

Meeting Day, Time, and Room Number
Time: T/TH 5:30 - 7:55pm
art 108 - maclab

Office Hours rm 127
M/W 10:50am-11:50pm
(or by appt. 383-8152)

1**Broad purpose of course**

art 170 is an introduction to current digital software applications for visual communications in page layout and web interface. Emphasis is placed on the appropriate use of software and the introduction of the basics regarding: type, page layout, document organization and structure. Also, we will look at basic publication design, effective use of imagery and type. The course activities focus primarily on the preparation of common business publications, and the world wide web. Students are shown computer hardware, software and relative terminology for desktop publishing. **Additional time in the computer lab, outside the classroom, is required.**

If you are in the Art Education or Communications

concentration/major you must utilize the web site design to reflect you and your chosen field of study. Look up art teacher's web sites, or marketing sites, add links to information about artists or advertisers. Communications; use the material you wrote for when we do a newsletter. Art Ed; you might add a donation page; information relative to parents; State or even Federal education related materials.

2 Course objectives

Upon successful completion of this course students will be expected to:

- a. Conduct Internet research for project specific; content, visual style, photographs, and illustrations.
- b. Design and create a variety of basic business publications for use in print and for the Internet.
- c. Use the work from the basic design class (art 100) using principles from "Art Fundamentals," in all your published documents from the 'Basic Design' book.
- d. Use roughs (sketches) and simple grids to design simple page layouts.
- e. Use of type management software and typefaces (fonts) appropriateness for your publication and its audience.
- f. Scan and modify photographs and illustrations in your web & publication dox.
- g. Preparation of desktop publications.
- h. General familiarity of hardware and system software capabilities.
- i. Demonstrate a proficiency using software including: the menu area, tools, palettes and functions for Photoshop, Illustrator, and InDesign.

3 Teaching method

Teaching Methods: lecture, tutorials, laboratory, audio-visual, clinical experience, discussion, and seminars.

4 Grading policy (i.e., number of graded assignments, weight given to each)

- 1st project is the midterm grade.
- Projects after midterm will be averaged with all work (in lieu of exam). Criteria for all grades are: productivity in class, extra time outside class, attendance and general work ethic, including the midterm, a final project, participation, class and attitude towards project. There are no exams in this class. Every class is an examination of what you are doing...or not. Blatant plagiarism equates to automatic failure of the class.

- Each project is graded on skill level, proficiency of implementation, timeliness, academic experience and final presentation.

- Attendance and participation are considered in determining your grade. Time outside class is essential. The first project will require extra time.

5 Class projects

The course will contain 5, possibly 6 projects. Prior to assignments, tutorials or demonstrations will be use to familiarize students with software or technique. The first being the construction of a web site. Each project has two sections; the first is entirely devoted to software processes and the 2nd is project implementation. There may be additional projects prior to finals week depending on time constraints. There is no final exam.

6 Require Text

Adobe Photoshop CC, Classroom in a Book (needed immediately with the start of class); **optional:** TBA

7 Suggested Readings

- What Is Graphic Design?; Quentin Newark, Piers Schmidt
- Type and Image; Meggs, Wiley Pub.
- Stop stealing sheep and find out how type works; Spiekermann/Ginger, Adobe press.

8 Special Needs and Accommodations

Please advise the instructor of any special problems or needs at the beginning of the semester.

9 Required Tools/Supplies

- 1, USB Flash (Jump, Thumb) Drive: Sizes: 1gb, 2gb, etc. - Get the biggest you can afford. Do not get the drives where the USB port slides in and out, they will break.
- Sketchbook for ideas, thoughts, info.

10 Lab fee: \$20/semester

Only those that have gone through art 170, have paid their lab fees and my approval, are permitted in and to use the lab, It is NOT an open lab. It is a revokable privilege. Eat, drink and socialize (gossip, phone calls) outside the lab, neither are permitted in the lab. I do serve coffee as needed and it is the only exception.

00 Excessive absences

The absence policy is:
there are no excused absences.

