

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



ADV 1162 - Raster & Vector Graphics

Monday: 2:30pm – 5.50pm

Instructor: M. Genevieve Hitchings
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 Office Hours: Monday: 2:00pm – 2:30pm Thursday: 2pm – 3.30pm

Eat Your Words

Food and its connection with identity and culture.

This class is paired with Professor Devers' English Composition 1, ENG 1101 as part of a learning community. Students will use their writing projects from English to explore concepts of visual literacy and visual storytelling. Using the theme of food and culture, students will explore the creative process and principles of design. Ultimately students will be encouraged to discover new relationships between typographic form, space, and structure with the content from their own writing projects.

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

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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(2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop) or may be withdrawn from the class (code WU).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)
- <http://openlab.citytech.cuny.edu/groups/adv1162-raster-vector-f2013/>

General Education Outcome covered:	How the outcome is assessed:
<p>Information Literacy The student will demonstrate the ability to determine whether certain conclusions or consequences are supported by the information provided.</p>	<p>Assess through class critique to determine how well students synthesized and applied research to their project concepts and subsequent development.</p>
<p>Oral Communication Listening: The student will demonstrate the ability to discern pertinent information from irrelevant information.</p>	<p>Evaluate how well students absorbed and consequently applied the learning through oral presentations and critiques.</p>
<p>Social Interaction The student will demonstrate the ability to work in teams, including people from a variety of backgrounds, and build consensus.</p>	<p>Evaluate the collaboration and integration of the team with a rubric for creative and critical team performance and project outcomes.</p>

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%
Recipe Cards	<u>20%</u>
Total:	100%

Methods of Assessment				
	Concept/Design (Process & Sketches)	Technical Skill (Proficiency)	Commitment to Refine Product (Timeliness, Craft & Presentation)	Punctuality
A =	Outstanding	Outstanding	Outstanding	Assignments lose one full grade point for each day late.
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 09.09	Introduction <ul style="list-style-type: none"> • Photoshop and Illustrator • Vector vs. bitmap, print vs. web, resolution, saving, file formats, file management • Workspace • Introduction to Project 1 • Role of a designer 	<ul style="list-style-type: none"> • Chose a designer for in-class presentation (see handout) • Register for my blog updates at: www.artorium.com/instruction • Research: Chose three fruits or vegetables grown in New York state • Send me a 'professional' email – with a signature.
Week 2 Monday 09.16	Photoshop <ul style="list-style-type: none"> • Layers – multiple images • History Palette • Tools/ Menus/ Palettes • Selections 	<ul style="list-style-type: none"> • Iconic representation

Week 3 Monday 09.23	Photoshop <ul style="list-style-type: none"> • Scanning • Adjustment layers • Masks and Channels • Hierarchy of information 	<ul style="list-style-type: none"> • Brainstorm - Inspiration board (collage) • Framers Market
Week 4 Monday 09.30	Illustrator <ul style="list-style-type: none"> • Pen tool (vector points) • Working with Type (raster/vector) Color pickers	<ul style="list-style-type: none"> • Compose poster tagline • Typographic: sketches (pencil]& paper)
Week 5 Wednesday 10.07	Illustrator <ul style="list-style-type: none"> • Bézier curve • Type tool • Balance – symmetrical vs asymmetrical 	<ul style="list-style-type: none"> • Poster proposal presentation: <ul style="list-style-type: none"> ○ Research/ Mood board ○ Tagline ○ Poster sketches
Week 6 Monday 10.14	Illustrator <ul style="list-style-type: none"> • Brushes In class critique <ul style="list-style-type: none"> • Focal point - fundamental concepts of composition; negative and positive space, foreground and background, scale, balance, tension/harmony, contrast, form, structure rhythm, drama 	<ul style="list-style-type: none"> • Poster design – draft 1
Week 7 Monday 10.21	Photoshop <ul style="list-style-type: none"> • Filters, Artistic Effects, Levels & Curves 	<ul style="list-style-type: none"> • Poster design – final draft
Week 8 Monday 10.28 MID TERM	DUE: PROJECT 1 – Poster (mid-term) Intro PROJECT 2: 3 Recipe Cards	<ul style="list-style-type: none"> • Final submitted: printed, mounted in color High-Res PDF file (drop-box) • Research Project 2 subject matter
Week 9 Monday 11.04	Illustrator <ul style="list-style-type: none"> • Live Paint • Live Trace • Appearances/ Effects 	<ul style="list-style-type: none"> • Brainstorm collage – inspiration board
Week 10 Monday 11.11	Photoshop/ Illustrator <ul style="list-style-type: none"> • Clipping Masks • Transparency • Opacity Masks 	<ul style="list-style-type: none"> • Cards Design – theme (draft 1) • Typographic exploration
Week 11 Monday 11.18	FIELD TRIP	<ul style="list-style-type: none"> • TBA
Week 12 Monday 11.25	Photoshop/ Illustrator <ul style="list-style-type: none"> • Advanced techniques 	<ul style="list-style-type: none"> • Cards Design
Week 13 Monday 12.02	In class critique <ul style="list-style-type: none"> • Focal point - fundamental concepts of composition; negative and positive space, foreground and background, scale, balance, tension/harmony, 	<ul style="list-style-type: none"> • Cards Design

	contrast, form, structure rhythm, drama	
Week 14 Monday 12.09	LAB TIME	<ul style="list-style-type: none">• Cards Design
Week 15 Monday 12.16	FINAL DUE	<ul style="list-style-type: none">• Final submitted: printed, mounted in color High-Res PDF file (drop-box)