Milton Glaser; Journal Response to “The Design of Dissent”

For Further Study:

<http://www.miltonglaser.com>

<http://av.adobe.com/studio/miltonglaser/miltonglaser.html>

<http://www.pbs.org/now/arts/designofdissent.html>

http://www.schoolofvisualarts.edu/sa/index.jsp?sid0=5&page_id=139&event_id=222

<http://www.planetpdf.com/creative/learningcenter.asp?ContainerID=1518>

http://www.repos.com.au/imaging/Q_preflighting.shtml

http://www.ehow.com/how_16676_make-color-separations.html

<http://desktoppub.about.com/cs/colorseparations/a/separations.htm>

MODULE 6 Publishing and The Industry “The Real World”

XI. The Medium & The Message: Visual Communication & Design for Business

XII. Networking w/Designers, Professionals & Internships/Visiting Artist, Designer & Career Options

Time to Completion: 2 weeks

At a Glance: Throughout this unit, students will interact with professional designers, artists and others in advertising, marketing and visual communication. Opportunities for internships will also be discussed and shared with students.

Learning Objectives:

At the completion of this unit, you will:

- Contact and network with area design professionals
- Learn the basics of print and web publishing
- Review principles and professional practices in the design business

Assigned Readings: *ADOBE ILLUSTRATOR WOW! Chapter 11 Web & Animation;*

Exercises & Activities:

- **ACTIVE LEARNING 6:** *DESIGN FOR COMMUNICATIONS*, complete *Poetry In Motion*, pp. 91-95 and complete *Descriptive Pairs* pp. 97-103
- **Project 6: Restaurant Menu Design**

Project 7: Annual Report Design Project

Assigned Writing: Response to Coroflot.com magazine article or other TBA

For Further Study:

<http://www.focusondesign.org>

<http://www.creativegroup.com>

<http://www.creativehotlist.com>

<http://www.coroflot.com>

<http://www.aiga.org>

MODULE 7 Publishing on the Web

XIII. Overview of Flash, Web Publishing & Basic Interactive Elements

Time to Completion: 3 weeks

At a Glance: This MODULE will focus on flash basics and publishing on the web. Students will develop their final project and complete an Annual Report in both print and interactive form.

Learning Objectives:

At the completion of this unit, you will:

- Research, design & create an annual report
- Learn flash and web publishing basics
- Learn how to create interactive PDF's
- Begin final project

Assigned Readings:

- *Thinking with Type; Grid, pp. 112-162 Grid As Table & Golden Section (focus on pp. 130-16)*
- *ADOBE ILLUSTRATOR WOW! Chapter 11 Web & Animation*
- *Sites below on Flash & PDF*

Exercises & Activities:

- **ACTIVE LEARNING 7:**
- **Final Project: Interactive Annual Report, Lego or Book Design Project (PDF/FLASH/HTML)**

For Further Study:

http://www.computerarts.co.uk/tutorials/premium_content/web__and__new__media/building_an_interactive_pdf_in_indesign_cs

<http://www.tutorialized.com/tutorials/Flash/Tips-and-Techniques/1>

<http://www.flashjournalism.com/tips/tutorials.htm>

http://www.adobe.com/designcenter/flash/articles/flacs3_createfla.html

http://www.adobe.com/designcenter/flash/articles/flacs3it_firstflash_pt2.html

<http://search.aquent.com/talent?PROC=AWUIDrawTalentSearch>

<http://www.annualreports.com>

<http://216.139.227.101/interactive/rsh2006>

<http://ca.com/catoday/2007ar/index.htm>

<http://investor.verizon.com/financial/annual/2004>

<http://www.ibm.com/annualreport>

MODULE 8 The Final Product (Critiques & Presentations)

XIV. Finishing & Publishing: Final Project Production Time.

XV. Final Project Presentations & Portfolio Review/Critique

Time to Completion: 3 weeks

At a Glance: Final project time. Final project must be submitted for final critique and exam, as well as submitted in both print & digital form. All must attend and submit their final digital portfolios, final projects and participate in the final crit/exam.

Learning Objectives:

At the completion of this unit, you will:

- Complete final project, submit w/all active learning activities; journal and digital portfolio.
- Participate in final group critique and exam.

Assigned Readings: Sites below on portfolios.

Exercises & Activities:

- **Final Project & Portfolio**

Final Examination, Critiques. 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 all assignments are due.

Assigned Writing: Final evaluation; course surveys.

