

Communication Design Department COMD  
New York City College of Technology  
The City University of New York



## COMD1162 (LC36) - Raster & Vector Graphics

Tuesday: 2:30pm – 5.50pm

Instructor: M. Genevieve Hitchings  
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Office: N1127  
Phone: 718-260-5823 (department number)  
Office Hours: Tuesday: 12:30pm – 2:30pm

### Class Websites

Website: [www.artorium.com/instruction](http://www.artorium.com/instruction)  
Openlab: <http://openlab.citytech.cuny.edu/members/mghitchings/>

### 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 Policy:

Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade.

### Academic Integrity:

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 – I will collect digital assignments via 'Dropbox'
- 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))
- You can access this blog via City Tech's OpenLab.
- Everyone must sign-up for OpenLab: <https://openlab.citytech.cuny.edu>

#### OpenLab Instructions

This semester, we'll use City Tech's OpenLab (also available on my website see links above) 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:
<b>Information Literacy</b> 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.
<b>Oral Communication</b> 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.
<b>Social Interaction</b> 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):	10%
<u>Class Exercises/Homework</u> :	20%
<u>In-class Presentation</u> :	20%
<u>Projects</u> :	
Project 1 Poster	20%
Project 2 Type Animation	20%
Project 3 Book Cover	10%
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.
<b>A =</b>	Outstanding	Outstanding	Outstanding	
<b>B =</b>	Good	Good	Good	
<b>C =</b>	Adequate	Adequate	Adequate	
<b>D =</b>	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](http://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/](http://www.tutorialized.com/tutorials/Photoshop/)  
[www.adobephotoshoptutorials.com/](http://www.adobephotoshoptutorials.com/)  
[www.adobe.com/support/photoshop/](http://www.adobe.com/support/photoshop/)  
[www.adobe.com/designcenter/](http://www.adobe.com/designcenter/)  
[www.photoshopsupport.com/tutorials.html](http://www.photoshopsupport.com/tutorials.html)  
[www.grafx-design.com/phototut.html](http://www.grafx-design.com/phototut.html)  
[www.pslover.com/](http://www.pslover.com/)  
[www.photoshopcafe.com/](http://www.photoshopcafe.com/)  
[www.ndesign-studio.com/resources/tutorials/](http://www.ndesign-studio.com/resources/tutorials/)  
[www.smashingmagazine.com/2007/02/03/adobe-illustrator-tutorials/](http://www.smashingmagazine.com/2007/02/03/adobe-illustrator-tutorials/)  
[www.adobeillustratortutorials.com/](http://www.adobeillustratortutorials.com/)  
[www.adobe.com/support/illustrator/](http://www.adobe.com/support/illustrator/)  
[www.techtutorials.info/drzadill.html](http://www.techtutorials.info/drzadill.html)  
[www.sketchpad.net/illustrator.htm](http://www.sketchpad.net/illustrator.htm)  
[www.biorust.com/tutorials/browse/10/added/desc/1/](http://www.biorust.com/tutorials/browse/10/added/desc/1/)  
[www.learnit2.com/illustrator.html](http://www.learnit2.com/illustrator.html)  
[www.huntfor.com/design/tutorials/illustrator.htm](http://www.huntfor.com/design/tutorials/illustrator.htm)  
[www.vectordiary.com/illustrator/best-illustrator-tutorials-articles-of-2008/](http://www.vectordiary.com/illustrator/best-illustrator-tutorials-articles-of-2008/)  
[www.emmaalvarez.com/2007/11/65-adobe-illustrator-tutorials.html](http://www.emmaalvarez.com/2007/11/65-adobe-illustrator-tutorials.html)  
[www.youtube.com/watch?v=5DzpT8POAME](http://www.youtube.com/watch?v=5DzpT8POAME)

<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> Tuesday 08.29	Introduction <ul style="list-style-type: none"> <li>• Introductions &amp; Presentations</li> <li>• Photoshop and Illustrator</li> <li>• Vector vs. bitmap, print vs. web, resolution, saving, file formats, file management</li> <li>• Workspace</li> <li>• Type tools</li> <li>• Name design exercise</li> <li>• Go to <a href="http://www.commarts.com">www.commarts.com</a> and find one designer featured on the site who works with raster images, and then find another designers who works with vector. We will discuss in class next week.</li> </ul>	<ul style="list-style-type: none"> <li>• Register for my blog updates at: <a href="http://www.artorium.com/instruction">www.artorium.com/instruction</a></li> <li>• Chose a designer for in-class presentation (see handout)</li> <li>• Sign-up for OpenLab</li> <li>• Complete in class exercise (see class blogs for details)</li> </ul>
<b>Week 2</b> Tuesday 09.05	Illustrator <ul style="list-style-type: none"> <li>• Pen tool (vector points)</li> <li>• Working with (raster/vector)</li> <li>• Vectors</li> <li>• Color pickers</li> </ul> Review homework	<ul style="list-style-type: none"> <li>• Complete in class exercise (see class blogs for Type details)</li> </ul>
<b>Week 3</b> Tuesday 09.26	Illustrator <ul style="list-style-type: none"> <li>• Bézier curve</li> <li>• Type tool</li> </ul> Review homework Balance – symmetrical vs asymmetrical	<ul style="list-style-type: none"> <li>• Complete in class exercise (see class blogs for details)</li> </ul>

