

Green Sheet

Course Overview

The focus of this course is on the fundamental basic design and an introduction to the use of the latest graphic software applications (Adobe Photoshop CS4, Illustrator CS4 and Indesign CS4) for graphic designer. This course will introduce these applications as they apply to both the print industry and interactive multimedia production.

Course Objectives

1. Demonstrate an understanding of the terminology, and tools used in graphic design and interactive multimedia production software.
2. Gain an understanding of the difference between Vector and Raster programs.
3. Explain basic attributes of digital graphic design and interactive multimedia software.
4. Gain a level of skill in the use of these software programs. Describe cross platform and on line multimedia development issues and techniques. As well as file formats for both the PC and Mac.
5. Identify professional development resources for print and interactive multimedia developers.
6. Explain color theory, Basic Design and Gestalt psychology as it applies to graphic design

Class Projects

There will be approximately one project every week. Assignments turned in late will be graded lower by one full grade. The lecture/discussion will usually be at the beginning of every class.

Grading Criteria

Grades will be determined by the tests, class participation, effort and the quality and quantity of the class exercises and course activities completed. I total up points values and divide

by the number of graded objects to derive at a grade. Work turned in late will be marked down at least a full grade. I will not drop a student, if a student quits coming to class, I will just grade the student with an F.

Material List (estimated Cost \$50 to \$400)

I don't require text books for this course, but I recommend that you acquire a book on each software program. I also want you to sign up at www.lynda.com for 3 months. You will need a PC USB jump drive to store your projects on. You need to back up your work because, I will not accept any excuse for lost work.

Costs and Fees:

There is a \$45 printing fee for this course to cover software licensing, printing consumables, and infrastructure, includes Black and White 8.5 x 11 or 11 x 17, laser prints, and 30 color 8.5 x 11 or 11 x 17, prints and ink. And the software cost is about \$200 to \$400.

Note

The participation in class is very important. Lab time during the class periods is limited and all students are expected to spend additional time working on the programs and projects. Each student is responsible for missed information and demonstrations. I will gladly repeat lectures and demonstrations if the student does not understand when it was presented, but I do not enjoy repeating information if you are just late or missed the class.

If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours.

Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with DRC to establish a record of their disability.

Your own commitment to learning, as evidenced by your enrollment at San José State University, and the University's Academic Integrity Policy requires you to be honest in all your academic course work.

Faculty members are required to report all infractions to the Office of Judicial Affairs. The policy on academic integrity can be found at <<http://www2.sjsu.edu/senate/S04-12.pdf>>

Individuals with disabilities may contact the Disability Center on Campus, 408 924 6000, Administration Building 110 for help.

Campus Emergency Numbers
Police 911
Escort Service 4.2222

Furlough Days that affect this class: Mar. 25th., Apr. 6th., and May 6th.

Assignments: copies and more information at www.atdesignonline.com

Illustrator:

1. Lines (See Pdf Handout for directions) Due: Mar. 2nd.
2. Black Square Problem: (See Pdf Handout for directions) Due: Mar. 2nd.
3. Option between Balance and Shapes Problem: (See Pdf Handout for directions) Due: Mar. 2nd.
4. Block Repeats (See Pdf Handout for directions) Due: Mar. 2nd.
5. Nine Objects (See Pdf Handout for directions) Due: Mar. 2nd.
6. Make a color wheel and a value scale of one hue. Include on the same page a two column paragraph text box that describes Albers's color theory. (See Pdf Handout for directions) Due: Mar. 2nd.
7. Additive and Subtractive color wheel. (See Pdf Handout for directions) Due: Mar 23rd.
8. Copy a given cd in vector format. The CD has to fit on our template die cut. (See Pdf Handout for directions) Due: Mar 23rd.
9. Scan in a picture of yourself and then make a vector image of it. (See Pdf Handout for directions) Due: Mar 23rd.

Photoshop there will be a quiz on the toolbox shortcuts Mar 23rd

1. Repair a damaged photograph. Due Apr. 15th.
2. Make a composite image out of three of your photographs with the end results having only one perspective and one lighting condition.. Due Apr. 15th.
3. Make two different images using painting tools and filters. (The subject matter: 1. Something important to you, 2. Something dealing with emotion.) These images could be any type of Art. Due Apr. 29th.
4. Prepare at least three scanned photos for the web, print, and a computer presentation. Due Apr. 29th.

Flip Book:

Make a Flip Book using the programs that you have learned. At least 32 pages. This project should be of the quality that you would be proud to show in future. Binding, size, paper and subject matter to be designed by you. Due: May 4th.

Indesign:

Write a ten page paper on color theory. This paper will be in Magazine format, with pictures, with at least two master pages, with automatic page numbering, and at least two style sheets. Then prepare this assignment to take it to a service bureau that is using InDesign on a Mac Due: last class before finals

Presentation: Make a presentation of your work to show the class on the computer. Due the finals period.

Warning: a pop quiz could happen at any time.

Footnote: If the rules of an assignment is not stated either in writing or verbally, then I am leaving you room for your creativity.

The “Unwritten Rules” to Succeeding in College

1. **Make certain that you understand and follow the instructor’s plagiarism policy. Be aware that you can plagiarize without even intending to do so.**
2. **Don’t ask your instructor if “it is OK” to be absent, leave class early, or turn in an assignment late.** Understand that these choices have consequences, which are usually explained in the course syllabus. If you must turn in an assignment late, don’t try to talk the instructor out of counting it as late.
3. If you must miss class, don’t waste the instructor’s time by giving excuses about why you were absent. Also, never tell your instructor that you had to miss class because ...
 - a. you had to work.
 - b. you were in Tahoe, L.A., Las Vegas, Minnesota, or (fill in the blank).
 - c. you had to study for a midterm in another class.
4. If you are absent for a class, don’t ask the instructor to tell you what you missed. Instead, call or e-mail another student in the class. It is your responsibility to keep up with the material covered in class and the assignments.
5. Never ask the instructor, “Did I miss anything important?” upon returning to class after an absence.
6. If you must miss class for an extended period of time (one week or more) due to a serious illness or a death in the family, **let the instructor know** by phone or e-mail. Otherwise, the instructor may assume you’ve dropped and remove you from the roster. If you have in fact dropped the class, do not expect the instructor to do the paperwork to drop you. That is your responsibility!!!!
7. Avoid coming to class late. If you must come late to class, don’t make a lot of noise entering or walk in front of the class while the instructor is talking. Instead, come in quietly and take a seat by the door.
8. Avoid talking to another student while the instructor is giving a lecture or addressing the class.
9. On days that an assignment is due, arrive to class on time, having proofread and stapled your paper. **Never ask your instructor, “Do you have a stapler?”** Don’t ask the instructor if you can leave early after turning in an assignment; this makes a very poor impression. **And do not work on that assignment during the class and try to turn it in at the end of class.**
10. Never answer your cell phone in class. If your phone rings during class, quickly shut it off; don’t go outside to answer it. Don’t play with your phone during class. Don’t look to see who it is and announce you must talk to your mother, grandmother, sister, etc. Points will be deducted.
11. After an instructor has finished explaining something, don’t ask, “Do we need to know this?” When an instructor gives an assignment, don’t ask, “Does this count for our grade?” **Remember that your attitude counts towards your grade.**