

The essential element in the art and design professions is **creative thinking**.
Imagery communicates ideas and information but also must challenge and stimulate us.

Imagery that directs us into **new ways of thinking** reflects the creative spirit.

New technologies, such as computing, are valuable for artists and designers and must be absorbed by them in order to be used **intuitively** in the creative process.

To integrate computers in these fields it is essential to **push the boundaries of traditional image making techniques** and to open up new avenues, new directions, for creating images and designs.

In this process, the focus is not on the technology itself, but **how we use the technology in the creative process.**

Course Description/Measurable Course Objectives

Fundamentals of graphic design technology will be introduced and integrated with the principles of design, form, line, space, and texture. The student will be introduced to basic concepts of graphic design, hardware and software and peripheral devices for the Macintosh computer. This course provides entry level training in computer graphic arts production. Computer methods are taught in this course. Jobs in the field include computer production artist, desktop publisher, and graphic designer. Instruction will cover the preparation of camera ready art using traditional methods and computer technology, an overview of printing, on-line technologies, design history, and finishing techniques. Some of the equipment will include Macintosh computers, flatbed scanners, black & white and color printers. Various software packages including Adobe InDesign, Illustrator and Photoshop will be discussed and used.

Attendance and Grading

Regular attendance is essential for both the face-to-face sessions and the online requirements. Doing one without the other will result in a failing grade. All projects must be turned in on the due date unless change is verified by me. A one grade deduction will given all projects turned in after the due date for each class meeting, beyond the due date. Online assignments are learning experiences and are assigned accordingly. All assignments and projects will be graded on punctuality, accuracy, neatness, and design interpretation. Final grades will be based on the compilation of class assignment points, major project points, quiz grades, attendance, and participation in class activities both face-to-face and online.

Awareness & Preparation

Part of the college experience is accepting responsible for ones self; therefore, using lecture information and software applications, students will apply learned strategies to create and produce finished art work suitable for portfolio showing. As your instructor I am here to facilitate your learning. You must attend class and do the required work to gain the knowledge and skills to become employable. Approximately two hours lab work per day is desirable to complete assignments and to build graphic design skills.

Recommended Reading

Trade Publications, Books on Art History, Graphic Communications Books, CA Magazine, Print Magazine, Quick Start Books. Reference books will be available for use in the classroom. The campus library is a good source for more on Imaging, Graphic Design, and Typography.

Supplies

Notebook for handouts; Flash Drives for storage

Section 504 and ADA

Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), 1990 are civil rights legislation designed to prevent discrimination against individuals with disabilities. These laws give civil rights protections to individuals with disabilities in employment, all public services including education, public accommodations, transportation, and telecommunications. This means that while in college both laws guarantee equal opportunity for students with disabilities. This handout describes who is eligible for these protections, student and institutional (college) obligations and examples of services which can be provided.

Date	Lecture	Lab
August 24	Basics	Introductions, review syllabus; photos
August 26	Roots	Software overview; assignment
August 31	Type	Project 1 - Relationship of Letters
September 2	Weingart Type Posters	Assignment; work on assignments/project
September 7	No Class	No Class
September 9	Brody	Vector graphic design tools
September 14	Carson	Work on project 1
September 16	Thumbnails	Critique projects
September 21	Audience	Project 2 - Patterns & Textures
September 23	Gestalt	Assignment; work on assignments/project
September 28	Hockney	Raster graphic design tools
September 30	Warhol	Work on project 2
October 5	Methods	Critique projects
October 7	Victorian Age	Project 3 - Creating a Focal Point
October 12	Graphic Designers	Assignment; work on assignments/project
October 14	Four Pioneer Artists	Publication design; Work on project 3
October 19	Rand, Hofmann	Critique projects
October 21	Contemporary	Project 4 - Propaganda
October 26	Propaganda Posters	Assignment; work on assignments/project
October 28	Arts & Crafts Movement	Raster graphic design tools
November 2	Art Nouveau	Work on project 4
November 4	Psychedelic	Critique projects
November 9	Swiss, Kitsch	Project 5 - Identity
November 11	Logos	Assignment; work on assignments/project
November 16	Symbols	Vector & raster design tools
November 18	Marks	Work on project 5
November 23	Four Pioneer Artists	Critique projects
November 25	Modern	Project 6 - Multimedia
November 30	The Web	Assignment; work on assignments/project
December 2	Digital	Audio, Video, Animation
December 7	Multimedia	Work on assignments/project
December 9	Kinetic & Sequential	Work on final project
December 16	Final Exam Showcase	Final Exam Showcase