

ARTA170: Computer Graphics, Section WA

SYLLABUS – Spring 2011

INSTRUCTOR INFORMATION:

Instructor's name: Dannell MacIlwraith

E-mail address: dmacilwraith@northampton.edu, dannell@dannelldesigns.com

Telephone number: 610-462-3771 for emergencies.

Office hours: All email communication will be responded to within 24 hours.

AIM: dannell1414 (available when online)

TEXT and MATERIALS:

- Adobe Illustrator CS5 Classroom in a Book by Adobe Systems
- Adobe Photoshop CS5 Classroom in a Book by Adobe Systems
- Adobe Photoshop CS5. Adobe Illustrator CS5
- External USB Drive 1 GB +
- Sketch Pad or notebook (for nature study)

There are computer labs on campus in Communication Hall, main campus. Check the <http://art.northampton.edu> for lab hours.

COURSE DESCRIPTION FROM NCC CATALOG:

Introduction to computer graphics and basic design principles. Utilizing Adobe Photoshop and Illustrator software, students will learn the fundamentals of digital design, image editing/scanning and printing. Assignments, both in and outside of the classroom, will be contextually based, providing real-world applications with each lesson.

LEARNING OUTCOMES FROM THE COURSE OUTLINE:

Upon successful completion of this course, students will be able to:

- A. Students will become proficient in the use of the Apple Macintosh computer and OSX operating system.
- B. Students will become proficient in the use of Adobe Photoshop and Illustrator software.
- C. Students will understand computer graphics methodologies (best practices), logic and capabilities, including scanning, printing and use of a digital camera.
- D. Students will create graphic designs utilizing/applying basic concepts of graphic design- especially the integration of color, images and typography as design elements.
- E. Students will research, analyze and understand how graphic designs function as a communication medium.
- F. Students will begin to develop an awareness of their graphic design style.

G. Students will begin to develop an understanding of the history of graphic design.

H. Students will begin to develop the ability to analyze the critique graphic designs.

POLICIES:

Class Attendance and Withdrawal:

Online courses are designed to give you some flexibility in your ability to access course content, submit assignments, and interact with your instructor and fellow students. However, these courses are not self-paced. You are expected to fully participate in all class activities, and to submit all assignments by their due dates.

***There will be two highly encouraged and one optional, virtual online meetings. Students are strongly encouraged to log into Ellumination on **January 20th at 8pm** and **March 8th at 8pm**. Optional office hours will be held **April 7th at 8pm**.

Note that if you do not participate in the class, submit assignments, or contact the professor during a consecutive two-week period, you may be withdrawn from the class on the recommendation of the professor. However, do not assume that this will happen automatically. Unless you officially withdraw, you may owe money and receive an "F" as your final grade.

Consequences of Late Work or Missed Exams:

Assignment details and due dates can be found in the **Assignments** section of Blackboard. All assignments and projects are based on a per week basis. Assignments and projects will be -10-30 points per week.

Violations of Academic Honesty Policy: All forms of cheating and plagiarism are serious violations of NCC's academic honesty policy. Depending on the severity of the offense, I will assess one of the following penalties:

- A written warning, with the requirement that the assignment be redone within the specified time.
- An "F" grade for the assignment or test.
- An "F" grade for the course.

See the Course Information page (Student Responsibilities folder) and the NCC Student Handbook for more details, including steps for appealing charges.

INSTRUCTIONAL PLAN:

Assignments Required and Weight of Each in Determining Final Grade:

6 projects

Magazine Project (20 pts)

This project will discuss photography on magazine covers and basic typography skills.

Dreamscape Project (30 pts)

This project will collage 8 or more images to create a realistic or surrealistic landscape. It will be printed on 11x17 photo paper.

Website Interface (20 pts)

This project will be a redesign of a current website. This static page will be create in Photoshop.

Logo Project (30 pts)

You will create a logo for an actual client. This logo will grow into an identity package including a business card, stationary and envelope.

Type Portraits (30 pts)

3 different portraits demonstrating line, shape and value.

Architectural Illustration (30pts)

Using Illustrator to create a realistic illustration of a piece of architecture.

Number of Tests and Weight of Each in Determining Final Grade:

Final Blog (30 pts)

This will be a collection of all projects throughout the semester.

Grade Scale:

A = 100-93

A- = 92-90

B+ = 89-87

B = 86-83

B- = 82-80

C+ = 79-77

C = 76-73

C- = 72-70

D+ = 69-67

D = 66-63

D- =62-60

Format for Assignments: The assignments are to be digital as well as printed and sent in.

OTHER RELEVANT PROCEDURES OR POLICIES:

Disability Services: Northampton Community College encourages academically qualified students with disabilities to take advantage of its educational programs. Services and accommodations are offered to students with disabilities at no additional cost to facilitate accessibility to College programs and facilities. For more information, see:

[Disability Services](#)

Tutoring Services: The Learning Center at NCC provides free tutoring services, including real-time online tutoring. Please see the folder called **Student Rights and Support Services** in the **Course Information** page for details and applicable tutoring links. See the following website for

the most up-to-date online tutoring schedule and information:

[Online Tutoring](#)

COURSE CALENDAR AND SCHEDULE OF ASSIGNMENTS:

Note: I reserve the right to change topics or assignments when necessary to make classes more relevant to current events or required student outcomes. Therefore, you should not submit assignments ahead of schedule unless you have obtained permission to do so. Check **Announcements** in Blackboard and the **Assignments** page for details and/or changes to assignments.

