



America's Career University®

School of Technology | Computer Graphics Dept.
Winter

Course title: Visual Design

Course number: CGRA1000

Credit Hours: 4.5

Classroom Hours: 4 (per week)

Instructor: Elizabeth Marks

Office: Academic 209

Office Phone: 598-2514

E-mail Address: emarks@jwu.edu

Office Hours: (by appointment)

Best Method For Contact: E-mail

Course Description

Students participating in this course will develop an understanding of basic design and color theory. Through various exercises geared toward real world situations the student will gain experience in creative graphics solutions. Students will be introduced to state of the art software packages such as Adobe Illustrator and Photoshop, as well as basic hardware devices such as scanners. This class is fundamental to any higher-level course in Computer Graphics, Web Design, desktop publishing or multimedia.

Take Note : This class requires the completion of projects OUTSIDE of class time using the Adobe Illustrator CS2 software. Unless you have access to a copy, or are using the 30-day free trial on your own machine, you will have to come into the labs to work. If you cannot commit to spending enough time in the labs to complete your projects, please do not take Visual Design.

Course Outcomes

The student should be able to:

1. Understand and practice basic design theory, page layout and graphic design principles.
2. Understand and apply basic color theory, color interaction and human response to different colors.
3. Utilize various graphics applications to solve different visual communication problems.
4. Understand and use the basic software and hardware tools to use for various graphics problems and situations.

Required Books

- Ambrose, Gavin, and Paul Harris (2003). The Fundamentals of Creative Design. AVA Publishing, Switzerland. ISBN: 2940373477.
 - Elam, Kimberly (2001). Geometry of Design, Princeton Architectural Press, New York. ISBN: 1568982496.
- (Check out <http://www.bestwebbuys.com/books/>)

Required Resources

- Blank 8.5 x 11" sketchbook, 55 pages minimum, unlined
- USB "flash" drive, minimum size 256mb.
- Folder to keep in-class exercises in
- \$20-30 for your final project printing

Additional References

(Useful, but not required)

- Wong, Wucius (1998). Principles of Color Design. John Wiley and Sons, Inc., New York. ISBN: 0471287083 (Was a former course book so it covers some of the same material.)
- Weinmann, Elaine and Peter Lourekas (2005). Illustrator CS2 for Windows and Macintosh : Visual QuickStart Guide. Peachpit Press. ISBN: 0321336569.
- Muller-Brockman, Josef. (1996). Grid Systems. Verlag Niggili, Zurich. ISBN: 3721201450
- Heller, Steven, and Seymour Chwast. (1999) Graphic Style From Victorian to Digital. Harry N. Abrams, Inc. ISBN: 0810929848
- Lidwell, William, Holden, Kritina, and Jill Butler. (2003) Universal Principles of Design. Gloucester, MA: Rockport Publishing. ISBN: 1592530079
- Meggs, Phillip. A History of Graphic Design. (1998) John Wiley and Sons,

Printing

8.5 x 11 inch (Letter Sized) color prints are available for a small fee. Ask the Student Lab Assistants (SLAs), in their office on the 4th floor. (They're the folks in the green shirts.)

Once during the trimester you may be required to print professionally, off campus. Make sure you save around \$20-30 for this purpose during finals week.

Content Outline

General Format: In general all teaching in this class will be through lecture and hands on tutorial. Some materials will be made available to students through handouts. Students should be aware that the lectures, laboratory work and discussions will not always include all of the important material in the reading, and that the reading will not always cover all of the material in the lectures, laboratory work and discussions. You are responsible for knowing both the assigned reading material and the material discussed in class. You are also responsible for any concepts and skills demonstrated and practiced in the lab.

Special Needs

Any student who has a need for test-taking or note-taking accommodation should feel free to consult me, or with the Department for Student Success. Some accommodations will require proper documentation.

Policy on Public Folders

Public folders will not be used in this class, in favor of the course website.

Course Website:

www.lizmarks.net/cgra1000/

Check often. In class materials, helpful images, quiz review sheets, etc. will all be posted here.

Grading Policies

Grading will be based on homework assignments, sketchbook, exams, and class participation. Each of these factors is described in detail below.

