

COURSE TITLE:	Introduction to Graphic and Web Design		
COURSE NUMBER:	GD 160	Section:	
MCO PREPARED BY:	Nina S. Young	Date: 8/9/2010	Revised:1/10/2011
INSTRUCTOR NAME:	Jamal Sullivan	Syllabus Prep. Date: 8/9/2010	Room: B528
OFFICE HOURS: ROOM:	Room B528 9:00 AM – 12:45 PM, 1:00 PM – 4:45PM		
CREDIT HOURS:	3		
COURSE LENGTH:	11 weeks		
CONTACT HOURS:	Lab: 22 Lecture: 22		
COURSE SCHEDULE:			
UNIT OF ACADEMIC MEASUREMENT:	Quarter System		
PREREQUISITES:	None		
CO REQUISITES:	None		
CATALOG COURSE DESCRIPTION:	<p>This course introduces students to the use of graphic design across the variety of media available to the designer today; from print to web and beyond. Students will be introduced to visual problem-solving and research techniques, problem identification, analysis, brainstorming, and idea refinement as they explore design solutions appropriate to various media. The goal is to develop an understanding of design methods and practices and their use over a variety of mass communications media. Students are introduced to the Macintosh operating systems and a variety of design software.</p>		

Requirements for Successful Completion

Attend all classes, complete all assigned work on time, pass all of the tests and maintain the standards of the class and the school

Method of Evaluation:

1. Verbal participation is required throughout the semester. You are expected to participate in classroom discussion and critiques: Being able to communicate effectively is a required skill for designers. Students must be able to support their visual solutions with clear reasoning: Expressing the concepts behind your designs is as important as the designs themselves. Furthermore, the interchange of ideas will lead to better visual solutions.
2. All assignments are due at the beginning of class. It is your responsibility to come to class with finished work when required. All deadlines are considered final. Late projects will be reduced by a letter grade.
3. Students are expected to be present and on-time for each class. Missing 4 classes will result in automatic failure of the class.

4. Required reading will cover some subjects not explained in class, and is necessary for understanding assignments. Bring a notebook and pen to take notes.

Grading Criteria: Your grade for this class will be based on:

1. Creative quality of ideas
2. Execution of work
3. Class participation during discussions and critiques, presentation of work
4. Attendance/lateness
5. Class participation during discussions and critiques, and presentation of one's work

Grading is based on personal growth of each student in understanding class material. Project grades will be based on the amount of conceptual investigation involved as well as the technical execution of ideas. . Before completing final projects, students must follow the design process of: Conceptual exploration/thumbnailed sketches/rough comps and revised comps before approaching final solutions.

On days when final projects are not due, you **MUST BRING ALL HOMEWORK** assignments to class. You receive credit that day for **completing** the assignment. This means you must follow all of the design criteria discussed in class and on the syllabus. By not doing the homework, you are severely affecting your grade.**Attendance Policies:**

Grading Scale:

A=Excellent
B=Above Average
C=Average
D=Below Average
F=Failure

Grading Scale Percentages:

A= 94-100	C+ =77-79	D = 60-66
A- = 90-93	C = 74-76	F = 0-59
B+ = 87-89	C- =70-73	
B = 84-86	D+ = 67-69	
B- = 80-83		

Estimated Homework Hours: 4-6 hours per week

AINYC Attendance Policy, Effective January 1, 2011

Due to the intensive nature of the 11 week quarter system at The Art Institute of New York City, absences jeopardize participation and a student's ability to successfully complete his or her studies. A student's academic performance is in pursuit of preparation for a professional environment in which there is typically zero or little tolerance for absenteeism. If, for some critical reason, a student finds it necessary to be absent, late, or leave early it is the student's responsibility to:

*Notify the instructor, and make up all missed work.

*Note that accumulated tardiness, leaving class before it is dismissed, or absenteeism will affect performance and the participation grade.

*Understand that excessive absenteeism may result in failure of the class.

*Look for the specific participation requirements for individual courses, by referring to the course grading rubric within the syllabus provided by the instructor.

Attendance is taken every class meeting. There are no excused absences. The only consideration to be granted regarding absences must be presented by the Faculty Member to the Department Chair and dean of Academic Affairs.

A student who misses twelve (12) hours from weeks 1 through 9 in an individual course will receive a Withdrawal grade (W). A student who misses 12 hours in a course in weeks 1

through 11 will receive a W/F. Tardiness and absenteeism will be recorded in 15 minute increments.

A student who knows that she/he will be late/absent must contact the instructor via voicemail, e-mail, or administrative note. Students arriving late to class have the responsibility of notifying their instructor at a break that they are present. When absent, a student is responsible for obtaining the lecture notes and homework assignments from other members of the class or the syllabus.

Students will be asked to leave class if they are unprepared, disengaged, sleeping, disruptive, or otherwise compromising the educational experience of students who are motivated and trying to work.

Students who do not attend classes for 14 consecutive days will be dropped from school from the last date they attended school; exceptions will be made only on the basis of appropriate documentation presented to the Dean of Academic Affairs.