For Further Study:

http://www.sessions.edu/career_center/building_strong_portfolio.asp

http://www.coroflot.com/public/individual_browse.asp

http://www.coroflot.com/public/help_portfolio_tips.asp
<http://www.creativegroup.com/TCG/WinningPortfolio>

ART 341 PROJECT DESCRIPTIONS

Project 1 (Introductory) INSIDE/OUTSIDE: Create a series of thumbnail sketches in your sketchbook before beginning this project. Your assignment is to create an autobiographical object/design with an inside, an outside and a route between the two. Think about the experience of the viewers/users as they travel from the outside to the inside and vice versa. What is communicated or revealed? When, how and why? Create a visual metaphor for yourself or some aspect(s) about yourself, using text, image, texture and materials.

Think about the communicative potential of nontraditional (unexpected) materials. Think about ways to represent and suggest qualities. Think about yourself, how to visually present yourself to the world, and how you understand who you truly are...the inner or hidden self. How to get beyond the surface to know and understand who you really are. Avoid pictures of yourself and direct descriptions. This project must be “out of the box” meaning not simply in digital form. There are no specific dimensions but you should combine aspects of 2D, 3D Design elements and principles, typography and design software.

Project 2: Tools for the Future. What is a tool? What tools and technology will there be in the future? As artist and people, are we too dependent on our tools? Is there a tool that needs to be created? In your sketchbook, come up with an original tool that does not exist yet. It can be a tool for general purposes, or a new invention, or even tool with special abilities. Then using Illustrator and/or Photoshop, design the tool, and show this tool from multiple angles. Then create a brochure (using InDesign, Photoshop and Illustrator) that illustrates at least three different angles of the tool. This should be an (2-3 page, folding) informational brochure that advertises and explains its purpose.

Project 3: Homemade Book Design. You will need to gather some art materials and supplies such as two pieces of cardboard (min. 8.5” x 11”); colored construction and/or other decorative (textured) paper, Needle & thread, glue, scissors. You will take projects, and develop your pages digitally in Illustrator/InDesign and/or Photoshop. Then create a unique homemade and bound book based off of these images/files.

Project 4: Lego/Toy Diagram Design, How Things Work. Buy a Lego building block or another approved toy set and put it together. An inexpensive one will do. Carefully study the directions or manual that comes with it. See what is easy to understand and what is not. Are the directions clear? Then create and render your Lego or Toy set using either Adobe Illustrator or Freehand. Be sure to carefully examine and import all pieces understanding how things fit and work together. Decide what visual metaphors and references, as well as design

elements would make this simple for a consumer, especially a child can follow.

Project 5: For/Against Typographic Poster Design. Using Adobe Illustrator, Choose an important and controversial global, national or local issue, topic or effort and create two opposing posters, one that argues for it/one that argues against it. (Such as the Olympics, the Election, Immigration, Iraq War, Katrina, Global Warming, AIDS, Poverty, Racism, Crime, etc.) You may propose it to me and we can decide in one topic together. Create two (2) 11" x 17" posters that also use typography as a central focus of the design in addition to images.

All of these must be a printed project that must be of the highest quality. You must complete sketches first and research the particular issue as well as look for design samples and ideas for your creative approach. The dimensions will be given later. The images you use must be royalty free, or created by you. All of this project must be printed and mounted professionally and presented the day of the critique.

Project 6: Restaurant/Café Menu Design: You will be choose an actual local restaurant, café, (with my approval) and will be working individually to create a promotional menu (or pricelist of products or services) and an innovative advertising or marketing approach. You will then be placed into a group of 3 to pitch each of the ideas to the client as a team. Depending on which concept is chosen, you will then select that flyer/postcard and have it printed out professionally.

Project 7: Annual Report Design. You will be given a text document that will be an excerpt of the annual report from either the Department of Fine & Performing Arts or Bowie State University; your goal is to compile this text information into a visually innovative annual report. This report should have images, graphs or other graphical information to make the document easy to read and interesting. You may need to collect or shoot additional photographs or royalty free imagery to complete this task. The final project will be interactive and available for web viewing via PDF and/or flash.

Final Project: Then by using the selected the Annual Report concept and visual information, create an interactive version (for web download) using Flash and/or Acrobat, and one that can also be sent via e-mail or placed on the web for potential clients and/or customers (saved as swf, html or PDF). Your goal is to complete a final interactive/web version of your advertisement/ presentation that the client can use to impact a wider clientele. You will need to identify the specific needs of the client by conducting research (for example, about the company, history, etc.) and by working with the client.

