

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

**ART 495 ADVANCED DIGITAL IMAGING:
Topics In Design & Digital Imaging**

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ART 495 (1760)
3 credits Section 001
TUES & THURS 12-1:50 PM
MLK CAC RM 103
SPRING 2008

Office Hours: MON & WED 10-12; TUES/THURS 3:30-4:30 PM; WED 3-5:00

Sites:

<http://www.soulsuite.com/compgraphbsu.html>

<http://www.bowiestate.edu/community/CGraphics.asp>

Course Description

An advanced course in digital imaging, graphics and design. This course serves as an in depth study of visual imaging; including the creation of product and package design, creation of corporate identity and branding, printing, layout, typography, theories of design will be studied. Specific emphasis will be placed on design and visual communication projects and together with critiques, case studies, and creating a portfolio of design samples, students will explore the tools, means of advanced visual communication. *Note: This course is a requirement for DFPA/VCDMA majors and minors.*

Prerequisites: ART 450 and by permission

Course Goals

1. To Introduce students to package and product design
2. To provide opportunities to apply concepts from previous VCDMA/Computer Graphics courses
3. To use principles and methods in print and multimedia design.
4. Develop and follow professional creative briefs, sketches & mock-ups
5. Apply effective techniques and methods for color theory and typographic projects.
6. Interface with professional print service bureaus
7. Seek mentoring, networking; develop relationships with professionals in the design, graphics, media, and visual communications industry.

Course Objectives

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

- Organize the advanced elements of the visual language creating harmonious and unique designs
- Demonstrate the organizational principles that underline the effective manipulation of the optical elements in 2D and 3D space
- Demonstrate a full command of a variety of software packages and develop creative and effective problem-solving skills
- Create professional examples, comps/mock-ups in package and product design
- Apply research on target audience/demographics to design strategies
- Develop advertising and visual marketing campaigns for a product, service and/or individual
- Successful usage of digital illustration, paint & design software; digital imaging techniques

Required Texts

Graphic Design Solutions, Second Edition or later, by Robin Landa, published by OnWord Press/Thompson Learning, ISBN: 0766813606

Design Basics Index (Index Series), by Jim Krause, How Design Books (December 3, 2004), ISBN: 1581805012.

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

Recommended Texts

**** (Highly recommended) **** *Designing a Digital Portfolio (Voices That Matter) by Cynthia L. Baron, New Riders Press (December 18, 2003), ISBN: 0735713944 OR The Graphic Designer's Guide to Portfolio Design, by Debbie Rose Myers, Wiley Publishers (January 28, 2005), ISBN: 0471569259*

Advertising by Design, by Robin Landa, published by John Wiley & Sons, Inc., ISBN: 04714298973

The Elements of Graphic Design: Space, Unity, Page Architecture, and Type, Allworth Press; 1st edition (November 1, 2002), ISBN: 1581152507

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

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.

Students 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%

* Lessons = 10 %

Critiques = 5% (written)

Participation/Studio/Journal = 5%

Event (2; Art show, exhibition or other activity as approved) = 5%

Attendance = 5%

Midterm Exam = 10%

Other Practical Tests/Quizzes = 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 and/or CD-ROM.

** 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).

Attendance to all Art/VCDMA related events is mandatory.

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.

D= 60-69, Poor work; directions not followed, or poor usage of elements and principles of art/design, software or other design methods; criteria for assignment not met.

F= 50-59, Extremely poor work and directions not followed.

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.

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 250 MB or larger USB Jump Drive. This 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 storyboards (such as black illustration boards, pencils, pens, colored pencils, etc.) Foam, balsa wood, rubber cement/spray adhesive, foam paper, cardboard and other supplies for product mock-ups.
- (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 cell 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 news organizations that list local school closings.

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.

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 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 a 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!**

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 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 and 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.

