

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



GRA3611 Vector Art Editing

Wednesday: 8AM – 11.20AM (G204)
Instructor: M. Genevieve Hitchings
Email: mhitchings@citytech.cuny.edu
Website: www.artorium.com/instruction
Office: N1127
Phone: 718-260-5823 (department)
Office Hours: Wednesday: 11.30AM – 12.30PM Thursday: 2-3PM

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).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 three sub disciplines: identity design, advertising, and print collateral.
- 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
- 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% =	Homework (exercises)	20%
	Project Brief	10%
	Identity Design	10%
	Stationery Design	10%
	Poster	20%
	Signs	10%
	Portrait or Landscape	10%
	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 introduced to a client with specific design needs. Students will develop a multi-piece presentation that effectively addresses the needs of the client. 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).

Required Text: None

Topical Outline – (Outline may be adjusted as semester progresses. Students will be notified.)		
WEEK	Lecture Topic	Homework Assignment
Week 1 Wednesday 01.30	Intro & Overview Illustrator <ul style="list-style-type: none"> • Workspace • Panels • Bridge • Geometric Objects • Freehand drawing • Project 1: Brief (DUE week 8 – MID-TERM) 	<ul style="list-style-type: none"> • Project Brainstorm • Research • Illustrator Exercise
Week 2 Wednesday 02.06	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 	<ul style="list-style-type: none"> • Historical Overview • Inspiration Collage • Identity Design <ul style="list-style-type: none"> - Name - Logo 15 sketches • Illustrator Exercise
Week 3 Wednesday 02.13	Typography <ul style="list-style-type: none"> • Types of Type • Threaded Type • Wrapping Type • Creating Outlines • Envelope Distort • <p>>> CLIENT VISIT: YANA (Salvatore Lopizzo)</p>	<ul style="list-style-type: none"> • Branding Objectives • Target Audience • Refine Logo Sketches • Product Style Guide <ul style="list-style-type: none"> - Tag line - Color scheme - Typefaces • Illustrator Exercise
Week 4 Wednesday 02.27 02.20 (no class)	Color <ul style="list-style-type: none"> • Strokes, Fills, Gradients • Live Paint • Live Trace • Layers • Appearances • Effects 	<ul style="list-style-type: none"> • Logo Design • Postcard Sketches • Illustrator Exercise
Week 5 Wednesday 03.06	Complexity <ul style="list-style-type: none"> • The Blend Tool • The Mesh Tool 	<ul style="list-style-type: none"> • Finalize logo • Postcard Design • Style guide

	<ul style="list-style-type: none"> • Gradients 	
Week 6 Wednesday 03.13	Complexity <ul style="list-style-type: none"> • Clipping Masks • Transparency • Opacity Masks 	<ul style="list-style-type: none"> • Finalize Style guide • Stationery Design
Week 7 Wednesday 03.20 (SB: 03.27)	Live Color <ul style="list-style-type: none"> • Live Color Workspace • Live Effects & Graphic Styles • In class presentations <p>>> CLIENT VISIT</p>	Final Edits: <ul style="list-style-type: none"> • Logo • Product renderings • Style guide • Begin project deck design
Week 8 MID TERM Wednesday 04.03	Dimensions <ul style="list-style-type: none"> • 3D • Perspective Grid DUE: <ul style="list-style-type: none"> • Finalized logo – presented in black and white and color • Style Guide: typography usage and color scheme • Application: Stationery design (letterhead, envelope and business cards) – should follow style guide specifications • Process (logo sketches – thumbnails) 	<ul style="list-style-type: none"> • Final: Postcard, Identity Design, Style Guide, Stationery Design
Week 9 Wednesday 04.10	Advanced Techniques <ul style="list-style-type: none"> • Brushes • Symbols • Scatter Brush • DUE Identity Design, Style Guide, Stationery Design 	<ul style="list-style-type: none"> • Poster Sketch
Week 10 Wednesday 04.17	Advanced Techniques <ul style="list-style-type: none"> • Gradient Mesh • Clipping Masks 	<ul style="list-style-type: none"> • Poster Design • Sign Sketches
Week 11 Wednesday 04.24	Advanced Techniques <ul style="list-style-type: none"> • Brushes 	<ul style="list-style-type: none"> • Fine-tune sketches
Week 12 Wednesday 05.01	Illustrator and <ul style="list-style-type: none"> • Photoshop • InDesign 	<ul style="list-style-type: none"> • Organize project deck
Week 13 Wednesday 05.08	Class Field Trip (TBA)	<ul style="list-style-type: none"> • Finalize project deck
Week 14 Wednesday 05.15	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 05.22	EVERYTHING DUE <ul style="list-style-type: none"> • The final work must be submitted at the end of the semester as both a digital PDF and a professionally printed and bound booklet. 	