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TUNXIS COMMUNITY COLLEGE
STEAM—Visual Art & Design—Graphic Design

GRA - 110

INTRODUCTION TO COMPUTER GRAPHICS

3 credits/4 studio hours

Prerequisite(s): None

CRN 1361 **ONLINE**

Spring 2021

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.

ONLINE

The format for this class has been designated as ONLINE. See page 4 for details of this format for our class.

Resources Needed for this class

See page 8 for additional optional items

- Internet connection
- Email (Tunxis college email—*check on a regular basis*)
- Adobe Suite subscription. The cost for an annual student subscription to the Adobe Suite is approximately \$240.
- Computer capable of running Adobe Suite — a recent Windows or Macintosh Computer. A Chromebook or tablet will not be sufficient..

Texts

- Visual Quick Start Guide—Illustrator CC*
- Visual Quick Start Guide—Photoshop CC*
- Visual Quick Start Guide—Macintosh OSX (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

APPRECIATION OF AESTHETIC DIMENSIONS OF HUMAN KIND

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.

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

Class Format

FOR EACH ASSIGNMENT*

1. Download assignment sheet from course website. See first page of this course outline or use the link in Blackboard to access the course website which is www.SnotArt.org
2. View lectures about the project concept and related technical, visual concerns. A link or list will be provided in the assignment sheet.
3. Do the Illustrator/Photoshop demo(s). A link or list will be provided in the assignment sheet.
4. Create designs as per assignment sheet. Submit designs via DropBox - specifics and a link will be provided in the assignment sheet.
5. Check instructor project comments via DropBox - A link will be provided in the assignment sheet.
6. Do project revisions. Submit final design via DropBox - specifics and a link will be provided in the assignment sheet.
7. Project grade sheets will be sent to your Tunxis email.

* This process may change as the semester progresses.

Bibliography

See separate handout or course website.

Topical Outline

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

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

Tentative Schedule	DAY	SESSION	DATE	TOPIC	
Intro	m	1	1/25	Course intro/lecture-graphic image/vector art/Adobe Illustrator Intro	
	w	2	1/27	LESSON 1A TASK LIST and LESSON 1 Coffee Mug	
	m	3	2/1	LESSON 2 No Smoke/LESSON 3 Simple Geometric Graphics	
	w	4	2/3	LESSON 4 Light Bulb/	
	m	5	2/8	Intro Project 1 Train Graphic Demos-train image creation tech.	
	w	6	2/10		
	m	-	2/15	PRESIDENTS DAY NO CLASS	
	w	7	2/17		
	Illustrator 7 weeks	m	8	2/22	
		w	9	2/24	Project 1 Train -DUE /LESSON 5 Pen Exercise/demo-pen tool
		m	10	3/1	LESSON 6 Simple Images
		w	11	3/3	LESSON 7 & 8 Live Paint-Pencil/ Intro Project 2 Graphic Fish /Lecture-color
		m	12	3/8	
		w	13	3/10	
m		-	3/15	SPRING RECESS	
w		-	3/17	SPRING RECESS	
m		14	3/22		
w		15	3/24	Project 2 Fish-DUE /Lecture - raster art/Photoshop Intro	
m		16	3/29	LESSON 9 Selections/Layers/Composite	
w		17	3/31	LESSON 10 Image Painting/LESSON 11 Image Retouching	
m		18	4/5	Intro Project 3 Surrealism Montage /Lecture-copyright basics	
w		19	4/7		
Photoshop 7 weeks	m	20	4/12		
	w	21	4/14	Project 3 Surreal-DUE /LESSONS 12 Color Alteration & Correction	
	m	22	4/19	LESSON 13 Filters/LESSON 14 Text & Geo Shapes	
	w	23	4/21	LESSON 15 Layer Masks & Blending/ Intro Project 4 Dollar Design	
	m	24	4/26	Intro Project 5-Portfolio	
	w	25	4/28		
	m	26	5/3		
	w	27	5/5		
	m	28	5/10	Project 4 DUE	
	w	29	5/12		
	m	30	5/17	Project 5-portfolio DUE - exam period	

Supply List**RESOURCES NEEDED FOR THIS CLASS**

- Internet connection
- Email (Tunxis college email)
- Adobe Suite subscription. The cost for an annual student subscription to the Adobe Suite is approximately \$240.
- Computer capable of running Adobe Suite — a recent Windows or Macintosh Computer.
A Chromebook or tablet will not be sufficient.

OPTIONAL TOOLS AND MATERIALS (as/if needed)

- | | |
|-----------------------------|--------|
| • online storage | |
| • “flash” drive — 32GB+ | 15.00 |
| • external harddrive | 100.00 |
| • digital camera | 150.00 |
| • tracing paper pad 11"x14" | 5.00 |
| • proportional scale | 5.00 |
| • Pantone color guide | 80.00 |

Evaluation

Semester Evaluation

Student semester evaluation will be based on the following criteria:

- | | |
|--|---|
| 1. <u>DESIGN PROJECTS, EXERCISES, & QUIZZES/TESTS</u> | Base Grade |
| <p>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. Average of project grades determines Base Grade.</p> <p>Lessons — Lesson group for Adobe Illustrator will equal one project grade, one lesson group for Adobe Photoshop will equal one project grade.</p> | |
| 2. <u>CLASS PARTICIPATION</u> | Neutral,
or -3 to -40 pts.
subtracted from
final grade avg |
| <p>Review of online lectures, demonstrations, submission of designs and review of instructor comments (critique) are essential parts of this class.</p> <p>Students are expected to show incremental and ongoing project progress which can only be demonstrated through regular online submission.</p> | |
| 3. <u>GENERAL UNDERSTANDING</u> | +/- 1/3 to 1
letter grade |
| <p>Overall understanding of concepts and techniques, creativity, and effort.</p> | |
| 4. <u>PROJECT REVISIONS</u> | +1 to 3 pts.
added to final
average |
| <p>One previous project may be revised for the portfolio. Revisions may add +1 to +3 points to the final grade.</p> | |
| 5. <u>PORTFOLIO</u> | 80+ = neutral.
-2pts below 80,
and -2pts for each
additional 10pts
below 80 from
final average |
| <p>A complete and well presented portfolio of semesters work is expected.</p> | |
| 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.

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 organization and naming of electronic files.

100 pts.

- 10 pts.

DEADLINES — Meeting all milestones, and due dates in all required formats.

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

A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F 00-59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 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*.

Class Format	<p>The course will consist of exercises and projects accompanied and supported by a combination of lectures, demonstrations, critiques, and work sessions. A typical project sequence would be: <i>lectures on assignment topic, software demonstrations, 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>
Assignments	
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>
Computer Labs	COMPUTER CENTER MAC LAB
Labs & Access	<p>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> <p>Due to COVID-19, access is very limited so please check with the computer center for hours/availability.</p>

**College
Resources,
Policies, &
Procedures**

Academic Integrity

COVID-19 Safety Policies

Recording of Class Sessions

Course Withdrawal Policy

Student Code of Conduct

Class Cancellations

Academic Success & Tutoring Center

www.tunxis.edu/asc/disability-services

Title IX Discrimination, Harassment, & Sexual Misconduct

www.tunxis.edu/student-services/crisis-services/titleix/

Additional Resources - personal difficulties

www.tunxis.edu/student-services/academic-advising-and-counseling/

Additional College Policies & Information

www.tunxis.edu/essential-policy/