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 450/BSU/DFPA Important Dates

January 28: First day of class. Late Registration until Feb 4, 2008

February 4: Late registration & Add/Drop ends

February 4: Last day to add

February 4: Last day to drop/without a "W" grade

February 13: Spring 2008 Convocation

February 14 & 15: English Proficiency Exam. Requirement for graduation

February 27-28: Black History Month Activities: Sistahs of Harlem, NYC lecture and workshop; others TBD)

February 28: Last day to withdraw (1st 8 week classes)

March 1: Deadline for FAFSFA for 2007-2008 Academic Year

March 1 & 8: Graduate Comprehensive Examination

March 9-15: Mid-term evaluation for Undergraduate students

March 12: Last day to remove Fall 2006 Incomplete Grades

March 16-23: Spring Break

March 27 & 29: English Proficiency Exam CLT 102. Requirement for graduation

March 31: Last day to add a 2nd 8-week class

April 7: Last Day to withdraw or audit a class (W or AU) 16 week

April 9: Spring Job Fair by Career Services

April 14-18: DFPA Annual Spring Arts Festival. FocusOnDesign Portfolio Review and Event. Various DFPA/VCDMA activities, attendance to VCDMA activities is mandatory. Advisement Week for Fall 2008

April 21: Fall & Summer 2008 registration opens

April 28: Last day to drop/with "W" grade - 2nd 8 week classes

May 3-9: Final exams for Graduation candidates. Grades for candidates due within 72 hours after the examination)

May 13: Last Day of classes

May 14-20: Final Exams.

May 17: Commencement

May 23: End of Semester. Last Day to submit grades

ART 495 Class Weekly Outline Spring 2008

Module 1 The Idea: Design and the Elements/Principles of Design

- I. Introduction & Course Overview & Review of Elements & Principles of Design
- II. Design (Develop Ideas for 3 original toy design concepts)

Module 2 The Plan: Using a Creative Brief

- III. Developing a Creative Advertisement/Promotional Campaign
- IV. Developing Creative Briefs & Proposals
- V. Target Audience, Research and Survey for design

Module 3 The Design: Visual Approach and Mock-ups

- VI. Introduction to Corporate Identity & Branding Techniques
- VII. The design process and production pipeline (concept to sketch/comp) to final product). Comps/Design (Comp/Mock-up #1 B/W)

Module 4 The Tools: Making Mock-ups from Comps

- VIII. The Tools. Review of Vector/Raster Graphics & Using Illustrator
- IX. Overview/ Working with design team, print service bureaus, clients, etc.
- X. Creating color Comps for branding and conceptual renderings (Comp #2 COLOR)

Module 5: The Concept: Toy Design Models and Promotion

- XI. Creating Mock Up/Model #1
- XII. Conceptual Toy Design
- XIII. Creating Informational Poster for Toy Concept
- XIV. Creating an Advertisement for Toy (Comp #3 FINAL)

Module 6 The Layout: Information Design

- XVI. The Information: Introduction to InDesign & Page Layout
- XVII. Developing a Brochure and Instruction/Information Manual

Module 7 In The Box/Out The Box: Creating the Package

XVIII. The Package: Product & 3D Packaging Design

Module 8 The Demo: Creating Multimedia/Web Solution for Advertisement

XIX. Refining Comps/Design

XX. Developing a Web Advertisement Strategy Multimedia presentation/demo

Module 9 The Product: Putting It All Together

XXI. Final package design

XXII. Final advertisement/promotional campaign

Module 10 The Final Presentation: Time to Play with The Toys

XXIII. The Network: Networking w/Designers, Professionals & Internships
(Self Promotion & Marketing)

XXIV. Finishing & Publishing: Final Production Time.

XXV. Final Toy Design, AD Campaign and Demo

XXVI. Final Project Presentations & Portfolio Review/Critique

PROJECTS/ASSIGNMENTS	DUE DATES
<i>I. CONCEPT/CREATIVE BRIEF & PITCHES</i>	
PR 1: Introductory Activity Project – Metamorphosis	2/7/08
PR 2: Creative Brief & Typed Proposals, Rough Sketches	2/5/08
PR 3: Mock ups, examples & fine-tuned CB's.	2/12/08
PR 4: Presentation/slideshow & Pitches	2/19 & 2/21
PR 5: Branding for Toy Company - B & W and Color- (printed)	2/28/08
PR 6A: COMP 1 -Conceptual Drawings B & W for Toy (printed)	3/6/08
PR 6B: COMP 1 -Conceptual Drawings COLOR for Toy (printed)	3/13/08
• Midterm Exam Self Promotion Resume/Portfolio Review I	3/13/08
<i>II. ADVERTISEMENT/PROMOTIONAL CAMPAIGN</i>	
PR 7: Poster/Magazine/Newspaper AD for Toy	4/3/08
PR 8: Brochure for Toy (3 page foldout/double-sided)	4/10/08
<i>III. TOY & PACKAGING DESIGN</i>	
PR 9 A: Toy Model/Mock-up 1	4/24/08
PR 9 B: Toy Model/Mock-up 2	5/1/08
* PR 10: Toy 3D Packaging/Box Design	5/8 & 5/17
* PR 11: Final Toy Mock-up (More refined) w/3D box & Display	5/8 & 5/17
* FINAL Webpage & Multimedia demo/video for Toy	5/8 & 5/17
• Final Exam, Critique, Portfolio Review	5/8 & 5/17

Module 1 The Idea: Design and the Elements/Principles of Design

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

II. Design (Develop Ideas for 3 original toy design concepts)

Time to Completion: 2 weeks

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. An overview of Toy Design and the projects for class.