Survey before the class even begins!

Week 1

There was a Beginning

Discussion Forum or Blog Post:

Elluminate session to introduce yourself

In-Class Assignments:

Read Syllabus

Make sure the "Expectations for Online Learning Courses at NCC" document is on your course site for students to complete. If you don't have a copy of that document, you can download one here: http://www.northampton.edu/distancelearndocs/DL_Expectations.txt

Watch Welcome to Photoshop

Watch File Formats

Watch Warhol Assignment **5pts**

Homework:

Chapter 1 in Photoshop Book

Week 2

The Art of Air-Brushing

Discussion Forum or Blog Post:

Compare and Contrast 2 Magazine Covers **5pts**

In-Class Assignments:

Presentation on New York Times Magazine

Photo Correction (Seth Image) **5pts**

Introduction to resolution and adjustment layers (video)

Magazine Project Rubric

Homework:

Chapter 2 Photoshop Book ([Book Tutorial](#)) **5pts**

Week 3

A Little Thing Called Typography

Discussion Forum:

Leave Feedback on All “Compare and Contrast Magazine Covers” blog posts

In-Class Assignments:

Introduction to Typography (Lecture)

Photo Retouching Part II (Jon Doe) 5pts

Magazine tutorial 5pts

Homework:

Chapter 5 Photoshop Book (Book Tutorial) 5pts

Week 4

Have no fear of perfection - you'll never reach it. ~Dali

Reading Assignments:

Dreamscape Project Rubric

Handout on Salvador Dali

Introduction to Selection (underwater scene) 5pts

Homework:

Chapter 3 Photoshop Book (Book Tutorial) 5pts

Magazine Project Due

Week 5

One person's craziness is another person's reality. ~Tim Burton

Discussion Forum:

Choose a Surreal Painting and write a narration. 5pts

Reading Assignments:

Tim Burton Lecture

The Matrix tutorial 5pts

Dog on Moon Tutorial 5pts

Homework:

Chapter 4 Photoshop Book (Book Tutorial) 5pts

Week 6

Design vs Function in Web Design

Discussion Forum:

Comment and leave feedback on all surreal painting narrations. 5pts

Reading Assignments:

Design vs Function Video

Website Redesign Project Rubric

Assignments:

Dreamscape Video Tutorial 5pts

Dreamscape Due.

Week 7***Design vs Function in Web Design*****Assignments:**

Good vs Bad Web Design lecture

How to create a website interface Tutorial

Objects/Colors/Fonts Worksheet 5pts

Cherokee Indian Lecture

Website Interface Due

Week 8***Illustrator vs Photoshop*****Discussion Forum:**

Choose a successful logo. Discuss why it is successful. 5pts

Reading Assignments:

What is Vector? Video lecture

Logo Project Rubric

Introduce to Adobe Illustrator (Snowman tutorial) 5pts

Homework:

Chapter 1 in the Adobe Illustrator Book (Book Tutorial) 5pts

Week 9***Logo Branding*****Discussion Forum:**

Feedback on all “successful logos” 5pts

Assignments:

Video Logo Design Tutorial Part I 5pts

45 Rules of Logo Design

Obama tutorial 5pts

Logo Lecture

Homework:

Chapter 2 in the Adobe Illustrator Book (Book Tutorial) 5pts

Week 10

Logo Branding II

Assignments:

Logo lecture II

Live Paint, Live Trace tutorial 5pts

Homework:

Chapter 3 in Illustrator Book (book tutorial) 5pts

Due Last Day of Week Send in Logo Binder

Week 11

What is in a Portrait?

Assignments:

Line, Shape and Value Lecture

The Dreaded Pen Tool Tutorial 5pts

Type Portrait Rubric

Homework:

Chapter 4 in Illustrator Book (book tutorial) 5pts

Week 12

It's Writen all Over your Face

Assignments:

Type Portrait Tutorial 5pts

Chapter 4 in book 5pts

Homework:

Chapter 7 in Illustrator Book (book tutorial) 5pts

Ellumination Critique

Week 13

***A doctor can bury his mistakes but an architect can only advise his clients to plant vines.
~Frank Lloyd Wright***

Discussion Forum:

Architecture Approval

Assignments:

Architecture Rubric

Architecture Tutorial

FLW Lecture

Homework:

Chapter 8 in Illustrator Book (book tutorial) **5pts**

Week 14

Imagination is more important than knowledge. ~Einstein

Office Hours on Elluminate Live

Week 15

"Let the experience begin!" ~Frank Gehry

Discussion Forum:

Frank Gehry **5pts**

Assignments:

Architecture Project Due.

Final

I <3 Blogs

Discussion Forum:

What did you think of the class?

Assignments:

Tutorial on How to Make your Own Blog

Final Blog Due