

Art 39510 Electronic Design I [formerly Art 36700]

Design for print media with focus on page layout, integration of text and graphic illustration, and corporate identity systems. Use of the computer as a design and production tool, with an introduction to vector and raster-based software for design and illustration.

Prereq.: Art 29500/26700 AND 296510/26800; 3hr./3cr.

The syllabus and weekly handouts will be posted on the website as PDF files:

<http://www.annetteweintraub.com/courses/39510/39510.html>

If you are absent, email someone on the contact list or check the website.

Course Content

Design

Graphic icon, image and page design for print media. Application of design principles, development of a design vocabulary. Projects emphasize the clear and effective use of type and image.

Software

Differences between raster and vector-based software, image building techniques in IllustratorCS2, image processing/scanning via Photoshop, page layout and file management in InDesignCS2.

Process

Research

Collecting and developing resource materials. Use of original source materials. Thumbnails, and/or written analysis of problem.

Sketches

Development of concept sketches: computer or pencil roughs, cut-and-paste composites. Analysis of alternate concepts. Rapid prototyping.

Production

Evolution of sketches to final design. Taking a rough idea and developing it to finish. Use of style sheets. Project management for images and text.

Production

Printing and mounting final projects. Verbal and visual presentation.

Projects

Illustrator exercises: pen tool exercise; working with the Bezier curve in Illustrator.

Projects:

Graphic Identity developing a graphic identity for a company and applying it to a variety of promotion pieces.

4 Looks A series of 4 small posters exploring different design approaches. All-type, illustration and type, photography and type solutions.

Newsletter Design of a two page newsletter for a nonprofit organization. Focus on development of a distinct graphic identity, good information hierarchy, clear grid system, clean use of type and strong graphic images.

General Requirements

2 unexcused absences only before a grade reduction
three latenesses=1 absence

minimum 3 hours of lab time weekly

purchase textbooks and **bring to class by week 2**

everyone must bring a weekly printout to the class critique

Incompletes are only granted for medical or legal reasons and must be requested before the final review date

Incompletes can only be changed by the Academic Standards Committee.

Grading

Grades are given based on:

- creativity of concept
- quality of execution
- preparation for class
- completion of weekly assignments
- participation in class
- meeting deadlines
- quality of presentation
- attendance

A grade of "C" is average. Students begin with an assumed grade of "C" and move up or down, depending on the quality of work, presentation in class critiques, attendance and attention to deadlines.

Missing the midterm or final reviews will result in a failing grade.

Weekly Topics Outline

Week 1: Introduction and Illustrator exercises.

Intro to graphics on the Mac. The difference between vector and raster-based images. Tour of tools, type and basic techniques in Illustrator for building shapes. Use of the pen tool, layers, grouping and stacking. Scanning, importing a scanned image to use as a template. Practice exercises in Illustrator, the silhouette project, printing.

Week 2: Graphic identity and its application to promotion pieces. Creating an identity symbol (logo) which will be applied to a variety of materials. Exploration of type in Illustrator. Making compound shapes in Illustrator, fills and strokes. Research and sketches for identity symbol. Development of alternative versions.

Week 3: Revisions to logo, application to banner ad. Text in Illustrator: formatting, text on a path, in an object. Converting text to outlines. Use of pathfinders, making compound paths. Working with layers. Touch up logo. Apply logo to web banner design.

Week 4: Concept sketches for promotion piece. Design of a promotion piece incorporating the logo and adding type and images. Transformations: scale, rotate, skew. Duplication, repetition, image blend. Working with text blocks in Illustrator. Color and fill techniques, including pattern fills.

Week 5: Revision to promotion piece and other logo elements. Other image and text techniques. Masking, compound paths and transparency. Final Printing.

Week 6: Poster Project. Design of 4 small poster images integrating image and type, demonstrating 3 mixes of type and image: all-type approach, illustration and type, photography and type; 2 versions for each.

For week 6: All-type poster, 2 versions. Creating a grid in Illustrator, placing type and image on the grid; module-based design. Text boxes, creating columns. Special text effects. Transparency and masking in Illustrator.

Week 7: Illustration & type poster. Masking and transparency, Techniques for building images with pathfinders and blends. Using the variable width pen.

Week 8: Photo & type poster. Intro to Photoshop for adjusting scans. Image manipulations in Photoshop: duotones, color curves, color balance and channels. Using compositing and adjustment layers. Placing Photoshop images in Illustrator.

Week 9: Poster Project. Final adjustments and printing. Adjustments to designs for the posters. Color printing.

Week 10: Newsletter: nameplate and grid. Elements of newsletter design: nameplate, headlines, subheads, pullquotes, text, captions, initial caps. Defining the "look" for the newsletter, setting up grids and using placeholders to indicate images. Overview of InDesignCS2: box metaphor, master pages. Choosing color in InDesignCS2: spot and process.

Week 11: Newsletter: adding images. Scan and retouch images for the newsletter. Place in InDesignCS2. Add headlines, subheads and graphic elements. Intro to text in InDesignCS2: formatting text, paragraph formats and tabs, font usage. Rough placement of all text.