Basic Grading System:

I will be allowing you to pick what percentage of your grade each category should be worth, except for CP. The categories are:

Assignments	
Sketchbook	
Quizzes	
Final Project	
Course Participation	10%
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Course grade:	100%

ASSIGNMENTS: Students are expected to complete all reading assignments before the week starts. Completed project assignments must be submitted on the date due.

It is my policy not to accept late work without prior clearance. This means you have to plan ahead. A doctor's note will allow me to make an exception to this rule.

If you are still printing when class starts, your project will be accepted, but with a lateness penalty.

Extra credit is posted on the class website and can be turned in any time before exam week.

SKETCHBOOK: The purpose of the sketchbook is to get you in the habit of thinking visually when away from the computer. This is a place for you to plan out project ideas (not necessarily ones for this class), sketch, brainstorm, and collect examples of design that inspires you. Don't be afraid to take risks and explore styles of creation that you haven't tried before- this is not about being able to draw perfectly as much as it is about experimenting and bulking up your ability to inspire yourself.

M+W Class= sketchbook due every other Mon..

T+Th Class= sketchbook every other due Tues.

(My policy on late sketchbooks is the same as assignments, in general, but if you forget your book at home you may bring it to me the same day- as long as you don't make a habit of it.)

I will give you a topic to use as a jumping off point each week if you want to sketch/ do an art piece in your SB. You don't have to use it.

No cartoon characters allowed unless you invent them. I.E. No more Looney Toons, Family Guy, Kenshin, Simpsons, Aqua Teen Hunger Force, Inuyasha, Teen Titans, etc. Try coming up with your own!

You are encouraged to include at least one example of something you saw in the last week that was visually interesting – an ad, a receipt, a photograph. You can include as many of these as you wish but they only count as 1 “sketch” per week.

Grading of sketchbook is by the following criteria:

- 5+ pages of interesting brainstorming/ sketching / inspirational materials with variety = 90 -100
- 5+ pages without much variety and detail = 80-90
- 5+ pages displaying a significant lack of effort = 70-80
- <5 pages of varied, interesting work =70-80
- <5 pages with lack of effort = < 60

The lowest SB grade will be dropped. This means you can miss one submission date if you choose. It is not possible to pass the class without a passing grade in the Sketchbook category.

Sketchbooks can be purchased:

JWU bookstore

Art Studio of Providence

17 Peck St., Providence, RI 02903 (right off of Weybosset, near the Arcade)
(401) 331-2560

Art Supply Warehouse of Providence

14 Imperial Place, Providence, RI 02903
(401) 331-4530

RISD Store

30 N. Main St. Providence, RI 02906
(401) 454-6454

Utrecht Art Supply Center

200 Wickenden Street, Providence, RI 02903
(401) 331-3780

Quizzes: Quizzes will be given periodically throughout the term.

COURSE PARTICIPATION:

Class participation will be based on the following:

- (+/-) Attendance- the number of classes you miss (i.e. the percentage of classes you attend) divided by the overall number of classes.
- (+) Asking questions- ample opportunity will be given to ask questions after each section of material, and during as issues arise. Please take these opportunities. Asking questions, and the quality of your questions will be factored into your c.p. grade
- (+) Helping other students- if you're ahead, consider helping someone who isn't. At times, I may request this of some students. You don't know how well you know something until you try and teach it.
- (-) Questions betraying an obvious lack of attention during class. I.E. asking how to do something that was just explained.
- (-) Talking in class, clearly surfing the web instead of paying attention, using AOL Instant Messenger at all. If you clearly are just in the classroom surfing the web or talking to friends and not participating- i.e. if you don't even have the software open- you will be asked to leave and marked absent for the class. This is departmental policy.
- (-) Excessive ringing of cell phones. Please turn these to the "silent" or "vibrating" setting when you enter the classroom. It is not appropriate to take calls during class time (even by leaving the room) unless there is a serious emergency. Let me know if you are an E.R. doctor on call.
- (+) Participation in critiques of projects
- (+) Retention of in-class excercises to turn in during last week (in your in-class folder!)

IN-CLASS EXERCISES:

Please keep all in-class excercises in a folder together. During Week 10 you will receive a checklist, and are responsible for turning in all in-class excercises together for part of your class participation grade.

Attendance Policy

It is the policy of the university to drop a student from class after 2 absences. This includes both excused and unexcused absences. You are strongly advised to save these absences for illness or family emergency. Absences that are due to illness or family emergency will be included in this calculation, except in rare situations. Thus, a student who “cuts” the class two times, and *then* has a documented illness, will be treated as though *all three absences* were “cuts.”