Please note: course outline subject to change.

<b>Week 4</b> Tuesday 09.12	Photoshop Review homework Layers – multiple images <ul style="list-style-type: none"> <li>• Role of a designer</li> <li>• History Palette</li> <li>• Tools/ Menus/ Palettes</li> <li>• Selections</li> </ul>	<ul style="list-style-type: none"> <li>• Brainstorm – Poster design</li> <li>• Inspiration board (collage)</li> <li>• Compose poster tagline</li> <li>• Poster Sketches</li> </ul>
<b>Week 5</b> Tuesday 09.27	Photoshop <ul style="list-style-type: none"> <li>• Scanning</li> <li>• Adjustment layers</li> <li>• Masks and Channels</li> <li>• Hierarchy of information</li> </ul>	<ul style="list-style-type: none"> <li>• Typographic: sketches (pencil &amp; paper)</li> <li>• Poster Draft 1 DUE</li> </ul>
<b>NOTE: No Class Meetings on 9.19 and 11.21</b>		
<b>Week 6</b> Tuesday 10.3	Illustrator <ul style="list-style-type: none"> <li>• Brushes</li> </ul> In class critique <ul style="list-style-type: none"> <li>• Focal point - fundamental concepts of composition; negative and positive space, foreground and background, scale, balance, tension/harmony, contrast, form, structure rhythm, drama</li> </ul>	<ul style="list-style-type: none"> <li>• Poster proposal presentation: <ul style="list-style-type: none"> <li>○ Research/ Inspiration board</li> <li>○ Tagline</li> </ul> </li> </ul>
<b>Week 7</b> Tuesday 10.10	INTRO PROJECT 2 – Type Animation Photoshop <ul style="list-style-type: none"> <li>• Filters, Artistic Effects, Levels &amp; Curves</li> </ul>	<ul style="list-style-type: none"> <li>• Poster design – final draft</li> </ul>
<b>Week 8</b> Tuesday 10.17 <b>MID TERM</b>	<b>DUE: PROJECT 1 – Poster (mid-term)</b> Photoshop <ul style="list-style-type: none"> <li>• Animating tools (animating gif)</li> </ul>	<ul style="list-style-type: none"> <li>• Final submitted: printed, mounted in color High-Res PDF file (drop-box)</li> <li>• Research Project 2 subject matter</li> </ul>
<b>Week 9</b> Tuesday 10.24	Illustrator <ul style="list-style-type: none"> <li>• Live Paint</li> <li>• Live Trace</li> <li>• Appearances/ Effects</li> </ul>	
<b>Week 10</b> Tuesday 10.31	<b>DUE: Project 2</b> INTRO PROJECT 3 – Book Cover Photoshop/ Illustrator <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>• Brainstorm collage – inspiration board</li> <li>• Book Cover Design – theme (draft 1)</li> </ul>
<b>Week 11</b> Tuesday 11.7	FIELD TRIP	<ul style="list-style-type: none"> <li>• Book Cover Design – theme (draft 2)</li> </ul>
<b>Week 12</b> Tuesday 11.14	Photoshop/ Illustrator <ul style="list-style-type: none"> <li>• Advanced techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Book Cover Design – theme (draft3)</li> </ul>
<b>Week 13</b>	In class critique	<ul style="list-style-type: none"> <li>• Book Cover Design – theme (DUE)</li> </ul>

Tuesday 11.28	<ul style="list-style-type: none"><li>• Focal point - fundamental concepts of composition; negative and positive space, foreground and background, scale, balance, tension/harmony, contrast, form, structure rhythm, drama</li></ul>	
<b>Week 14</b> Tuesday 12.05	Photoshop/ Illustrator Advanced techniques	<ul style="list-style-type: none"><li>• Revisions</li></ul>
<b>Week 15</b> Tuesday 12.12	<b>FINAL DUE</b>	<ul style="list-style-type: none"><li>• Final submitted: printed, mounted in color High-Res PDF file (drop-box)</li></ul>