Students taking a minimum of twelve credits, who have perfect attendance for all courses registered, in a particular quarter will receive a \$100 tuition scholarship for the subsequent quarter of enrollment in the school. Details regarding this scholarship may be found in The Art Institute of New York City catalog

Lateness Policies:

Lateness is determined by two categories: *Punctuality* and *Work Related*.

Punctuality:

Attendance will be taken at the start of class, 8:15am. Students are allowed 5 minutes grace time to get to class. Later than an hour, the student is marked absent in attendance book. This includes leaving class more than an hour early, or coming to class more than an hour late. Being late three times will be recorded as an absence. If a student leaves after the break, they are marked absent, as they will have missed half the class.

INSTRUCTIONAL METHODS: Lecture, demonstration, studio, and computer techniques. There will be class critique of student work, review of vocabulary, and in-class application of knowledge.

RESEARCH ASSIGNMENTS: Course relevant topics for research assignments may be proposed by students but must always have the instructor's written approval.

The school library can be used to access extensive databases which contain scholarly/peer reviewed articles from professional journals and trade publications. At least three such journals are required and must be cited in support of direct museum research

GRADING: Student performance may be evaluated based upon the following suggested criteria:

Assignment 1:	15 %
Assignment 2:	15%
Assignment 3:	15%
Assignment 4:	15%
Assignment 5:	20%

Participation/Professionalism:	10%
Attendance/latenesses:	10%

COURSE POLICIES: See student handbook for school policies. You are expected to be punctual. Lateness to class (and from breaks) may negatively impact your grade. Mobile telephones must be turned off during class.

Work Related:

Work is due on the appropriate deliverable dates.

Students are dropped one letter grade (10 pts) per week for late work.

After two weeks late, work is no longer accepted and student receives an F.

	TEXTBOOKS AND MATERIALS	(CHECK ONE)	
		REQUIRED	OPTIONAL
TEXTBOOK(S)	“Adobe Creative Suite 4 Design Premium Digital Classroom” (Paperback), Wiley	X	
	“The Non-Designer’s Design Book”, (3rd Edition) Peachpit Press	X	
RESOURCES & SUPPLIES	Flash drive and/or Hard Drive and/or CD media. Notebook and pen. School library for research purposes.	X	

PERFORMANCE: Upon completion of this course, the student should be able to do the following: OBJECTIVES:

- ✓ Develop visual problem-solving strategies, visual analysis and research, brainstorming and concept refinement, and apply them to design solutions
- ✓ Demonstrate a knowledge of professional graphic design practices
- ✓ Discuss and analyze contemporary and historic graphic design strategies and methods
- ✓ Evaluate technical and aesthetic characteristics of a project or process relative to specified design parameters
- ✓ Gain fluency over basic Macintosh computer operations and familiarity with basic digital design software

PROFESSIONALISM Criteria:
STANDARD:

1. Attendance & punctuality
2. Active participation in discussion
3. Quality of work
4. Academic Integrity (No plagiarism)
5. Attention to detail
6. Classroom etiquette (cell phones/beepers off)
7. Respect for peers and instructor
8. Ethical decision-making

DELIVERABLE COURSE WORK

Assignment 1: Photoshop (size: 5” x 7”) resolution: 300ppi

Make 3 thematically linked postcards using photographs of your creation. Must contain one line of text. One must be printed out.

Assignment 2: Illustrator (size: 3.5” x 2 inches.”) resolution: 300ppi.

Make a business card that includes a logo that you create and shows that you understand the 4 Principles of Design.

Assignment 3: Flash Animation

USING YOUR NAME AND THE LOGO YOU CREATED FOR YOUR BUSINESS CARD, CREATE A 10 SECOND ANIMATION WITH A FRAME RATE OF 12 FRAMES PER SECOND

Assignment 4: InDesign

Make a PDF document using text and images composed in InDesign. Create a 4 page booklet using Master Pages.

Final Project Assignment 5: Dreamweaver (1024x760)

Make a simple website using Dreamweaver tools that showcases your postcards, your poster, your InDesign project and a personal statement

WEEKLY CLASS MEETING OUTLINE:

MEETING	DESCRIPTION OF CONTENT	HOME ASSIGNMENT
Session 1: August 20 th	<p>INTRO TO CLASS. Review course syllabus.</p> <p>LECTURE: Mac OS, AINYC network and faculty drive. Raster vs Vector, interface, computer as a tool.</p> <p>Introduction to Adobe Bridge. Exploring user interface, browsing files, organizing work, folders, metadata, rating, etc.</p> <p>Design process: thumbnails, conceptualization, and research.</p> <p>Introduction to Photoshop. Open & Save Files, New Documents, Viewing Images, File Browser, Toolbox, Tools + hidden tools, Option Bar, Panels (expanding + collapsing), History, Navigator, Contextual menus, Layers, Keyboard Shortcuts, Workspace and Help.</p> <p>Create flickr accounts. Learn to upload images.</p> <p>Using Getty Images</p>	<p>Homework: Due August 23rd:</p> <p>Assignment 1 Preparation:</p> <p>On your flash drive, bring to class at least 10 digital images you could use for your postcard.</p> <p>See Handout</p> <p>Decide what text will be used on your postcard</p> <p>Create 10 thumbnails of different designs.</p>
Session 2: August 23 rd	<p>DUE: 10 potential images for your postcards Text that you will write on your postcards Thumbnails of postcards</p>	<p>Due August 27th</p> <p>Assignment 1 Complete Postcard Series. Photoshop</p>

