

**Stephen A. Klema**

Professor—Graphic Design

Office: F23

Hours: M/W 11:45 am - 12:30 pm

T/TH 6:45 pm - 7:30 pm

Phone: 860.773.1620

E-mail: sklema@tunxis.edu

Web: www.snotArt.org

Please check your Tunxis email on a regular basis

TUNXIS COMMUNITY COLLEGE  
Visual Art & Design—Graphic Design

GRA - 110

## INTRODUCTION TO COMPUTER GRAPHICS

3 credits/4 studio hours

Prerequisite(s): None

MW 10:0am-11:40am CRN 1344

Graphic Design Studio, Room 6-228

**Spring 2020**

### Course Outline

**Description**

An introduction to the computer as a graphic design and artist's tool. Using Macintosh OS, students learn basic use and application of vector illustration (Adobe Illustrator), raster image (Adobe Photoshop), and scanning software programs to the art and design process. Emphasis is on "hands on" use of the computer, and how the computer can aid the artist's and designer's problem solving process through interactive visual alternatives.

**General Education Abilities**

*At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.*

**Texts**

*Visual Quick Start Guide—Illustrator CC*

*Visual Quick Start Guide—Photoshop CC*

*Visual Quick Start Guide—Macintosh OSX Mavericks (optional)*

**Course  
Outcomes**

Through a series of lectures, demonstrations, and projects, students will learn and apply the basic concepts and techniques for creating vector and raster imagery. Depending on level of successful completion of the course, students will obtain a working knowledge of Macintosh OS, and be able to conceptualize and execute basic visual designs using vector drawing (Adobe Illustrator), raster imaging (Adobe Photoshop), and image scanning software applications. In this effort, students will:

1. Acquire basic skills in the use of the tools and techniques available in a vector drawing software program — Adobe Illustrator, so as to be able to design and execute vector graphic symbols and illustrations.
2. Acquire basic skills in the use of the tools and techniques available in a raster image software program — Adobe Photoshop, so as to be able to design and execute raster imagery.
3. Demonstrate an understanding of the color models used in the creation of digital art and design.
4. Be able to scan, and import line art, grey scale, and color images.
5. Choose software appropriate for the creation of visualized digital art and design.
6. Understand and choose file formats appropriate for digitally created art and design.
7. Be literate in the Macintosh OS, file storage and retrieval, network and file server navigation, and the output of digital images and designs to a variety of digital output devices.
8. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.
9. Effectively communicate an understanding of design concepts, processes, and techniques, using the “language” of design.
10. Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

**Program Outcomes**

Depending upon level of successful completion of coursework within the program, students will - at the beginner level:

**MEDIA AND TECHNICAL SKILLS**

7. Gain competence in the Macintosh OS, file storage and retrieval, network navigation, and the output of digital images and designs.
8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.

**PROFESSIONAL PRACTICE**

12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.

**General Education**

**AESTHETIC DIMENSIONS**

Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

*Demonstrates:* Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary.

*Does Not Demonstrate:* Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.

**Evaluation**

A student's creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through:

- Studio classwork
- Projects
- Individual and group critiques/discussions
- Portfolio review of work completed during the semester
- Option of quizzes/exams/papers/reports/presentations as determined by the instructor

**Bibliography**

See separate handout or course website.

**Topical Outline** | **Overview of kinds of software used for electronic image creation and manipulation**

- Vector drawing
- Image manipulation
- Paint
- Image scanning
- Page layout
- 2/3D animation
- 3D modeling
- Presentation graphics
- Interactive media
- Web design

**File storage and retrieval considerations**

- Storage mediums
- Network servers and navigation
- Personal file system
- Backup and master file strategy

**Macintosh OS**

- Starting up and shutting down
- Desktop/Finder
- Icons
- Menus and windows
- Dialog boxes
- Opening and closing software applications
- Creating a file
- Saving/copying files
- File management
- Printing
- Inserting and ejecting media
- Shutdown

**The computer as a visualization tool**

- Traditional vs. computer graphics techniques
- Choosing the right software program

