

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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 Website: www.artorium.com/instruction
 Openlab: <http://openlab.citytech.cuny.edu/members/mghitchings/>
 Office: N1127
 Phone: 718-260-5823 (department number)
 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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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)

Open Lab Instructions

This semester, we'll use City Tech's Open Lab to continue our classroom discussions and as a resource hub for course materials. ***All of our readings and all of our formal paper assignments will be posted to Open Lab, so it is essential that you activate your membership and check the page regularly.*** First, you'll need to sign up for Open Lab and request membership to our class. Here's how you can do that.

1. You must activate your City Tech email account.
2. Sign up for Open Lab at <http://openlab.citytech.cuny.edu/register/>
3. After you sign up, you'll need to log on to your City Tech email account and click on the registration link you receive from Open Lab.
4. Log on to Open Lab at <http://openlab.citytech.cuny.edu/>
5. In the search box at the top right of the page, search for your professor's last name: Devers.
6. In your professor's list of courses, choose yours.
7. Select "Request Membership" to gain access to your class.

Emailing your professor

By 9/15, please send me one paragraph to introduce yourself to me. Use this opportunity to practice appropriate email etiquette:

- Use your official school email address (or an address that uses your name or a professional title; avoid using personal accounts with screen names that might be considered offensive or that contain a long series of numbers).
- In the subject line, indicate which class and section you're in, and the general topic of your message.
- Use an appropriate greeting, and address your audience respectfully. In this case, "Dear Professor Hitchings" would be appropriate.
- The content of your message should be clearly organized, free of grammatical and typographical mistakes, and direct.

- Sign your name to your email. You should always do this, but it is especially important if your name is not in your email address.

These guidelines should be used any time you email any of your professors. Failure to follow these guidelines could mean a delay in getting a response. If I can't identify you in your email, I may not respond at all.

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

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:

<u>Class Participation</u> (verbal participation and timeliness):	20%
<u>Class Exercises/Homework</u> :	20%
<u>In-class Presentation</u> :	20%
<u>Projects</u> :	
Project 1	20%
Project 2	<u>20%</u>
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.

Please note: course outline subject to change.

3. You are expected to keep up with the class blog (www.artorium.com/instruction).

Suggested Texts

- Adobe Photoshop CS6 Classroom in a Book, by the Adobe Creative Team. Published by Adobe Press. ISBN-10: 0321827333, ISBN-13: 978-0321827333;
- Adobe Illustrator CS6 Classroom in a Book June 1, 2012 , by the Adobe Creative Team. Published by Adobe Press. ISBN-10: 032182248X, ISBN-13: 978-0321822482 ; Published: June 6,

www.tutorialized.com/tutorials/Photoshop/
www.adobephotoshoptutorials.com/
www.adobe.com/support/photoshop/
www.adobe.com/designcenter/
www.photoshopsupport.com/tutorials.html
www.grafx-design.com/phototut.html
www.pslover.com/
www.photoshopcafe.com/
www.ndesign-studio.com/resources/tutorials/
www.smashingmagazine.com/2007/02/03/adobe-illustrator-tutorials/
www.adobeillustratortutorials.com/
www.adobe.com/support/illustrator/
www.techtutorials.info/drzadill.html
www.sketchpad.net/illustrator.htm
www.biorust.com/tutorials/browse/10/added/desc/1/
www.learnit2.com/illustrator.html
www.huntfor.com/design/tutorials/illustrator.htm
www.vectordiary.com/illustrator/best-illustrator-tutorials-articles-of-2008/
www.emmaalvarez.com/2007/11/65-adobe-illustrator-tutorials.html
www.youtube.com/watch?v=5DzpT8POAME

Topical Outline – (Outline may be adjusted as semester progresses. Students will be notified.)		
WEEK	Lecture Topic	Homework Assignment
Week 1 Monday 09.08	Introduction <ul style="list-style-type: none"> • Introductions & Presentations • Photoshop and Illustrator • Vector vs. bitmap, print vs. web, resolution, saving, file formats, file management • Workspace • Type tools • Name design exercise 	<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 • Send me a 'professional' email • Complete in class exercise
Week 2 Monday 09.15	Photoshop Review Homework: last weeks class exercise <ul style="list-style-type: none"> • Layers – multiple images • Role of a designer • History Palette • Tools/ Menus/ Palettes • Selections 	<ul style="list-style-type: none"> • Iconic representation • Treasure Hunt

Please note: course outline subject to change.

Week 3 Monday 09.22	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)
Week 4 Monday 09.29	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 10.06	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 10.20	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 10.27	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 11.3 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 11.10	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 11.17	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 11.24	FIELD TRIP	<ul style="list-style-type: none"> • TBA
Week 12 Monday 12.1	Photoshop/ Illustrator <ul style="list-style-type: none"> • Advanced techniques 	<ul style="list-style-type: none"> • Cards Design
Week 13 Monday 12.8	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 12.15	LAB TIME	<ul style="list-style-type: none">• Cards Design
Week 15 Monday 12.22	FINAL DUE	<ul style="list-style-type: none">• Final submitted: printed, mounted in color High-Res PDF file (drop-box)