

ART 238 — Production of Visual Information Design

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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 M, W, 6:00 – 9:50 pm / VA 232

OFFICE HOURS M, W, 10:30 am – 1:00 pm

COURSE OBJECTIVES 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.

By the end of this class you should be able to:

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. THUMBNAI LS. 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. DIGITAL COLLAGE	20 points	3. CALENDAR	30 points
Thumbnails	*1 point	Thumbnails	*1 point
Digital Sketch	*1 point	Digital Sketch 1	*1 point
Prefinal	*1 point	Digital Sketch 2	*1 point
		Digital Sketch 3	*1 point
2. JOURNEY JOURNAL	30 points	Prefinal	*1 point
Thumbnails	*1 point	Tutorial/Demo Points	8 points
Digital Sketch 1	*1 point	*Preparation Points	12 points
Digital Sketch 2	*1 point		
Prefinal	*1 point		
		Total	100 points

PROJECT I: DIGITAL COLLAGE / 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: JOURNEY JOURNAL

Based on a trip you have taken, this could be a day trip to an LA neighborhood, design a six panel (or more) journal about the journey. The document of your travels should include visual examples, photos, notes and sketches. You might choose to record personal thoughts and actions, observed activities, space, colors, texture, found objects, or anything you might feel interesting to you. It is preferable that you make the journey more than once to enrich your experience.

Scan visual elements you have collected from the trip; compose your design in Photoshop; Print out your journal in color with a maximal dimension of 7" x 10"; horizontal orientation.

PROJECT III: 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.

TUTORIAL/DEMO PROJECT

Each student will have the opportunity to give a demo to the entire class. The tutorial should be related to the software covered in this class. These demos do not need to be extensive. They should take no more than 10 minutes to explain. Please prepare a handout to give to the students when you present, explaining how to achieve the goal with each step clearly defined. Make sure they are something that you think other students can and will use, and don't try to take on something that you don't think you can easily demonstrate.

You are expected to let me know by the fourth week (after project 1 finish) of your demo subject and presentation date. Your tutorial presentation is worth 8 points.

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.

CLASS SCHEDULE

Monday	Wednesday
Apr. 6 Introduction Lecture / Demo / Workshop	Apr. 8 Project 1 thumbnails due Critique / Discussion / Workshop
Apr. 13 Lecture / Demo / Workshop	Oct. 15 Digital sketch due Critique / Discussion / Workshop
Apr. 20 Lecture / Demo / Workshop	Apr. 22 Prefinal due Critique / Discussion / Workshop
Apr. 27 Project 1 finish Critique / Lecture / Demo	Apr. 29 Project 2 thumbnails due Your tutorial project (subject & date)
May. 4 Lecture / Demo / Workshop	May. 6 Digital sketch #1 due Critique / Discussion / Workshop
May. 11 Lecture / Demo / Workshop	May. 13 Digital sketch #2 due Critique / Discussion / Workshop
May. 18 Prefinal due Critique / Discussion / Workshop	May. 20 Project 2 finish Critique / Lecture / Demo
May. 25 Memorial Day (No Class)	May. 27 Project 3 thumbnails due Critique / Discussion / Workshop
Jun. 1 Digital sketch #1 due Critique / Discussion / Workshop	Jun. 3 Digital sketch #2 due Critique / Discussion / Workshop
Jun. 8 Digital sketch #3 due Critique / Discussion / Workshop	Jun. 10 Prefinal due
Jun. 15 Project 3 finish Final class critique	Jun. 17 End of Spring Quarter (No Class)

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.