	<p>LECTURE: Photoshop: Raster vs Vector, Interface, Panels, Resolution, Working with Layers – Organizing, converting, naming, copying, viewing, rearranging, opacity, adding layers, adjustment layers, flattening & saving files.</p> <p>Type layers, fonts, character and paragraph panels, editing text, adjusting spacing, kerning, tracing, warp text, changing attributes and applying layer styles, drop shadows.</p> <p>Flattening layers and preparing PDF to print. Sending files to be printed</p>	<p>(size: 5" x 7") resolution: 300ppi</p>
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<p>Session 3: August 27th</p>	<p>Due: Assignment 1.</p> <p>Critique of Assignment 1</p> <p>LECTURE: Introduction to Illustrator How and why: professional use of Illustrator Vector vs Raster. Tools, Drawing with pen tool, basic shapes, Paths (open and closed), fill and stroke, layers, type and Create Outlines.</p> <p>Introduction to <i>Four Principles of Design</i>. Proximity, Alignment, Repetition and Contrast.</p> <p>Research logos and business cards.</p>	<p>Assignment 2 Preparation : Illustrator (size: 3.5" x 2") resolution: 300ppi. Make a BUSINESS CARD using your digital illustrator tools.</p> <ol style="list-style-type: none"> 1. Create a logo 2. Choose your top 5 favorite fonts for your name 3. Research logos and business cards. Bring in 3 business card (actual or digital). 4. Create 10 thumbnails for your logo and business card. <p>Read: in The Non-Designer's Design Book p. 15-80</p>
<p>Session 4: August 30th</p>	<p>DUE: Homework. Critique.</p> <p>Review of <i>Four Principles of Design</i>. Proximity, Alignment, Repetition and Contrast.</p> <p>LECTURE: Colors, Global Color, Live Paint and Live Trace.</p>	<p>Assignment 2: Due Sept 3rd: Illustrator (size: 3.5" x 2") Complete BUSINESS CARD and your logo using Illustrator.</p>
<p>Session 5: Sept 3rd</p>	<p>Due: Assignment 2. Critique of business card</p> <p>LECTURE: Introduction to Flash and basic animation. How and why: professional use of Flash</p>	<p>Assignment 3: Preparation: Storyboarding of animation of name and logo from business card</p>

Sept 13 th	<p>LECTURE: Introduction to Dreamweaver. Understanding the interface, HTML, Code, Split and Design Views, Creating a new site. Manage Sites, Local Root folder, Property Inspector, Type, Importing images.</p> <p>How to use Photoshop for your prototype.</p> <p>Review these websites:</p>	<p>(1024x768) Preparation</p> <p>Preparation Due Sept 17th</p> <p>Make a prototype of your web site using Photoshop.</p> <p>The content of your web site should consist of your business card, your postcard series, your flash animation, and a personal statement.</p>
Session 8: Sept 17 th	<p>DUE: Homework. Critique on Prototype</p> <p>LECTURE: Cutting up your prototype and linking your pages together</p>	<p>Assignment 4: Dreamweaver</p> <p>Web site due Sept 20th</p> <p>Your web site should consist of no more than 6 html pages and should profile your business card, postcard series, flash animation, and personal statement</p>
Session 9: Sept 20 th	<p>Due: Assignment 5. Critique on website.</p> <p>LECTURE: Introduction to Adobe InDesign How and why: professional use of InDesign Setting up workspaces, tools, hidden tools,</p>	<p>Assignment 5: InDesign</p> <p>Make a PDF booklet, that shows all your projects in a 4 page newsletter</p>
Session 10: Sept 24 th	<p>DUE: Homework. Critique.</p> <p>LECTURE: Building Documents with Master Pages Exploring to PDF.</p>	<p>Assignment 5: InDesign</p> <p>Complete booklet. Export as PDF. Bring printout and all your digital files with layers.</p> <p>Prepare final presentations of a book showing all of the class assignments.</p>
Finals Week	Presentation of class work	
	Timeline, layers, stage, frames and key frames, tweening, drawing objects, importing graphics.	
Session 6: Sept 10 th	<p>DUE: Homework. Critique.</p> <p>LECTURE: MORE FLASH Introduction to ActionScript and creating buttons. Exporting Movies, SWF files.</p>	<p>Assignment 3: Animation Due Sept 13th</p>

The Library is located on the 12th floor at Metropolitan College Library. It has GD, IMD, VP and Fashion books and more! You can also visit the librarian, Betsy Nichols, in room 221 at Beach Street.

“It is AiNYC policy not to discriminate against qualified students with documented disabilities in its educational programs, activities or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Academic Advisor or School Counselor.”

Caveat: Any and all information included in the course syllabus and course outline is subject to change. Such changes will be either announced in class or in writing.