**Computer image output**

- Quality/resolution
- vector vs raster
- Black & white
- Color
- Inconsistencies between screen image and final output

## Topical Outline

(cont'd)

### **Adobe Illustrator — vector/Postscript drawing**

- Overview of the use of vector graphics
- Introduction of Illustrator tools and menu options
- Tutorials of Illustrator techniques
- Application of learned techniques in creative project

### **Color models and systems**

- RGB/HLS/CYMK
- Pantone or equivalent

### **Image scanning**

- Evaluating images
- Determining scanning resolution
- Line art/greyscale/color
  - File size and storage issues
- Other sources for image acquisition
  - Copyright issues

### **Adobe Photoshop — paint and image manipulation**

- Overview of the use of raster images
- Introduction of Photoshop tools and menu options
- Tutorials of Photoshop techniques
- Application of learned techniques in creative project

### **Working between Adobe Photoshop and Adobe Illustrator**

### **Portfolio presentation**

<b>Tentative Schedule</b>	<b>DAY</b>	<b>SESSION</b>	<b>DATE</b>	<b>TOPIC</b>
Intro 1 week	w	1	1/22	Course intro/lab orientation/cg software/Mac OS intro/lecture-graphic img
	m	2	1/27	LESSON 1 Coffee Mug/Lecture-vector art/Adobe Illustrator Intro
	w	3	1/29	LESSON 2 No Smoke/LESSON 3 Simple Geometric Graphics
	m	4	2/3	LESSON 4 Light Bulb/ <b>Intro Project 1 Train Graphic</b>
	w	5	2/5	<b>Train image choice DUE</b> /demo-image acquisition
	m	6	2/10	Demos/work session
Illustrator 7 weeks	w	7	2/12	Demos/work session
	m	-	2/17	PRESIDENTS DAY NO CLASS
	w	8	2/19	Demos/work session/review presentation requirements
	m	9	2/24	<b>Project 1-DUE</b> /LESSON 5 Pen Exercise/demo-pen tool
	w	10	2/26	LESSON 6 Simple Images
	m	11	3/2	LESSON 7 Live Paint/ <b>Intro Project 2 Graphic Fish</b> /Lecture-color
	w	12	3/4	<b>Fish image choice DUE</b> /work on sketches
	m	13	3/9	Demos-gradients-text/work session
	w	14	3/11	<b>QUIZ 1</b> work session/demo-presentation/work session
	m	-	3/16	SPRING RECESS
	w	-	3/18	SPRING RECESS
	m	15	3/23	<b>Project 2-DUE</b> /Lecture - raster art/Photoshop Intro
	w	16	3/25	LESSON 8 Selections/Layers/Composite
	m	17	3/30	LESSON 9 Painting
Photoshop 7 weeks	w	18	4/1	LESSON 10 Retouching/ <b>Intro Project 3 Surrealism Montage</b>
	m	19	4/6	Demos/work session/ <b>images and ideas DUE</b>
	w	20	4/8	work session/Last Day for Late Projects
	m	21	4/13	<b>Project 3-DUE</b> /LESSONS 11 Color Alteration & Correction
	w	22	4/15	LESSON 12 Filters/LESSON 13 Text &Geo Shapes/Lecture-copyright basics
	m	23	4/20	<b>Intro Project 4 Dollar Design</b> /LESSON 14 Layer Masks & Blending
	w	24	4/22	<b>QUIZ 2/ideas DUE/Intro Portfolio</b> /late projects deadline
	m	25	4/27	work session
	w	26	4/29	work session
	m	27	5/4	work session
	w	28	5/6	<b>Project 4 DUE</b>
	m	29	5/11	<b>portfolio DUE - exam period</b>
	w	30	5/13	-

**Supply List****TOOLS AND MATERIALS (as needed)****approx \$**

- “flash” drive — 4GB 10.00
- X-acto Knife (#11) and pkg of blades 6.00
- spray adhesive or mounting film adhesive sheets or rubber cement 10.00
- 18" metal ruler (w/points & pica measurement preferred) 5.00
- pencils H, HB, or #2 and/or pens - black 1.00 ea.
- sketchbook or marker layout pad 11"x14" 8.00
- 2 ply smooth bristol board 11"x14"— several sheets 3.00
- mat board or foam core board 20"x30"— couple sheets 6.00

