Advertising Design & Graphic Arts
New York City College of Technology
The City University of New York

ADV 1162 - Raster & Vector Graphics	Monday: 2pm – 5.50pm
Instructor:	M. Genevieve Hitchings
Email:	mhitchings@citytech.cuny.edu
Website:	www.artorium.com/instruction
Office:	N1127
Phone:	718-260-5823
Office Hours:	Monday: 1pm-2pm
	Wednesday: 11.30am – 12.30pm

Course Description
In this course, students will learn concepts and applied theories of digital media and the two fundamental graphic forms: raster and vector digital images and will define and describe similar and contrasting factors in each kind of image. The comparison will also recommend the best practice, specification or standard for using a specific form in a specific application. The course will include basic digital imaging terminology, and techniques including size, resolution, color space and file elements, measurements and file formats. Students are introduced to digital imaging concepts through software such as Adobe Photoshop and Illustrator on the Macintosh operating system. Scanning and digital photography are integrated into lesson plans.

3 Credits, 4 Hours (2 lecture, 2 lab) Co-requisites ENG 0920W, ENG 0920R or CUNY certification in reading, writing and mathematics

First Year Learning Community
Paired with Professor Devers' English Composition 1, ENG 1101 this class is part of a freshman First Year Learning Community titled *Designing Language*. Students will use their writing projects from English to explore concepts of visual literacy and visual storytelling. In Raster and Vector students are encouraged to discover new relationships between typographic form, space, and structure with the content from their writing and reading projects.

Attendance (College) and Lateness (Department) Policies:
A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop) or may be withdrawn from the class (code WU).

Academic Integrity Standards
Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Course Objectives:
- Use design as a means of communication
- Gain a solid understanding of production steps (print vs. web)
- Gain a solid understanding of industry tools (both conventional and digital)
- Gain a solid understanding of the grid system: bring visual structure and balance to design
- Develop conceptual thinking skills
- Encourage articulate and productive presentation and discussion skills
- Present final work professionally and within project deadlines

Teaching/Learning Method
- Show and Tell – happenings within the field (websites, magazines, nyc)
- Review homework – place in 'ghitchings' – drop box on the server
- In-class critique of work – provide feedback
- Lectures, lessons and software demonstrations
- Discuss projects and assignments
- In-class lab time to work on assignments
- Class blog (www.artorium.com/instruction)

Grading
Students are responsible for completing all projects within project deadlines. Students will be evaluated on aesthetic and conceptual excellence, strong process development, dynamic verbal participation, timeliness, attendance and adherence to a professional level of communication and responsibility.

Student performance will be evaluated based upon the following criteria:

Class Participation (verbal participation and timeliness):   20%
Class Exercises/Homework: 20%
In-class Presentation: 20%
Projects:

     Poster   20%
     Book Cover   20%
     Total: 100%

Methods of Assessment			
	Concept/Design	**Technical Skill**	**Commitment to Refine Product**	**Punctuality**
	(Process & Sketches)	(Proficiency)	(Timeliness, Craft & Presentation)	Assignments lose one full grade point for each day late.
A =	Outstanding	Outstanding	Outstanding	
B =	Good	Good	Good	
C =	Adequate	Adequate	Adequate	
D =	Poor	Poor	Poor	

Class Policy:
1. If you miss a class, or know you will be missing a class, you must send me an email.
2. Keep and backup all the exercises and projects that you have created throughout the semester.
3. You are expected to keep up with the class blog (www.artorium.com/instruction).

Required Text
None.

Topical Outline – (Outline may be adjusted as semester progresses. Students will be notified.)		
WEEK	**Lecture Topic**	**Homework Assignment**
Week 1 Monday 1.30	Introduction • Photoshop and Illustrator • Vector vs. bitmap, print vs. web, resolution, saving, file formats, file management • Workspace • Project 1 Poster • Role of a designer	• Chose a designer for in-class presentation (see handout) • Register for my blog updates at: www.artorium.com/instruction • Send me a 'professional' email • http://www.aiga.org/get-out-the-vote/
Week 2 Monday 2.6	Photoshop • Layers – multiple images • History Palette • Tools/ Menus/ Palettes • Selections	• Research • Brainstorm collage – inspiration board: 'Voting themes -democracy'
Week 3 Tuesday 2.21	Illustrator • Pen tool (vector points) • Working with Type (raster/vector) • Color pickers	• Brainstorm collage – 'Voting/ Democracy' • Compose poster copy • Typographic: sketches (pen[cil]& paper)
Week 4 Monday 2.27	Photoshop • Scanning • Adjustment layers • Masks and Channels • Hierarchy of information	• Poster design – draft 1
Week 5 Monday 3.5	Illustrator • Bézier curve • Type tool • Balance – symmetrical vs asymmetrical	• Poster design – draft 2
Week 6 Monday 3.12	Illustrator • Brushes In class critique • Focal point - fundamental concepts of composition; negative and positive space, foreground and background, scale, balance, tension/harmony, contrast, form, structure rhythm, drama	• Poster design – final edits
Week 7 Monday 3.19	**DUE**: PROJECT 1 – Poster (mid-term) Intro PROJECT 2: Book Cover Series	• Final submitted: printed, mounted in color High-Res PDF file (drop-box) • Research subject matter
Week 8 Monday 3.26 **MID TERM**	Photoshop • Filters, Artistic Effects, Levels & Curves	• Brainstorm collage – inspiration board
Week 9 Monday 4.2	Illustrator • Live Paint • Live Trace • Appearances/ Effects	• Brainstorm collage – inspiration board
Spring Break		
Week 10 Monday	Photoshop/ Illustrator • Clipping Masks	• Book Cover Design – theme (draft 1) • Typographic exploration

4.16	• Transparency • Opacity Masks	
Week 11 Monday 4.23	FIELD TRIP	• TBA
Week 12 Monday 4.30	Photoshop/ Illustrator • Advanced techniques	• Book Cover Design – 1 of 3
Week 13 Monday 5.7	In class critique • Focal point - fundamental concepts of composition; negative and positive space, foreground and background, scale, balance, tension/harmony, contrast, form, structure rhythm, drama	• Book Cover Design – 2 of 3
Week 14 Monday 5.14	LAB TIME	• Book Cover Design – 3 of 3
Week 15 Monday 5.21	**FINAL DUE**	• Final submitted: printed, mounted in color High-Res PDF file (drop-box)