Week 12: Newsletter: adding type. Placement of text in InDesignCS2, text adjustments. Tracking and kerning, text insets, hyphenation, special characters (em, en dash, bullets, curly quotes). Controlling type with style sheets.

Week 13: Newsletter: adjustments to type and images. Adjustments to type and images, spellchecking, font and image usage, invisible characters, find/replace.

Week 14: Newsletter: final adjustments and printing.

Assignment Outline

detailed assignment sheets will be given out each week.

see the reading sheet for weekly design readings and oral reports

week 1

READING AND PRACTICE

Illustrator exercises: shape primitives and pen tool, layers. Silhouette project, logo research.

week 2 IDENTITY PROJECT

tool practice in Illustrator. alternative logos for graphic identity project

week 3 revisions to logo, apply to promotion piece

week 4 continue revisions, apply to other promotion pieces

week 5 Revisions and final printing of the logo, banner and promotion pieces.

week 6 POSTER PROJECT all type poster, 2 versions

week 7

illustration + type poster, 2 versions

week 8

photo + type poster, 2 versions

MIDTERM DUE

week 9

Final adjustments to posters and color printing

week 10 NEWSLETTER PROJECT

design of newsletter nameplate and grid. rough layout of placeholders.

week 11

scanning and retouching images. Placing images, heads and subheads. rough placement of text.

week 12

adjustment to text, revise placement of text and begin to fine-tune.

week 13

headlines, pullquotes, sidebars. proofreading and alignment adjustments to text

week 14

final adjustments, and printing

Final presentation is scheduled for the Art 39510 exam date

Required Texts

IllustratorCS2 Visual Quick Start, Elaine Weinman & Peter Lourekas, Peachpit Press, 2006.

InDesignCS2, Sandee Cohen, Peachpit Press, 2006

What is Graphic Design? Quentin Newmark, RotoVision, 2002.

Materials:

USB drive (or other removable storage media), [minimum 512MB] for transporting files

BACKUP MEDIA: 2nd USB or CDs

Photo-quality MATTE inkjet paper for printing.

1 Itoya Presentation/Display Book Art Portfolio, 9x12, 24 sleeves

Recommended Texts

Real World Photoshop CS2, David Blattner and Bruce Fraser, Peachpit Press, 2006.

Photoshop CS at Your Fingertips, Get in Get Out, Get Exactly What You Need, Jason Teague and Walt Dietrich, Sybex Books, 2006.

Adobe IllustratorCS2 WOW!, Sharon Steuer, Peachpit Press, 2006.

Inspiration=ideas: A Creativity Sourcebook for Graphic Designers, Petrus Vrontikis, Rockport Press, 2000.

Other Resources

Web Resources on Color, Design, Typography

Publications	<i>Metropolis, I.D. Magazine, Step-by-Step Graphics, HOW Magazine, Communication Arts, Graphis Magazine, Adbusters.</i>
Books	<i>Looking Closer, Critical Writings on Graphic Design (theory)</i> , Bierut, Drenttel, Heller, Diamond ed., Allworth Press and AIGA, 1998. <i>Graphic Style, Victorian to Post-Modern (design reference)</i> , Heller & Chwast, Abrams, 2001.
Image sources	Picture Collection, New York Public Library, Royalty-free image collections

Web Resources on Design, and Typography

<http://counterspace.motivo.com/>
Typography resource

<http://www.rsub.com/typographic/>
Typography resource: history, definitions, examples, links

<http://www.commarts.com>
Communication Arts Magazine

<http://www.adobe.com/learnexplore.html>
Adobe Software resources

<http://www.howdesign.com/links/>
HOW magazine graphic design links

<http://www.designobserver.com>
Design commentary and links

<http://bubl.ac.uk/link/g/graphicdesign.htm>
Internet resources for type and design

Color resources

www.poynterextra.org/cp/color-projects/color.html

www.worqx.com/color

www.colormatters.com

www.visibone.com

www.cyberglitz.com/primer.htm

www.liquisoft.com/colortheory

Lab Reminders

No food/drink in the Lab

At the end of your work session, clean up the area around your computer

Don't glue or cut on the tables or counters; use a cutting board and either cover the table before gluing or use Letraset pressdown mounting tissue.

We will suspend your Lab account if you break these rules!

Report Lab problems to Skiter in WRITING, using a copy of the problem report form posted next to Skiter's office, or email him (skiter@ccny.cuny.edu)

DO NOT try to clean the computer monitors; Windex cleaners will spoil the anti-glare coating on the screen.

Paper Use and Printing

Please see the **Print Center** guidelines for info on color printing. Be sure to allow sufficient time, especially at the end of the semester when everyone is printing.

You are expected to come to class with a print ready to mount for critique. DO NOT try to print your work before your class begins.

Legitimate paper use is class related; if we find non-class materials being printed we may suspend your account.

Be sure to BACK-UP your work onto extra disk(s). YOU are responsible for keeping copies of your work! Lost work will receive an F
