

ART 315 • GRAPHIC DESIGN III

INSTRUCTOR: Michael Hataway



-
-
- I. COURSE TITLE:** ART 315 Graphic Design III 3 semester hours
- II. PREREQUISITES:** Art 216
- III. TEXTBOOK:** Adobe Illustrator CS2, Classroom In A Book, Adobe Press, The official training workbook from Adobe Systems, ISBN 0-321-32183-9
- IV. COURSE DESCRIPTION:** Principles and practices of graphic design as applied to advertising, publications, and graphic communication with emphasis on project production and increased mastery of the computer as a tool in graphic design. Computer software emphasis on manipulation of type and vector-based objects in a drawing program (Adobe Illustrator®CS2)
- V. RATIONALE:** This course is designed to introduce the student to vector-based graphic software. Emphasis is placed on the components of drawing software and the inner workings of vector based drawings with desktop publishing software. Basic layout and design principles are utilized as a means of providing an introduction to utilizing the computer to create illustrations directed toward use in various communication industries in our society.
- VI. LEARNING OBJECTIVES AND OUTCOMES:** The major goal of this class is to provide the student with the basic fundamentals of vector-based drawing on the Macintosh computer. Design and execution of assignments related to business and industry will be created using both drawing and related desktop publishing software. This knowledge will be applied to solve publication needs that the student might face in the future in the position as a graphic designer. This course will enable the student to:
- A. articulate the need for and benefits of graphic software in the graphic arts industry,
 - B. identify key concepts related to graphic design and professional document creation,
 - C. distinguish between developmental stages of graphic design documents and the finished camera ready document,
 - D. discuss in general the concepts of professional vector based document creation,
 - E. demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic software,
 - F. analyze relationship between graphic design needs and available computer software and how it relates to the job market.
 - G. be able to meet pending deadlines and understand the importance of having work completed on schedule and how this relates to the job market in graphic design.
- VII. ACADEMIC INTEGRITY:** It is expected that a student attending Mississippi College will be scrupulously honest. Dishonesty, such as cheating or plagiarism, or furnishing false information, including forgery, alteration or misuse of University documents, records or identification, will be regarded as a serious offense subject to severe penalty, including, but not limited to, loss of credit and possible dismissal. The college catalog is accessible through the web and all questions

concerning rules and regulations can be found on the following web site:
<http://www.mc.edu/publications/2005undergradcatalog/generalinfo.php>

VIII. GENERAL CLASS POLICIES: It is essential that students bring texts, take notes, and be attentive to presentation. No disruption of any kind will be tolerated. Cheating on test or practical learning exercises will result in disciplinary action according to college policy.

XI. COURSE TOPICS: The major topics to be considered are:

- A. The tools and components of the software Adobe Illustrator® CS2
 - 1. The drawing area
 - 2. Navigating a document
 - 3. Viewing Modes
- B. Selecting Tools
 - 1. Tear off palettes
 - 2. Tool attributes
 - 3. Moving Windows, Closing Windows, Reshaping Windows, Icon Views
- C. How Adobe Illustrator® CS2 works
 - 1. Selecting objects and utilizing selection tools
 - 2. Understanding the various palettes in Adobe Illustrator® CS2
 - 3. Palette display options
 - 4. Adobe Illustrator® CS2 preferences
 - 5. The importance of default preferences
- D. Drawing paths in Adobe Illustrator® CS2
 - 1. Closed and open paths
 - 2. Selection tools, the selection tool, the direct selection tool and their differences
 - 3. Selecting anchor points
 - 4. Cutting paths with the scissors tool and the knife command
 - 5. Corner points and smooth points
- E. Drawing with basic shapes
 - 1. Accessing basic shape tools
 - 2. Ellipse tool
 - 3. Rectangle tool
 - 4. Drawing circles and squares
 - 5. Duplicating objects
 - 6. Star tool
 - 7. Polygon tool
 - 8. Spiral tool
 - 9. Options for the ellipse tool, rectangle tool, polygon tool, star tool and spiral tool
- F. Painting Objects
 - 1. Applying colors
 - 2. Fill and strokes and their icons
 - 3. Applying fill and stroke with process color and spot color
 - 4. Swatches palette, selecting colors, adding colors, duplicating colors, and deleting colors
 - 5. Color palette
 - 6. Stroke palette
 - 7. Stroke weight
- G. Painting tools
 - 1. Applying color with the eyedropper tool and the paint bucket tool
 - 2. Mixing colors
 - 3. Freehand drawing and painting tools including the pencil tool, changing the pencil tool to a

- path, the smooth tool, and the erase tool
- 4. Paintbrush tool and brushing paths
- 5. Brushes palette including the brush tool options, calligraphic brushes, scatter brushes, art brushes, pattern brushes, and colonization
- H. Tracing, measuring, and moving objects
 - 1. The auto trace tool
 - 2. Template layers
 - 3. Measuring and moving objects including locking objects
 - 4. Working with a grid
- I. Transformation tools
 - 1. Reshape tool, scaling tool, rotating tool, reflect tool, shear tool and distorting objects
 - 2. Defining the origin point and resetting of the zero point
- J. Typography in Adobe Illustrator® CS2
 - 1. Type in Adobe Illustrator® CS2, point type, vertical type, selecting type
 - 2. The character palette
 - 3. Resizing of type and adjusting leading
 - 4. Painting type, resizing type, moving type, flipping type, converting text to paths and positioning type on a path