Learning Objectives:

At the completion of this unit, you will:

- Review the ART 495 syllabus
- 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 & Photoshop Illustrator advanced tools.

Assigned Readings:

- ART 495 syllabus, course expectations, required materials, texts, etc.
- Excerpted handouts, examples on Toy Design
- Readings/Handouts on Elements/Principles of Design
- *GRAPHIC DESIGN SOLUTIONS*, Glossary of Terms; Chapter 1-3
- *ADOBE ILLUSTRATOR WOW! (Review Chapters 1-3); Chapter 7-8*
- *DESIGN BASICS INDEX*, Read/notes on Introduction, Components/Icons, Concept/Conveyance & Concept/Theme

Exercises & Activities:

- **ACTIVE LEARNING 1:** Complete the Exercise Geometric animal icons, in *DESIGN BASICS INDEX*, pp. 163
- Completion of Introductory **Project 1, Metamorphosis Movie Poster Project (Printed/Mounted)** and **Project 2: Creative Briefs, Proposals and Sketches.**
- Complete QUEST

Assigned Writing: Journal writing Metamorphosis project; Self & Project Evaluation/Assessment

For Further Study:

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

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

<http://www.graphicdesignbasics.com>

Module 2. The Plan: Using a Creative Brief

III. Developing a Creative Advertisement/Promotional Campaign

IV. Developing Creative Briefs & Proposals

V. Target Audience, Research and Survey for design

Time to Completion: 1 week

At a Glance: This module will introduce the concept of a creative brief and students will be divided into groups (design teams) to come up with ideas for an original toy design.

Learning Objectives:

At the completion of this unit, you will:

- Learn how to research and create a Creative Brief
- Develop a Proposal, pitch and presentation based on research
- Develop an original concept for a toy and creative ad campaign

Assigned Readings:

- Excerpted handouts, examples on Toy Design
- Reading *The Biz: Structure, Strategy and The Creative Brief*
- *GRAPHIC DESIGN SOLUTIONS*, Chapter 11
- *ADOBE ILLUSTRATOR WOW! Chapter 10*
- *DESIGN BASICS INDEX, Read/notes on Components/Images*

Exercises & Activities:

- Continue **Project 1, Metamorphosis Movie Poster Project.**
- Complete **Project 3 Mock-Ups and fine-tune Creative Briefs.**

Assigned Writing: Creative Briefs/Proposals & Group Presentations. Self & Project Evaluation/Assessment

For Further Study:

http://www.nancyschwartz.com/nonprofit_creative_brief_template.html

<http://www.smileycat.com/miaow/archives/000226.php>

<http://www.elise.com/web/tools/creativebrief.html>

Module 3 The Design: Visual Approach and Mock-ups

VI. Introduction to Corporate Identity & Branding Techniques

VII. The design process and production pipeline (concept to sketch/comp, to final product). Comps/Design (Comp/Mock-up #1 B/W)

Time to Completion: 1 week

At a Glance: This module will introduce students to developing branding and corporate identity for their toy companies as well as developing conceptual drawings, product shots and COMPS.

Learning Objectives:

At the completion of this unit, you will:

- Create a branding & corporate identity strategy
- Understand the design and production process
- Create comps/mock-ups based on concepts for a toy & ad campaign

Assigned Readings:

- Excerpted handouts, examples on Product/Package and/or Toy Design
- *GRAPHIC DESIGN SOLUTIONS*, Chapter 6 & 7
- *ADOBE ILLUSTRATOR WOW! Chapter 9 & 11*

Exercises & Activities:

- **ACTIVE LEARNING 2:** *ADOBE ILLUSTRATOR WOW! Chapter 7, Complete ROLLING MESH pp. 244-255 and MASTERING MESH pp. 246-249; Also Complete Chapter 9, practice 3D Effects pp. 316-323*
- Continue **Project 1, Metamorphosis Movie Poster Project.**
- Complete **Projects 4 & 5.**

