

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



GRA3611 Vector Art Editing

Instructor:

Email:

Website:

Office:

Phone:

Office Hours:

Wednesday: 8am-11.20am

M. Genevieve Hitchings

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www.artorium.com/instruction

N1127

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Monday: 1:30pm-2:30pm

Wednesday: 11.30am – 12.30pm

Course Description

An advanced course that continues to develop how to create, correct, and modify graphics. Students will learn advanced techniques for design, illustration and production on the computer, how to simplify path points and specify the flatness value for optimized files. Students are exposed to professional techniques and tools using software such as Adobe Illustrator and Bridge on the Macintosh operating system.

4 cl hrs, 3 cr

Prerequisites Raster & Vector Graphics, AD 360, GA 508

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).

Academic Integrity Standards

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Course Objectives

- Design and develop an overarching multi -part design project
- Apply critical thinking skills supported by research
- Present a design project logically and convincingly
- Identify and apply strategies for design in five sub disciplines: product design, packaging, corporate communications, advertising, environmental design and information graphics.
- Create various complex vector graphics.
- Reflect learning from engaging challenging resource material that a student will interpret appropriately and accurately in his/her own words and following ethical guidelines for intellectual property.

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:

90% =	Product Design	20%
	Product Identity	20%
	Product Advertising	10%
	Product Packaging	10%
	Product Signage Display	10%
	Presentation Deck	20%
	Total:	<u>90%</u>
10% =	Class preparation/participation/attendance	
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	

Project

Students will be given a product to redesign and create a comprehensive multi-piece marketing campaign to effectively introduce and establish that product in the marketplace.

The project's final presentation will be in the form of a project deck and final comps (*if appropriate*). Students will chose one product from a choice of three provided by instructor.

1. Sneakers
2. Juice
3. _____

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 Wednesday 2.1	Intro & Overview Illustrator <ul style="list-style-type: none"> • Workspace • Panels • Bridge • Geometric Objects • Freehand drawing 	<ul style="list-style-type: none"> • Research websites • Product history • Environmental factors • Inspiration board
Week 2 Wednesday 2.8	Drawing skills and tools <ul style="list-style-type: none"> • Brushes and Symbols • Pen tool • Compound Paths & Compound Shapes • Free transform, Distort Filters • Symbols vs Scatter Brush Project 1: <u>Descriptive Brief</u> (See week 8 – MID-TERM)	<ul style="list-style-type: none"> • Marketing objectives • Inspiration Board - • Product Identity - Name - Logo 15 sketches
Week 3 Wednesday 2.15	Color <ul style="list-style-type: none"> • Strokes, Fills, Gradients • Live Paint • Live Trace • Layers • Appearances • Effects 	<ul style="list-style-type: none"> • Historical Overview • Refine Logo Sketches • Product Style Guide - Tag line - Color scheme - Typefaces
Week 4 Wednesday 2.22	Typography <ul style="list-style-type: none"> • Types of Type • Threaded Type • Wrapping Type • Creating Outlines 	<ul style="list-style-type: none"> • Logo Design • Product Design Sketches • Target audience
Week 5 Wednesday 2.29	Complexity <ul style="list-style-type: none"> • The Blend Tool • The Mesh Tool • Gradients 	<ul style="list-style-type: none"> • Finalize logo • Product rendering • Product style guide
Week 6 Wednesday 3.7	Complexity <ul style="list-style-type: none"> • Clipping Masks • Transparency • Opacity Masks 	<ul style="list-style-type: none"> • Finalize identity
Week 7 Wednesday 3.14	Live Color <ul style="list-style-type: none"> • Live Color Workspace • Live Effects & Graphic Styles • In class presentations 	Final Edits: <ul style="list-style-type: none"> • Logo • Product renderings • Style guide • Begin project deck design
Week 8 MID TERM Wednesday 3.21	Dimensions <ul style="list-style-type: none"> • 3D • Perspective Grid • DUE <u>Descriptive Brief</u> • Brief statement of goals and objectives (of both product and market positioning) • Documentation of research (highlights of historical context) • Design Concept – a summary of the solution for the stated goals and objectives of the project 	<ul style="list-style-type: none"> • Final product rendering • Sketches of packaging design

Week 9 Wednesday 3.28	Live Color <ul style="list-style-type: none"> • Gradient Mesh • Envelope Distort 	<ul style="list-style-type: none"> • Packaging design - Research materials - Compose copy • Packaging should be eco-friendly • Set up project deck
Week 10 Wednesday 4.4	Advanced Techniques <ul style="list-style-type: none"> • Clipping Masks • Brushes 	<ul style="list-style-type: none"> • Finalize packaging • Sketches of promotional material and signage displays
Spring Break		
Week 11 Wednesday 4.18	Web and Animation <ul style="list-style-type: none"> • Web • Mobile Devices 	<ul style="list-style-type: none"> • Fine-tune project deck • Draft of Ad campaign
Week 12 Wednesday 4.25	Illustrator and <ul style="list-style-type: none"> • Photoshop • InDesign 	<ul style="list-style-type: none"> • Finalize Ad campaign • Finalize promotional material and signage displays
Week 13 Wednesday 5.2	Class Field Trip (TBA)	<ul style="list-style-type: none"> • Finalize project deck
Week 14 Wednesday 5.9	Production and Output <ul style="list-style-type: none"> • Final presentations. 	<ul style="list-style-type: none"> • Revise project deck • Send to print
Week 15 Wednesday 5.16 <i>Reading Day</i>	EVERYTHING DUE <ul style="list-style-type: none"> • The final deck (created in InDesign) must be submitted at the end of the semester as both a digital PDF and a professionally printed and bound booklet. 	