

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



**GRA3611 Vector Art Editing**

Wednesday: 8am – 11.20am

Instructor:

M. Genevieve Hitchings

Email:

mhitchings@citytech.cuny.edu

Website:

www.artorium.com/instruction

Office:

N1127

Phone:

718-260-5823 (department)

Office Hours:

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).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](http://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% =	Homework (exercises)	10%
	Project Brief	20%
	Product Design	10%
	Product Identity	10%
	Product Packaging	10%
	Promotional Design & Point of Purchase	10%
	Presentation Deck	20%
	Total:	<u>90%</u>
10% =	Class preparation/participation/attendance	
Total:		100%

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

### Project

Students will select a product to redesign and create a comprehensive multi-piece presentation that effectively introduces and establishes the product in the marketplace. The project's final presentation will be in the form of a project deck.

### 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](http://www.artorium.com/instruction)).

### Required Text

None

<b>Topical Outline</b> – (Outline may be adjusted as semester progresses. Students will be notified.)		
<b>WEEK</b>	<b>Lecture Topic</b>	<b>Homework Assignment</b>
<b>Week 1</b> Wednesday 08.29	Intro & Overview Illustrator <ul style="list-style-type: none"> <li>• Workspace</li> <li>• Panels</li> <li>• Bridge</li> <li>• Geometric Objects</li> <li>• Freehand drawing</li> <li>• <b>Project 1: Brief</b> (DUE week 8 – MID-TERM)</li> </ul>	<ul style="list-style-type: none"> <li>• Product Brainstorm</li> <li>• Research product history</li> <li>• Inspiration Collage</li> <li>• Illustrator Exercise</li> </ul>
<b>Week 2</b> Wednesday 09.05	Drawing skills and tools <ul style="list-style-type: none"> <li>• Brushes and Symbols</li> <li>• Pen tool</li> <li>• Compound Paths &amp; Compound Shapes</li> <li>• Free transform, Distort Filters</li> <li>• Symbols vs Scatter Brush</li> </ul>	<ul style="list-style-type: none"> <li>• Historical Overview</li> <li>• Inspiration Collage</li> <li>• Product Identity</li> <li>- Name</li> <li>- Logo 15 sketches</li> <li>• Illustrator Exercise</li> </ul>
<b>Week 3</b> Wednesday 09.12	Typography <ul style="list-style-type: none"> <li>• Types of Type</li> <li>• Threaded Type</li> <li>• Wrapping Type</li> <li>• Creating Outlines</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Objectives</li> <li>• Target Audience</li> <li>• Refine Logo Sketches</li> <li>• Product Style Guide</li> <li>- Tag line</li> <li>- Color scheme</li> <li>- Typefaces</li> <li>• Illustrator Exercise</li> </ul>
<b>Week 4</b> Wednesday 09.19	Color <ul style="list-style-type: none"> <li>• Strokes, Fills, Gradients</li> <li>• Live Paint</li> <li>• Live Trace</li> <li>• Layers</li> <li>• Appearances</li> <li>• Effects</li> </ul>	<ul style="list-style-type: none"> <li>• Logo Design</li> <li>• Product Design Sketches</li> <li>• Illustrator Exercise</li> </ul>
Wednesday 09.26 – NO CLASS		
<b>Week 5</b> Wednesday 10.03	Complexity <ul style="list-style-type: none"> <li>• The Blend Tool</li> <li>• The Mesh Tool</li> <li>• Gradients</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize logo</li> <li>• Product rendering</li> <li>• Product style guide</li> </ul>
Wednesday 10.10 – NO CLASS		
<b>Week 6</b> Wednesday 10.17	Complexity <ul style="list-style-type: none"> <li>• Clipping Masks</li> <li>• Transparency</li> <li>• Opacity Masks</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize identity</li> </ul>
<b>Week 7</b> Wednesday 10.24	Live Color <ul style="list-style-type: none"> <li>• Live Color Workspace</li> <li>• Live Effects &amp; Graphic Styles</li> <li>• In class presentations</li> </ul>	Final Edits: <ul style="list-style-type: none"> <li>• Logo</li> <li>• Product renderings</li> <li>• Style guide</li> <li>• Begin project deck design</li> </ul>
<b>Week 8</b> <b>MID TERM</b> Wednesday 10.31	Dimensions <ul style="list-style-type: none"> <li>• 3D</li> <li>• Perspective Grid</li> </ul> <b>DUE Design Brief</b> -> Product description -> Historical Context: documentation of research	<ul style="list-style-type: none"> <li>• Final product rendering</li> <li>• Sketches of packaging design</li> </ul>

	<p>-&gt; Market positioning and objectives</p> <p>-&gt; Design Concept: a summary of the solution for the stated goals and objectives of the project</p>	
<b>Week 9</b> Wednesday 11.07	Live Color <ul style="list-style-type: none"> <li>• Gradient Mesh</li> <li>• Envelope Distort</li> </ul>	<ul style="list-style-type: none"> <li>• Packaging design</li> <li>- Research materials</li> <li>- Compose copy</li> <li>- eco-conscious</li> <li>• Set up project deck</li> </ul>
<b>Week 10</b> Wednesday 11.14	Advanced Techniques <ul style="list-style-type: none"> <li>• Clipping Masks</li> <li>• Brushes</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize packaging</li> <li>• Fine-tune project deck</li> <li>•</li> </ul>
<b>Week 11</b> Wednesday 11.21	Web and Animation <ul style="list-style-type: none"> <li>• Web</li> <li>• Mobile Devices</li> </ul>	<ul style="list-style-type: none"> <li>• Fine-tune project deck</li> <li>• Sketches of promotional material and signage displays</li> </ul>
<b>Week 12</b> Wednesday 11.28	Illustrator and <ul style="list-style-type: none"> <li>• Photoshop</li> <li>• InDesign</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize promotional material and signage displays</li> </ul>
<b>Week 13</b> Wednesday 12.05	Class Field Trip (TBA)	<ul style="list-style-type: none"> <li>• Finalize project deck</li> </ul>
<b>Week 14</b> Wednesday 12.12	Production and Output <ul style="list-style-type: none"> <li>• Final presentations.</li> </ul>	<ul style="list-style-type: none"> <li>• Revise project deck</li> <li>• Send to print</li> </ul>
<b>Week 15</b> Wednesday 12.19	<b>EVERYTHING DUE</b> <ul style="list-style-type: none"> <li>• 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.</li> </ul>	