1 - 4 absences, no penalty

5 absences: final grade is lowered one whole letter grade.

7 absences is an automatic failure.

- **Excessive lateness** (tardiness): more than 3 late arrivals past 15 minutes equates to 1 absence.

- If, after failing the class from absences, you would like to continue coming to the class and see what new things you might learn, you are welcome. It is your choice.

- If the instructor is running late, for whatever reason, you are responsible for starting your work, on your own. If you decide to leave before the instructor arrives and takes the roll you will be counted as absent.

00 Phone calls, Text messaging and Email

With more frequency, the use of personal electronics has become a problem during class time.

- Phones are required to be OFF during class, not on vibrate; off. If during class you are asked to refrain from phone or texting conversation, and continue, you will be asked to remove yourself from the classroom.

Personal email during class is not permitted. Occasionally you have to retrieve documents through email, let me know first. Neither is Facebook or messaging using the Mac lab computers. You are in a design lab, it is their for work.

00 Mac lab use

- Only those who paid their lab fee will have the privilege and given the door code so they can use the mac lab after class hours. After hours use for work is encouraged. There is a sign up sheet. Sign in and out; I make a point of checking them when making final grades. Anyone using the lab without permission will be asked to leave and security will notified. Their name and ID photograph will be given to security as well as posted on the lab door.

- If you would like to use the lab during one the several classes scheduled in there; always ask

if it is Ok first. Never assume it is all right and march in, sit down, boot up a computer and start working. It may not be. Depending on the teaching method at that time, it can be very disruptive. Do not interrupt a lecture to find out if it is Ok. You probably won't get permission that way.

- Never assume that is Ok to take anything from the lab or use the lab equipment for anything but its intended use. Do not disconnect the internet without permission. Do not use any other equipment in the lab without specific permission from me. Because it is in the lab, does not mean you can use or take it from the lab. For any reason.

00 Mac lab etiquette

Several situations in the lab have become problems due to rude behavior. The lab is for design work and work is only thing that should be done.

- Sometimes visiting friends can be disruptive and they don't have permission to use the iMacs. Be respectful of others trying to work.

- Personal music is that, keep it to yourself. Head phones or Ear buds should be used when listening to music in the lab. If anyone else can hear it, it's too loud. You must be able to concentrate on your work. Our tastes in music vary too much to force someone else to listen while they need to work. It is arrogant and rude to think otherwise.

- Socialize outside of the lab. The lab was constructed to aid students in their work, not to mindlessly surf the web, movies, email or chat.

- When you are done in the lab, put your or your friend's chair back UNDER the desk. You don't want to lose your privileges over someone else's laziness.

- Clean up your own messes. Pick up after yourself. I am not the maid. The maintenance people are also not responsible for your mess. They occasionally sweep, but are not required to pick anything up.

Creative Thinking**Remedial**

Work is trite, trivial and obvious. Students are unable to develop numerous solutions to artistic problems. Students imitate rather than create.

Freshman/Sophomore

Students produce original imaginative or unique solutions to artistic problems. Students move beyond imitation but may not be able to explain why.

Junior/Senior

Students produce original, imaginative or unique solutions to artistic problems. They are able to express why their work is distinct or innovative.

Graduate

Students are able to produce original, imaginative or unique solutions to artistic problems. Students produce a body of work that synthesizes complex or open-ended ideas, independent of instruction.

Analytical Thinking**Remedial**

Students are unable to analyze, synthesize or interpret concepts beyond an elementary level.

Freshman/Sophomore

Students are able to analyze, synthesize and interpret concepts. They are able to critique artworks using the language of art theory. They are less capable of critiquing their own work.

Junior/Senior

Students are able to analyze, synthesize and interpret concepts. They are able to critique artworks using the language of art theory. Students are capable of critiquing their own work.

Graduate

Students are able to analyze, synthesize and interpret concepts. They are able to critique artworks using the language of art theory. Students are capable of critiquing their own work independent of instruction.