**TOTAL 50.00****OPTIONAL TOOLS AND MATERIALS (as/if needed)**

- external harddrive 100.00
- digital camera 150.00
- tracing paper pad 11"x14" 5.00
- proportional scale 5.00
- vynil cutting surface 12"x18" (smaller or bigger o.k.) 19.00
- Sharpie markers 3.00
- tool box or case of some sort 8.00
- cardboard portfolio envelope w/handles 20"x26" 7.00
- or leatherette portfolio 20"x26" 25.00
- Pantone color guide 80.00
- rubber cement pickup 1.00

Additional supplies may be needed for specific projects.

\* *Brand names are for your reference only, other brands are fine*

**Possible sources for supplies:**

*Blick (Plainville)*

*Flieg & Newberry (Goshen)*

*Michaels*

*Jerry's Art-O-Rama (Elmwood section of West Hartford)*

*Central Connecticut State University Book Store*

*Tunxis Community College Book Store*

## Evaluation

Semester  
Evaluation

Student semester evaluation will be based on the following criteria:

1. DESIGN PROJECTS, EXERCISES, & QUIZZES/TESTS

**Base Grade**

**Projects** — Completing assignments in a manner that demonstrates an understanding and application of required concepts and techniques. Projects are evaluated for process, creative concept, composition, technique and presentation as appropriate. Project grade average determines Base Grade.

**Lessons** — Lesson groups will equal one project grade.

**Quizzes/tests** — Quiz/test grade average will equal one project grade. A missed quiz is assigned the grade of following quiz, or zero if last quiz.

2. ATTENDANCE and CLASS PARTICIPATION

Participation in studio sessions, demonstrations, lectures, group and individual critiques/discussions are an essential part of this class.

Students are expected to show incremental and ongoing project progress which can **only be demonstrated** through regular class attendance.

**Three** absences are allowed during the semester without grade penalty. Each additional absence may result in the reduction of the final grade by 3 points (1/3 letter grade). Late arrival and abnormally early exit is equal to 1/2 an absence. Policy includes all "excused" and unexcused absences. Instructor class dismissals and class cancellations are excluded.

Neutral,  
or -3 to -40 pts.  
subtracted from  
final grade avg

1/3 to 4  
letter grades

3. GENERAL UNDERSTANDING

Overall understanding of concepts and techniques, creativity, and effort.

+/- 1/3 to 1  
letter grade

4. PROJECT REVISIONS

One previous project may be revised for the portfolio. Revisions may add +1 to +3 points to the final grade.

+1 to 3 pts.  
added to final  
average

5. PORTFOLIO

A complete and well presented portfolio of semesters work is expected.

80+ = neutral.  
-2pts below 80,  
and -2pts for each  
additional 10pts  
below 80 from  
final average

**FINAL GRADE**

*Evaluation may also include papers, reports, and presentations. Not fulfilling all obligations in each of the above areas may result in additional grade reductions.*

Late Projects

This class is structured as a preface to a working environment in the field of graphic design, requiring all projects to be completed within established deadlines. 10 points will be deducted from the grade of a late project. Late projects may not receive the benefit of feedback. One "free" late project (or portion of) allowed during the semester. To receive credit, late work must be completed within one week of original project deadline.

**Projects not ready for presentation at the start of class are considered late.**

Attendance

See attendance policy above.



Grading Policy

*Grading “creative” work is a difficult, and sometimes vague, process based on the visual perceptions, experience, and sensitivities of the evaluator. Despite the vagueness often associated with evaluating creative work, I try to be as clear as possible and delineate criteria that I expect to be fulfilled. I evaluate work from several different perspectives as appropriate for the class and the project. These are (though subject to modification):*

---

10 pts.

