

ART 238 — Production of Visual Information Design

INSTRUCTOR: Jiong Li
OFFICE: VA 218
PHONE / E-MAIL: 909.537.3821 / jli@csusb.edu
RESOURCES: www.jiong.com/resources

COURSE DESCRIPTION	An introduction to the fundamentals of prepress and printing production in a digital environment and includes instruction in graphics software programs in a Macintosh-based computer laboratory. Materials fee required. Eight hours activity (4 units).
PRE-REQUISITES	ART 120 and 122 or consent of instructor.
REQUIRED TEXTS / MATERIALS	No text book is required for this class. Each student need to have a journal/sketchbook to record your research, concept development and design progress on the projects, to collect visual elements, to doodle, and to sketch. You will be asked to turn in your journal for review from time to time. You are also expected to have a portable storage device, which could be an iPod, or a flash drive(2GB or greater), to backup your digital files. Lost files are the student's responsibility.
MEETING TIME / LOCATION	T, R, 8:00 – 11:50 am / VA 224
OFFICE HOURS	M, W, 10:30 am – 1:00 pm
COURSE OBJECTIVES	<p>The purpose of this course is to provide students the technical skills to work with computers and design related software. Students will also have the opportunity to improve their visual communication skills through class projects and critical reviews.</p> <p>By the end of this class you should be able to:</p> <ol style="list-style-type: none">1. Understand how computers work and be able to effectively operate the Mac operating system(s), the computer lab network, the lab peripherals and removable media.2. Connect and operate a flatbed scanner in a manner that creates the best quality image for a project and calculate the proper scan resolution.3. Understand resolution, image size and final output device issues.4. Import images into an image-editing program—through scanning, vector file importing, digital camera capture, and photo CD usage.5. Explain and demonstrate the basic functions and operations of imaging software: creating and transforming a selection; working with layers, channels, masks, filters, brush modes; combining images into new compositions.

6. Identify the components of raster (bitmap) images and vector images; Compare and contrast the differences between raster and vector images.
7. Explain the difference between monitor color, proof (printer) color and commercially printed color (spot color and process color).
8. Discuss the PDF file format and illustrate its value to the Graphic Artist.

COURSE PROCEDURES

The course consists of following sessions.

1. Lecture / Demo. All students will be in attendance. Students will have hands-on training working with the computer to produce the assigned project related to course lectures and demonstrations. Each day attendance will be taken and a lab assignment may be given. You must complete the assignment and hand it in at the end of class. No excuses will be accepted. Late assignments will not be accepted, unless otherwise stated by your instructor.
2. Critiques / Discussion. All students will be in attendance, on time with the required assignment completed. There will be three kinds of critiques: class critique, group critique, and one-on-one critique. You have the right to remain silent during the critique but if you do so throughout the course, your participation points will be zero.
3. Workshop. All students will be in attendance. You can work on your project; do your research; interact with your classmates; or ask for help from your instructor.

GRADING

No late assignment will be accepted and graded. This class will be treated in a professional manner. All deadlines must be met. Your final grade will be the result of following points:

1. Project points
2. Preparation points
3. Tutorial/Demo points

PERCENTAGES

100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D
93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-
89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F

PROJECT STEPS

Step 1. RESEARCH / CONCEPT DEVELOPMENT. Gather visual elements related to the project based on your research and concept. You are required to have a design brief done in the beginning of each project to summarize your research and concept development. Record the design brief in your journal.

Step 2. THUMBNAILS. A visual representation of an idea. Three or more quick rough concept sketches. Options of shape and type should be explored. Make sure they are dark and clear enough to communicate at a distance. Keep thumbnails simple. Record the thumbnails in your journal.

Step 3. DIGITAL SKETCHES. A further visual representation of an idea

produced using digital means. Typically printed out on a black and white laser printer. Size should be actual, or printed version sized to fit a standard sheet of paper.

Step 4. PREFINAL. Pretend final. This work is as complete and refined as possible. This ensures a better critique to catch any problems before the actual finish.

Step 5. FINISH. Final and complete project. Mounted and presented as specified. Finish the best design for review. The finish should be accurate and well crafted.

PROJECTS	1. ILLUSTRATION	15 points	3. POSTER	20 points
	Thumbnails	*1 point	Thumbnails	*1 point
	Digital Sketch	*1 point	Digital Sketch	*1 point
	Prefinal	*1 point	Prefinal	*1 point
	2. BOOK COVER	20 points	4. CALENDAR	25 points
	Thumbnails	*1 point	Thumbnails	*1 point
	Digital Sketch	*1 point	Digital Sketch	*1 point
	Prefinal	*1 point	Prefinal	*4 point
	*Preparation	15 points	Tutorial/Demo	5 points
			Total	100 points

PROJECT I: DIGITAL ILLUSTRATION

Read an article, or a poem in a periodical (LA Times, The New Yorker, etc.). Transform your understanding into a visual representation using Photoshop as one of the tools. Your digital collage/illustration should extend and intensify the meaning of the article/poem. It must consist two or more following elements: photos, types, drawings, brushwork, cut and torn paper, photocopies, scans, and so on.