***** NOTE: FOR ALL PRINTED PROJECTS:** *Print these out at a print service bureau and call them for to check the correct color modes and file formats (see me for a list of bureaus), then matte or frame the finished piece for a professional presentation. Use*

black illustration board to mount your projects onto. You should be working at a resolution of at least 300 dpi, and CMYK mode.

Extra Credit 1: Greeting Card & E-Greeting Card design. Come up with three different designs for a greeting card. It should be in full color and printed onto cardstock. The card can be for any holiday, event or other purpose, and research companies like Hallmark, Kuumba Kolleables, Mahogany Cards and others. Have a specific design, color strategy and target audience for your card. The first part of the project will be printed and you will later create an e-greeting or animated version of the card w/music or sound. This will be created using Flash and exported as an swf.

Extra Credit 2: Visual Narrative. Using Illustrator and Photoshop create a visual narrative that demonstrates basic tools one that is influenced/based on one of themes stated below. Tell a story visually and create a multimedia piece based in Illustrator that deals with one of the following themes, relying on emotions, feelings or subjects. Your work must combine digital art, or graphic design with at least one other traditional medium (painting, textile, drawing, or photography). You must submit a sketch first, and you must also incorporate text into this piece. This time, base the work on your sketch and use all original artwork, including pictures or photographs if necessary. If you use any images that you did not originate, then you must use copyright free images. They must be altered or changed at least 25% or more by adding a filter, cropping, or some other effect in Photoshop, then import into Illustrator or FreeHand.

THEMES:

- | | |
|--|---|
| 1) The problem with the world is... | 2) Love and hate can never be friends... |
| 3) With a child's heart... | 4) The digital divide... |
| 5) One day my soul just opened up... | 6) These are few of my favorite things... |
| 7) The innovation of design and style... | 8) Prepare for Life... |

The finished product must be printed at a print service bureau (off campus), high quality and mounted/matted. It must be "out of the computer" and presented as a finished piece. There are no specific dimensions (no smaller than 8.5" x 10") but you **must use Illustrator in this project**; Photoshop is optional. Go through the tutorials and technique tips on Adobe Illustrator and Adobe Photoshop at the Adobe website. **Choose at minimum of (2) two different tips or techniques from the active learning activities/lessons and try to incorporate one into this project.**

The following websites will be for your projects and information:

<http://www.soulsuite.com/vocab1.htm>
<http://desktoppub.about.com/cs/presentationdesign>
<http://presentations.com>
<http://www.webopedia.com/TERM/g/graphics.html>
<http://www.adobe.com>
<http://www.macromedia.com>
<http://www.annualreports.com/>
<http://www.webstyleguide.com/index.html>
<http://www.obd-dc.org>
<http://www.motive.co.nz/glossary>
<http://www.graphicdesignbasics.com>
<http://www.computerarts.co.uk>
<http://www.focusondesign.org>
<http://www.creativehotlist.com>
<http://www.creativegroup.com>
<http://www.obd-dc.org>
<http://www.icommag.com>
<http://www.electricskin.com>

ART 341 ADVANCED VISUAL COMMUNICATION
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 and 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/directions. You are to maintain a professional portfolio 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 = 15%:

Project Points Earned	GRADE	Comments/Critique	Feedback	Due Date
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
FINAL Project	_____	_____	_____	_____

ACTIVE LEARNING LESSONS = 10% MIDTERM = ____ FINAL = ____
CRITS = 5% CRIT 1: ____ CRIT 2: ____ CRIT 3: ____ CRIT 4: ____

PARTICIPATION = 10 % 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 = ____ **QUIZZES OTHER EXAMS = 5%**
MIDTERM = ____ FINAL = ____

FINAL EXAM CRIT = 10% Y/N
FINAL CD-R OR DVD & PORTFOLIO = 5%
FINAL PROJECT = 20 % FINAL = ____

SUBMISSION TO SHOW/EXHIBITION OR OTHER = 5%: Y/N **EVENT=5%** Y/N

TOTAL MIDTERM = ____ TOTAL FINAL = ____

DFPA/VCDMA Student Survey
PLEASE PRINT LEGIBLY!! Return to Instructor

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:

Describe your learning style (the way you learn, ex. Lecture, hand-on, etc.)

Describe any experience using computers & software:

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

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

Please write a brief biographical statement:

I have read the syllabus for this course, course requirements; as well as grading factors, computer lab and attendance policy and agree to the terms set therein:

NAME (SIGNATURE)

DATE