X. INSTRUCTIONAL METHODS AND ACTIVITIES: Methods and activities for instruction will include:

- A. Lecture/discussion/demonstration
- B. Practical Learning Activities
- D. Instructional CD's with emphasis on Adobe Illustrator® CS2
- E. Evaluation: Written Critiques
- F. Maintaining a Student Class Notebook for evaluation at Mid-Semester

XI. ASSIGNMENTS: The student will be responsible for the following:

- A. Reading Handouts and Reviewing Assignments
- B. Class Participation in Discussions
- C. Completing Assigned Documents and Meeting Assigned Deadlines

XII. EVALUATION: The following components constitute a letter grade for this course:

A. Lab Exercises and Document Creation	60%
B. One Test and Two Practical Examinations	30%
C. Additional Assignments, Quizzes, Class Participation	10%

TOTAL = 100%

D. GRADING SCALE:	A = 95 - 100	B = 85 - 94
	C = 75 - 84	D = 65 - 75

XIII. OTHER COURSE INFORMATION:

A. Attendance Policy: (From the 2005-2006 Mississippi College General Bulletin).

Students are expected to attend regularly and punctually all classes and laboratories for which they are registered. Cumulative absences may result in a lowered grade or loss of credit for the course. Tardiness is also subject to penalty, as is any failure to complete required class work on time. Any student whose absences, whether excused or unexcused, exceed 25% of the class meeting will receive a grade of F in the course. Therefore, a student receives a grade of F in any course immediately upon accumulating the following number of absences in that class:

- 12 in semester classes meeting 3 times a week
- 8 in semester classes meeting 2 times per week**
- 4 in semester classes meeting 1 time per week
- 6 in summer day classes

For lesser numbers of absences, the student should expect a lowered grade in the course, with the maximum penalty of one letter grade for each week of absences (in a semester) or the equivalent. The responsibility for work missed rests entirely with the student. A student registering late will be charged for all absences occurring prior to his or her reporting to class, although these may be treated as excused absences.

B. Special Accommodations - Students needing special accommodations due to learning, physical, psychological or other disabilities should direct their inquiries to Director of Counseling and Career Development Center, Mississippi College, Lowery Hall, Room 101, Telephone 925-3353.

C. Make-up Test Policy: Students who have an excused absence for missing a test will be required to take a make-up test no later than the day of the next class meeting. It is the responsibility of the student to schedule the make-up exam time with the professor. The student must be accommodating to the professor's schedule. The professor reserves the right to administer a make-up test that is different from the regularly scheduled test.

XIV. LIST OF MATERIALS:

Loose Leaf Notebook with Tab Dividers	Adobe Classroom in a Book for Illustrator® CS2
One Macintosh Formatted "Jump Drive"	Transparent E-Guide
12" Metal Line Gauge	2B Drawing Pencil

XV. INSTRUCTIONAL MATERIALS AND BIBLIOGRAPHY

A. Bibliography:

These books were rated by graphic design students, four stars being the highest

Burton, Philip Ward. **Advertising Copywriting**. 659.1 B956a (Critique lists)

Campbell, Alastair. **The New Graphic Designer's Handbook**. 686.2 C152n

Scher, Paula. **The Graphic Design Portfolio**. 741.6068 Sch28g (Color visuals, building a portfolio)

Swann, Alan. **Graphic Design School**. 741.6 Sw24g (Client relations)

Heller, Steven. **Design Career**. 741.6023 H367d (Organizing of portfolio)

Labuz, Ronald. **The Computer in Graphic Design**. 745.4 L115c

Typography 2. 686.2 T98

**

Cullinane, Robert. **The Complete Book of Comprehensives**. 741.6 C898c (Techniques)

Davis, Sally Prince. **The Graphic Artist's Guide to Marketing and Self-promotion**.

741.6068 D297g

Institute for Research. Careers. 371.425 In

Wilde, Judith & Richard. **Visual Literacy: A Conceptual Approach to Graphic Problem Solving**. 7441.6 W644v

*

Keding, Ann. **How to Produce Creative Advertising**. 659.1 K237h

McLendon, Charles B. **Signage**. 729 M132s

Stankowski, Anton. **Visual Presentation of Invisible Processes**. 745 St24v

Strong, Leonard V. **The How to Book of Advertising**. 659.13 St88h

PERIODICALS:

Dynamic Graphics

Before & After

Step by Step Graphics

Desktop Publishing

MacWorld

MacUser MacAddict

XVI. CRITERIA FOR EVALUATION

- A. Assignments will be demonstrated or explained at the beginning of each class. Each assignment/exercise will be evaluated on his/her performance in class, directions being followed, proficiency in the operation of the software utilized, professional quality of work, neatness of work, cleanliness of work area and the ability to work independently.
- B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded in the grade book. A computer printout will be given to each student at the completion of each unit of work to advise the student of his/her progress in the course.

XVII. CRITERIA FOR EVALUATION

- A. Assignments will be demonstrated or explained at the beginning of each class. Each assignment/exercise will be evaluated on his/her performance in class, directions being followed, proficiency in the operation of the software utilized, professional quality of work, neatness of work, cleanliness of work area and the ability to work independently.
- B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded in the grade book. A computer printout will be given to each student at the completion of each unit of work to advise the student of his/her progress in the course.