Compose your imagery within a 7" x 7" square, utilizing the edge. Print the final work in color on white paper and trim it to size, then mount it onto a 15" x 20" white board with the article/poem on the back.

PROJECT II: BOOK DESIGN

You are to re-design the cover, spine and back of an existing book which you have read. Select a story or subject matter that interests you or you know a lot about. DO NOT re-design a well-designed book. All the text information on the existing book (title, author, publisher, etc.) should be used on your redesign.

The book COVER must have a fixed size of 5" x 7.5". All design elements should reflect the content of the book. Final book design should be printed in color and presented side by side with the original design.

PROJECT III: POSTER

Design a poster to promote a country/state/city, based on a trip you have taken. It could be your summer safari or a day trip to downtown San Bernardino. Your goal is to bring up the essence of a place through your design and promote it to a specific audience, so it is important to know a place in your own experience. Pay attention to your personal thoughts and feelings at that place; observe activities, colors, textures, etc. It is preferable that you make the journey more than once to enrich your experience.

Use visual elements you have collected from the trip; print out your

poster in color with a fixed size of 11" x 17".

PROJECT IV: CALENDAR

This is a four-person group project, in which the group will create a calendar for the year of 2009. Each member will select one season and design three posters that conveys the season. Together, the group will design the calendar by creating a theme (travel, sports, music, anything..) and a formatting system that unites all twelve pages.

The poster's image can not be a photo or picture of its own. You must develop your own imagery using a combination of multiple design elements, such as photos, types, drawings, brushwork, cut and torn paper, photocopies, scans, and so on, and it must be related to the season, and the theme of your choice.

The size of your calendar should be 7" x 10" (from a 8.5" x 11" sheet, to allow for bleeds); vertical orientation. Print the final work in color.

PROJECT GRADING GUIDE

Grading will be based on following criteria:

1. Composition. Strong visual impact at first sight.
2. Visual hierarchy.
3. Expressive and communicative quality of type.
4. Type or text in relationship to imageries.
5. Type or text as a shape or an image.
6. Appropriate selection or creation of visuals.
7. Craftsmanship is important, but design and concept will be emphasized.
8. Finishes will not be graded based on computer skills.

ATTENDANCE

Attendance is required. If you arrive 30 minutes late, you will be marked absent. If you leave the class 30 minutes early, you will be marked absent. Although you may have a computer at home where you work outside of class, it is important that you have peer interaction and dialogue as you complete assignments, much as you would in a professional environment. Assignments are due on the dates indicated; coming to class without your assignments will result in your not receiving credit for the assignment. The due date is the due date.

ADA STATEMENT

Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact Services to Students with Disabilities (SSD), at UH 183 or phone (909) 537-5238. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER

This syllabus and its accompanying weekly schedule are subject to change according to the needs of the class as determined by the instructor. I reserve the right to make any and all changes to the schedule to accommodate projects and/or facilities; changes will be discussed in class and a new schedule will be generated.

IMPORTANT

You must enroll in this class before the census date to receive credit. Students attending the class without enrolling will not receive credit and will be asked to leave.

CLASS SCHEDULE

Tuesday

Sep. 29
Project 1 thumbnails due
Lecture / Demo / Workshop

Oct. 6
Prefinal due
Lecture / Demo / Workshop

Oct. 13
Project 2 thumbnails due
Lecture / Demo / Workshop

Oct. 20
Prefinal due
Lecture / Demo / Workshop

Oct. 27
**Project 2 finish due
Critique**

Nov. 3
Digital sketch due
Lecture / Demo / Workshop

Nov. 10
Prefinal due
Lecture / Demo / Workshop

Nov. 17
Project 4 thumbnails due
Lecture / Demo / Workshop

Nov. 24
No Class (Furlough day)

Dec. 1
Workshop

Dec. 8
**Project 4 finish due
Last day to turn in your work**

Thursday

Sep. 24
Introduction

Oct. 1
Digital sketch due
Lecture / Demo / Workshop

Oct. 8
**Project 1 finish due
Critique**

Oct. 15
Digital sketch due
Lecture / Demo / Workshop

Oct. 22
No Class (Furlough day)

Oct. 29
Project 3 thumbnails
Lecture / Demo / Workshop

Nov. 5
Lecture / Demo / Workshop

Nov. 12
**Project 3 finish due
Critique**

Nov. 19
Digital sketch due
Lecture / Demo / Workshop

Nov. 26
No Class (Thanksgiving)

Dec. 3
Prefinal due
Final class critique