Assigned Writing: Self & Project Evaluation/Assessment

For Further Study:

http://www.smallbusinessbible.org/whatpurpose_logodesign.html#

<http://www.logoworks.com>

<http://www.logodesignpros.com>

<http://marketing.about.com/cs/brandmktg/a/whatisbranding.htm>

<http://www.fastcompany.com/magazine/10/brandyou.html>

Module 4 The Tools: Making Mock-ups from Comps

VIII. The Tools. Review of Vector/Raster Graphics & Using Illustrator

IX. Overview/ Working with design team, print service bureaus, clients, etc.

X. Creating color comps for branding and conceptual renderings (Comp #2
COLOR)

XI. Creating Mock Up/Model #1

Midterm Exam/Critique/Portfolio

Time to Completion: 1.5 weeks

At a Glance: This module will introduce the concept of a creative brief and students will be divided into groups (design teams) to come up with ideas for an original toy design.

Learning Objectives:

At the completion of this unit, you will:

- Review Vector/Raster based software and techniques
- Understand how to interface with service bureaus and printers
- Create black-and-white and full color comps of toy design (renderings) logos and stationary/branding for toy company (your group)
- Create a Mock Up/Model #1

Assigned Readings:

- Excerpted handouts, examples on Toy Design
- *GRAPHIC DESIGN SOLUTIONS*, Chapter 6,
- *ADOBE ILLUSTRATOR WOW! Chapter 5, pp. 164-165*
- *DESIGN BASICS INDEX, Read/notes on Components/Shape Workshop and Composition/Flow*

Exercises & Activities:

- **ACTIVE LEARNING 3:** *DESIGN BASICS INDEX, Complete pp.135, 137 & 143*
- Complete/Submit **Project 1, Metamorphosis Movie Poster Project.**
- Complete **Projects 5 & 6A.**

Assigned Writing: Project Evaluation/Assessment

For Further Study:

http://www.smallbusinessbible.org/whatpurpose_logodesign.html#

<http://www.logoworks.com>

<http://www.logodesignpros.com>

<http://marketing.about.com/cs/brandmktg/a/whatisbranding.htm>

<http://www.fastcompany.com/magazine/10/brandyou.html>

Module 5: The Concept: Toy Design Models and Promotion

XII. Conceptual Toy Design

XIII. Creating Informational Poster for Toy Concept

XIV. Creating an Advertisement for Toy (Comp #3 FINAL)

Time to Completion: 3 weeks

At a Glance: This module will introduce the concept of a creative brief and students will be divided into groups (design teams) to come up with ideas for an original toy design.

Learning Objectives:

At the completion of this unit, you will:

- Create a Mock-Up/Model of Toy using art supplies
- Work in group to refine concept for a toy; creative ad campaign
- Produce an Informative Poster Design that “announces” toy
- Create/Produce a magazine or newspaper ad for toy

Assigned Readings:

- Excerpted handouts, examples on Poster Design
- *GRAPHIC DESIGN SOLUTIONS*, Chapter 8
- *ADOBE ILLUSTRATOR WOW! Chapter 10*
- *DESIGN BASICS INDEX*, Read/notes on Composition/Alignment, Composition/Emphasis, Components/Icons & Components/Images

Exercises & Activities:

- Complete **Project 6A, 6B & 9A (Toy Model Mock-up 1)**.
- **Review for Midterm Exam**

Assigned Writing: Project Evaluation/Assessment

For Further Study:

<http://www.poynter.org/column.asp?id=33&aid=3287>

http://www.nfib.com/object/IO_22806.html

<http://www.toychallenge.com/storyofatoy.shtml>

<http://www.youtube.com/watch?v=vzaKHvkOsNQ&mode=related&search=%22>

<http://www.jobprofiles.org/arttoydesigner.htm>

<http://www.madtoydesign.com>

Module 6 The Layout: Information Design

XVI. The Information: Introduction to InDesign & Page Layout

XVII. Developing a Brochure and Instruction/Information Manual

Time to Completion: 2 weeks

At a Glance: This module will introduce the page layout and InDesign and information design.