**PROCESS** — The development of designs from concept through sketches and refinement to their completion. This process begins with the generation of numerous ideas or concepts and compositional sketches or “thumbnails.” From there, one or more thumbnails are chosen to develop to an intermediary stage known as a “comp” or comprehensive. From the comp, numerous refinements and revisions occur towards the development of the final design. There is a time line and sequence associated with this process. If the process is delayed or skipped, the grade suffers. Both quantity and quality of work are evaluated.

---

40-50 pts.

**CONCEPT** — The idea, and well it solves the communication or visual problem at hand. Ideas are sometimes difficult to evaluate and though guidelines and examples are given, judgement rests with the experience and expectations of the evaluator. Some projects focus more on concept than others.

**DESIGN AND COMPOSITION** — How well the piece is composed and applies the design principles of emphasis, balance, space, hierarchy, unity, and contrast, and (when appropriate) the use of type, value, color, shape, image, and format are assessed. This is a somewhat tangible part of the evaluation process. Designs are evaluated on a formalist basis using the aforementioned criteria in conjunction with the instructor’s visual experience. Though there are guidelines, there is no “formula” to good design composition.

---

20-30 pts.

**TECHNICAL** — The physical quality and technical accuracy of a design—craft. This is the most tangible part of the assessment of a design project. Having technically accurate work is an expectation, and is a critical component of design work in any medium. Technically inaccurate work is unacceptable. As students progress in the class the expected level of technical proficiency rises.

---

10-20 pts.

**PRESENTATION** — How neatly and with what level of professionalism the piece is presented. The quality of trimming and mounting of work, the organization and naming of electronic files, and accompanying sketches and reference materials are reviewed. There is an old adage that says — *a mediocre design presented well will be better received than a good design presented poorly.*

---

**100 pts.**

---

- 10 pts.

**DEADLINES** — Meeting all milestones, and due dates in all required formats — hard copy and/or electronic.

Grade  
Definitions

## LETTER GRADES

- A/-** Excellent work showing a mastery of process, concept, design and composition, technical proficiency, and presentation.
- B/+-** Good or very good process, concept, technique, presentation, and application of the principles of design and composition. May excel in many or some areas, but requires minor to moderate refinement in others.
- C/+-** Meets project requirements. Suitable solution for submission as final design. Follows process, conceptually and technically competent, and usually adequately composed and presented. May excel in some areas, but moderate to significant refinement needed in several others.
- D/+-** Lack of process, poorly conceived, composed, executed, or presented. May be adequate in some areas, but many areas require significant refinement to meet project expectations.
- F** Fails to meet project requirements in process, concept, composition, technical proficiency, or presentation. May be adequate in some areas, but many areas fail to meet project expectations.

## CHECK MARKS

- √+ Exceeds expectations.
- √ Meets expectations, requires no further refinement.
- √- Needs additional refinement to meet requirements.
- √-- Fails to meet requirements.

## NUMERICAL VALUES

<b>A</b> 93-100	<b>B+</b> 87-89	<b>C+</b> 77-79	<b>D+</b> 67-69	<b>F</b> 00-59
<b>A-</b> 90-92	<b>B</b> 83-86	<b>C</b> 73-76	<b>D</b> 63-66	
	<b>B-</b> 80-82	<b>C-</b> 70-72	<b>D-</b> 60-62	

Incompletes

Incomplete grades may be given when the instructor determines that the student has completed 80 percent of the course work or when extraordinary circumstances have arisen which prevent the student from completing course requirements within the prescribed time limits. It is the student's responsibility to arrange with the instructor the conditions under which an incomplete will be made up. Additionally, the student and instructor must sign an Incomplete Grade Agreement, available in the Records Office, that identifies the specific work to be completed, and the time frame for completion. The agreement must be filed in the Records Office. See *college catalog for additional details about incompletes*.

Withdrawals

You can officially "drop" or "withdraw" from a class by completing the appropriate paperwork with the Records Office. Failure to submit a Change of Schedule Form may result in an "F" for the course. See *college catalog and semester calendar for additional details and specific deadlines for withdrawals*.