- Three late arrivals to class are the equivalent of one absence.
- Do not e-mail assignments to me if you miss class on a due date. If you have a doctor’s note or have made prior arrangements with me you can hand them in during the next class.

Attendance will be taken orally during the first few minutes of class. If you come in after attendance, you must make me aware at the end of class that you were here **ON THAT DAY**. Telling me you were late “yesterday” will not help.

*If you are more than 15 minutes late for class, you will be marked absent

If you have been absent because of an illness or family emergency, you should inform me of this fact *on the day you return to class or by e-mail*. If you miss a class for any reason, you are required to get lecture and discussion notes from another student (do *not* ask me.) You are responsible for getting all handout material from the class website.

A student who misses an examination will not be permitted to take a make-up exam until s/he provides the professor with a written description of the illness or family emergency, or work obligation- i.e. doctor’s note, note on company stationary. False writings will be treated as fraud, resulting in disciplinary action. You must inform me on the next day of returning to class about making up the quiz.

Community Service Option

If you are a sophomore or above, and would like to do your CS requirement with me, talk to me!

Academic Integrity

In order for a student’s grade in this course to have any value, it must be based on the student’s own work, free of any sort of cheating. Therefore, any type of plagiarism or cheating (which includes the use of any copies of tests or assignments from previous trimesters of this course) will be grounds for

instant removal from the course, resulting in a “W” on the transcript. Where appropriate, a student who cheats or helps others to cheat may be subject to other disciplinary action.

Schedule

Schedules are tough because classes often move faster or slower than expected. This is an approximate schedule and it will probably be altered. Please assume UNLESS told otherwise, that the assignments on the syllabus stand. You are responsible for the reading assignments for a given week *during* that week.

Topical Outline:

Week 1:

Introduction to course concepts. Discussion of sketchbook requirements. What is graphic design? Portrait vs. Landscape, positive/negative space. Illustrator basics (all weeks will contain Illustrator lessons)

Reading: Fundamentals of Creative Design pgs. 8-28

Sketchbook idea: Somewhere real, somewhere imagined.

Week 2:

Repetition, symmetry, unit forms
Illustrator part 2

Reading: Fundamentals of Creative Design pgs. 30-50

Sketchbook Idea: Draw visuals for specific songs or albums you listen to. This can be interpreted very abstractly.

*Assignment 1 presented

Week 3:

Informal, formal, semi-formal compositions, structures, grids, space (volume, depth), balance, unity
Illustrator cont’d

*Assignment 1 due.

*Assignment 2 presented

Reading: Geometry of Design pgs. 5-23

Sketchbook Idea: Self Portrait (Interpret however you want; doesn’t have to be literal.)

Week 4:

Proportional systems (Fibonacci series, Golden Section, etc.).

*Quiz 1, Thursday

Reading: Geometry of Design pgs. 25-43

Sketchbook Idea: "Last Saturday"

Week 5:

Proportional systems continued. Compositional analysis.

*Assignment 2 due

*Assignment 3 presented

Reading: Geometry of Design pgs. 44-75

Sketchbook Idea: What I am feeling most strongly right now (can be abstract).

Week 6:

Geometry continued and perhaps introduction to type

*Quiz 2

Reading: Geometry of Design pgs. 76-101 (Finish the book)

Sketchbook idea: A week in Providence, RI

Week 7:

Type. Serif and sans serif fonts. Hierarchy. Simplicity.

Assignment 3 due

Assignment 4 presented

Reading: Fundamentals of Creative Design pgs. 56-120

Sketchbook Idea: Draw a font (if you want to be complete, include upper and lowercase, and/or characters such as !@#%&*()~.,/!'"";

Week 8:

Color theory. The color wheel. Hue, Saturation and Value. Additive and subtractive color models.

Reading: Fundamentals of Creative Design pgs. 155-173

Sketchbook Idea: A dream you had

Week 9:

Color sets. Monochromes, complements and contrasts.

Final project given to students.

Assignment 4 due

Final Project presented.

Reading: Fundamentals of Creative Design pgs. 127-153

Sketchbook Idea: Draw anything from more than one perspective.

Week 10 - 11:

Finishing up, conclusion of color theory

*Quiz 3

Work on final