Learning Objectives:

At the completion of this unit, you will:

- Learn InDesign, page layout and creating PDF documents
- Create a 3 page (double-sided) brochure that gives detailed information about the Toy
- Understand how to effectively use the grid, rule of thirds and other elements of design

Assigned Readings:

- *GRAPHIC DESIGN SOLUTIONS*, Chapter 4, 11
- *ADOBE ILLUSTRATOR WOW! Chapter 10*
- *DESIGN BASICS INDEX*, Read/notes on Composition/Placement & Divisions; Composition/Grouping; Components/Color & Components/Typography;

Exercises & Activities:

- **ACTIVE LEARNING 4:** *DESIGN BASICS INDEX*, Exercise pg. 169 Complete **Projects 7 & 9A (Toy Model Mock-up 1)**.

Assigned Writing: Project Evaluation/Assessment

For Further Study:

http://desktoppub.about.com/od/indesign/a/id_class_2.htm

<http://www.design.iastate.edu/LABS/tutorials/indesign/ind0001.html>

http://movies.atomiclearning.com/k12/indesigncs_pc

<http://www.designcrux.netfirms.com/infograph02.html>

Module 7 In The Box/Out The Box: Creating the Package

XVIII. The Package: Product & 3D Packaging Design

Time to Completion: 3 weeks

At a Glance: This module will introduce the product and packaging design.

Learning Objectives:

At the completion of this unit, you will:

- Create a 3D package for product/toy

Assigned Readings:

- Excerpted handouts, examples on Toy & Product Design
- *GRAPHIC DESIGN SOLUTIONS*, Chapter 10
- *ADOBE ILLUSTRATOR WOW! Chapter 10*
- *DESIGN BASICS INDEX*, Read/notes on Composition/Harmony; Components/Images; Components/Supporting Elements

Exercises & Activities:

- **ACTIVE LEARNING 5:**
- **Complete Projects 8 & 9B, 10 & 11**

Assigned Writing: Project Evaluation/Assessment

For Further Study:

<http://design-planning.blogspot.com>

Module 8 The Demo: Creating Multimedia/Web Solution for Advertisement

XIX. Refining Comps/Design

XX. Developing a Web Advertisement Strategy Multimedia presentation and demo (for Toy)

Time to Completion: 2 weeks

At a Glance: This module will introduce using the web and multimedia to further advertise, promote and give information on or about the toy.

Learning Objectives:

At the completion of this unit, you will:

- Learn how to use Flash, QuickTime VR to create a web based demo
- Create a web based movie and webpage for the toy and ad campaign
- Refine Comps, Models, etc.

Assigned Readings:

- *GRAPHIC DESIGN SOLUTIONS*, Chapter 12, Chapter 14 & 15

- *ADOBE ILLUSTRATOR WOW! Chapter 10 & 11*
- *DESIGN BASICS INDEX, Read/notes on Components/Images & Components/Evaluation C.A.P.*

Exercises & Activities:

- **ACTIVE LEARNING 5:** *ADOBE ILLUSTRATOR WOW!* Chapter 90-92 & Chapter 6, pp. 202-203; *GRAPHIC DESIGN SOLUTIONS*, Chapter 10, Project 10-2 & 10-3.

Assigned Writing: Project Evaluation/Assessment

For Further Study:

http://www.letmedoit.com/qtvr/qtvr_online/Mod3/m3.html

<http://www.apple.com/quicktime/technologies/qtvr/>

<http://www.worldserver.com/turk/quicktimevr/index.html>

<http://www.edb.utexas.edu/teachnet/qtvr/QTVRObjectNeeds.htm>

<http://www.erain.com/support/Tutorials/>

<http://www.youtube.com/watch?v=94iT1eWZZM&mode=related&search=>

http://www.youtube.com/watch?v=1_rxiSwXchc

Module 9 The Product: Putting It All Together

XXI. Final package design

XXII. Final advertisement/promotional campaign

Time to Completion: 2 weeks

At a Glance: This module will produce a final 3D packaging for the toy

Learning Objectives:

At the completion of this unit, you will:

- Learn how to create 3D packaging design
- Complete final ad campaign

Assigned Readings:

- *GRAPHIC DESIGN SOLUTIONS*, Chapter 14 & 15
- *ADOBE ILLUSTRATOR WOW! Chapter 10*
- *DESIGN BASICS INDEX, Read/notes on Components/Images*

Exercises & Activities:

- **Complete Projects 11, 12 & Final Project**

Assigned Writing: Project Evaluation/Assessment

For Further Study:

<http://www.coroflot.com>

<http://www.creativehotlist.com>

<http://www.allbusiness.com/human-resources/careers-job-hunting/1608-1.html>

<http://www.stepinsidedesign.com/STEPMagazine/Article/28445>

<http://www.twilighttimes.com/ACooper4a.html>

<http://www.howdesign.com/competitions>

<http://www.creativegroup.com/Dispatcher?file=/TCG/Interview1003>

Module 10 The Final Presentation: Time to Play with The Toys

XXIII. The Network: Networking w/Designers, Professionals & Internships

XXIV. Finishing & Publishing: Final Production Time.

XXV. Final Toy Design, AD Campaign and Demo

XXVI. Final Project Presentations & Portfolio Review/Critique

Time to Completion: 2 weeks

At a Glance: This final module will give students an opportunity to present their final projects and portfolios and participate in final critiques.

Learning Objectives:

At the completion of this unit, you will:

- Submit Final Project
- Participate in Final Critique/Exam
- Submit Portfolio, Active Learning/Lessons

Exercises & Activities:

- **FINAL & Self Promotion & Portfolio**

Assigned Writing: Course Evaluations; Project Evaluations

Advanced Digital Imaging SPRING 2008 Semester Projects:

Project I. INTRODUCTORY ACTIVITY: Metamorphosis/Alter Ego & Movie Poster (web AD). Using yourself, classmate or friend as a subject matter, take a digital photo or use a scanned photograph to create an image that combines this persons' image with that of either an animal, machine or natural element (plant, water, etc). Use all to create an altered image or metamorphosis image of the two.

Then create a fictitious movie poster design based around the image. Explore visual (special) effects, filters and blending options to create a seamless image; continue by adding text imagery to market/promote the film. Refer to handout, example, and start with some sketches first. Create a single 8" x 10" image and print. Then take this same design and using Dreamweaver, create a one page website that also promotes the movie. Save as an html page and test on multiple browsers. Must be printed and mounted on black illustration board, label on BACK.

TOY DESIGN AND PROMOTIONAL AD CAMPAIGN.

Overview: You and two other students (as a group) will form your own toy design company. You will be responsible in coming up with a new innovative toy (such as an action figure, game, doll, etc.) and then design not only the toy itself and create a final mock-up version, but also to develop a product advertisement campaign for that toy.

The focus of the toy campaign will mostly be in print form but a final web based version and multimedia demo/promotional will be important. Since some of the projects are group, and some are individual projects you will be graded on your individual but especially your overall team efforts. Research will be critical as well as test groups, and surveys of children who would be likely to use this toy.

The success of your toy and campaign is based upon the originality and marketability of your toy concept and your skills as a designer. It is critical that you work together and share ideas, concepts in throughout the semester and that each team member has a contributing role in these projects.

Project 1A. A Creative Brief & written proposal for an existing company and line of services and/or product(s)

You are creating a CB (Creative Brief) for the toy design and approach to the ad campaign. Later as a group, you will present to me and/or the class via PowerPoint or flash, your research, creative briefs and design strategy.

Portfolio. ALL OF PROJECTS in digital form (conceptual drawings, product and model shots and final. Labeled/saved folder, and a PDF version of your

design samples and a book and/or portfolio of your work (both in your physical and CD-ROM or DVD based).

MAY 8 & 15: FINAL CRIT, PORTFOLIO REVIEW & EXAM. FINAL PROJECT:

Submit & critique Project 5 & 6. **Also a final version of all of the projects MUST be represented in a professional book and/or portfolio** (both in your physical and CD-ROM, or DVD based) portfolio due on All projects, lessons, etc. must be burned to a CD-ROM, (not CD-RW) or DVD, and presented via a CD-ROM. Any extra credit assignments must also be turned in by the final exam date or sooner.

*** 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.toychallenge.com/storyofatoy.shtml>

<http://www.youtube.com/watch?v=vzaKHvkOsNQ&mode=related&search=%22>

<http://www.otis.edu/index.php?id=169>

<http://www.jobprofiles.org/arttoydesigner.htm>

<http://www.madtoydesign.com>

<http://www.jasonzada.com/special/japanesedesign/>

<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.soulsuite.com/Links.html>

<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>

<http://www.whitney.org>

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

ART 495 ADV DIGITAL IMAGING
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
1A.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6A.	_____	_____	_____
6B	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9A.	_____	_____	_____
9B.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
12.	_____	_____	_____
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