<b>Class Format</b>	<p>The course will consist of exercises and projects accompanied and supported by a combination of lectures, demonstrations, critiques, and studio work sessions (individual in-class guidance). A typical project sequence would be: <i>lecture on assignment topic, software demonstration, project work sessions(s), project critique.</i></p> <p>Students should be prepared for a time commitment of approximately of 8 hours per week</p>
<b>Assignments</b>	
Project Criteria	Course project assignment sheets will be given as separate handouts complete with project goals, specifications, topics, procedures, readings, presentation requirements and deadlines.
Project Files	Any needed tutorial or project files will be distributed via the graphic design file server or the course website.
Assignment Readings	Complete all reading assignments prior to beginning of class.
Originality	Unless otherwise stated and referenced in “fair use” copyright guidelines, it is expected that all course design work be original work of the student. <i>See college catalog for additional details about academic honesty.</i>
<b>Classroom Environment</b>	
Conduct	<p>It is expected that students will conduct themselves in a studious and professional manner, and participate fully in the following class activities:</p> <ul style="list-style-type: none"> <li>- project lectures.</li> <li>- software demonstrations.</li> <li>- in-class studio work sessions.</li> <li>- project critiques and project group discussions.</li> </ul> <p>To avoid disruption during lectures, demonstrations, critiques, and discussions please:</p> <ul style="list-style-type: none"> <li>- close laptops, turn off computer monitors (unless participating in a software demo).</li> <li>- don't print, make copies, trim, mount artwork, etc.</li> <li>- turn off cellphones or set to vibrate, and do not make or receive calls, or text.</li> </ul> <p><i>See college policy for more info on use of electronic devices in the classroom.</i></p> <p>During studio work sessions, if you wish to listen to music please use headphones.</p> <p>During studio work sessions you are of course free to come and go and move about as you please as long as your activity is not disruptive to others.</p> <p><i>Please see college catalog for additional information about the college policy concerning student conduct.</i></p>
Due Dates	On project due dates, come to class with all electronic files submitted, projects printed and mounted as required and ready for presentation. <b>Projects not ready for presentation at the start of class will be considered late.</b>
Adhesives & Sprays	No rubber cement, spray adhesive or fixative can be used or sprayed in the lab, other interior areas, or outside near entry ways.
Seating	During class we use assigned seating. Where you sit on the second day of class is where you will sit for the balance of the semester. If during the semester your computer system is inoperative, please <b>do not</b> take someone else's workstation. Accommodations will be made for you on a temporary basis.

## Computer Labs

Labs & Access	<p>There are two Macintosh computer labs for your use:</p> <p><b>GRAPHIC DESIGN STUDIO</b> During class hours the Graphic Design Studio is reserved for the class in session. During non-class hours the lab is available for course related work as an “open lab”. During open lab there is no reserved seating. A lab monitor will be present for your assistance, but they do not provide tutoring services. You will need a student ID to access the lab. See lab postings for open lab hours.</p> <p><i>See lab signs and handouts for instruction about printing, burning CDs, and image scanning. See the GRAPHIC DESIGN STUDIO POLICIES handout for additional info about lab policies and use.</i></p> <p><b>COMPUTER CENTER MAC LAB</b> The computer center Mac Lab has extended hours for your use when the Graphic Design Studio is not available. The computer center Mac Lab has the same software, fonts, and server access as the Graphic Design Studio and has letter and tabloid color printer output, and flatbed scanners.</p>
Printing	<p>It is expected that all lab users be sensitive to the high cost of materials and supplies, and therefore keep printing to only what is necessary to complete class projects. Printing of non-course related material is not allowed.</p>
File Storage	<p>You can store electronic files in several places: the <b>Student Work Folder</b> on your Graphic Design Studio system harddrive, and the <b>Graphic Design File Server</b>. These files will not be deleted until the end of the semester, but are <b>not secure</b> nor password protected.</p> <p><b>No excuse for lost files</b> - there is no such phrase as “I lost the only copy of my file.” So, make sure you backup your files on the servers, memory cards, flash drives, or portable harddrive.</p>
Computer Use	<p>Computer systems are for class assignment or college project related use only. See college catalog for additional information on the policies governing use of campus computer systems and computing resources.</p>