GRA 2117•Computer Assisted Graphic Design (Adobe Illustrator, Basic)

Syllabus
Revised:2006-4

Room: 3214
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Course Description:
One of the most exciting aspects of electronic publishing is the ability to create and manipulate full-color graphics. Adobe Illustrator is the industry's leading illustration and page design program for the Macintosh and PC. The software program features text handling capabilities, tools that automate drawing tasks, libraries of patterns and custom colors, and built-in support for Adobe Photoshop and its filters.

Students will learn to operate Adobe Illustrator CS2 proficiently. Class lectures will be supported with hands-on demos and audiovisual presentations. The lab portion of this class consists of a series of illustration assignments designed to highlight the features of the program.

Objectives:
1. Get around in Adobe Illustrator CS2 including setting up layers to create your illustrations using a variety of graphic creation tools.
2. Create new colors, gradients and patterns, and apply them to your illustrations.
3. Mastering the basics of drawing and manipulating images within the app.
4. Create clipping paths, compound paths, text objects and patterns-on-paths.

Text/Supplies:

Real World Illustrator CS2 by Mordy Golding
Paperback: 568 pages
Publisher: Peachpit Press
ISBN: 0321337026

1 USB Flash Drive (100 Mb minimum).

Three LetraMax “SuperBlack 100” presentation mounting boards, 20-by-30-inches. Cut two boards in half to 15-by 20 inches. Four projects will be mounted on 15-by-10 inch presentation boards. One project will be mounted on a full size sheet.
Local Art Supply Vendors:

Easel Art & Office Supply
470 NE 167TH St, Miami, FL 33162-3908, Phone: (305) 945-7377

Rex Art Supplies
2263 SW 37TH Ave Miami FL 33145-3009, Phone: (305) 445-1413

Michaels Arts and Crafts Supply Store
various locations throughout Dade and Broward.

Pearl Artist and Craft Supply Stores
6448 S Dixie Hwy, South Miami, FL 33143-4648, Phone: (305) 663-8899 Map
1033 E Oakland Park Blvd, Oakland Park, FL 33334-2798, Phone: (954) 564-5700

Utrecht Art Supply
6250 S Dixie Hwy, South Miami, FL 33143-4933, Phone: (305) 740-7077

Attendance/Participation:
You are expected to attend class regularly and to arrive on time for each class. Emphasis on class attendance and promptness is due to the industry’s need for dependable employees so that deadlines can be kept. It is your responsibility to make up class notes when absent or late for class. It would be inappropriate to ask the instructor what was missed during an absence; get the notes from another student.

Attendance and participation is mandatory. Three (3) absences are allowed for illness, transportation problems, family emergencies, etc. Each additional absence, for any reason, will reduce your final grade by one letter grade.

Class Policies:
Special concessions, such as reserved computer workstations, will be made for people with special needs. Please see me after class if you have special needs.

Please turn your pagers and cell phones on "buzz." Be courteous to your fellow students.

If you wish to listen to music while working on your lab projects, please bring headphones.

Please note: food and drinks are not allowed next to the computers.

Copying software is illegal. Please do not copy software or ask instructors or staff to copy software for you.

Do not use spray mount indoors. Spray mount is harmful to the computer's delicate circuitry, and to the lungs also. Some students might be allergic to spray mount, so please spray your work outside.

Do not cut paper or boards on the formica tabletops. Formica, once scratched, can never be repaired.
Projects:
Projects and their due dates will be announced. Project grades will be based on originality, design, craft, and presentation. Late work will lose one letter grade for each class session that the project is late.

A Word About Creativity...
It sounds a bit paradoxical, but a creative portfolio will land you a job; once you’ve been hired, you’ll probably work on projects that conform to the company’s strict limitations, and restrictions. Still, you have to do the work that pays the bills.

But for now, you’re in art school, and every project that you work on must go toward building a creative portfolio: develop your “design voice,” capture the prospective employer's attention, and experiment with styles that no one has ever seen before.

In 1897, two printing technologies existed side-by-side: letterpress, which involves printing from raised type on separate blocks, and lithography, which involves printing from a flat surface on which the greasy ink is kept out of the non-image areas by water. The letterpress technology forced the designer to work within a rigid grid because the individual blocks needed strong pressure from all four sides in order to hold together. On the other hand, lithography freed artists to experiment with asymmetrical compositions, curving baselines and distorted type.

Right now, we’re at a similar point in graphic design history: the computer and its software applications offers today’s artists unlimited flexibility to create and design. It is incumbent on you, the graphic design student, to experiment, to innovate, and to unleash your creativity. Above all, avoid formal, centered compositions, which are easy and safe. Experiment with variations of asymmetrical balance, rhythm, positive/negative space, dominant/subdominant/subordinate hierarchy, contrast, and gestalt relationships. Impress me as you would try to impress a prospective employer.

Note: All college policies regarding academic honesty will be strictly enforced.

A+ = 4.0 100 - 97 Excellent.
A = 3.6 96 - 93
A- = 3.3 92 - 90
B+ = 3.0 86 - 89 Good.
B = 2.6 83 - 85
B- = 2.3 80 - 82
C = 2.0 70 - 79 Average.
D = 1.0 60 - 69 Needs improvement.
F = 0.0 Below 60 Failure.

Note: Incompletes are given only for medical and other college-approved reasons. Should you be granted an incomplete, we will develop a signed agreement as to when and how the incomplete will be cleared.

Holidays:
July 4th, Wednesday – Fourth of July (classes are NOT in session)

SEE YOU IN CLASS!!