

# ART 2400—Computers and Art

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RESOURCE: [artdept.ur.usu.edu/~jiong](http://artdept.ur.usu.edu/~jiong)

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## COURSE DESCRIPTION

This is a basic course dealing with the study of communication graphics using the computer as a creative medium. Hands on software training directed toward the art of visual design and aesthetic expression will be emphasized. Several projects will be created using the computer and related tools. Different style of graphic design and visual communication will be discussed. Critical reviews of design projects will focus on the elements and principles of visual design.

## COURSE PROCEDURES

1. Class Lecture/Presentations/Critiques. All students will be in attendance, on time with the required assignment completed.
2. Computer Lab. 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 an assignment will 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 teacher's assistant. Attendance, assignments will make up 15% of your grade.

## GRADING

1. Preparation points cannot be made up.
2. Late assignments = 5% grade cut.
3. Most assignments may be redone and re-graded.
4. No late assignment will be given the option of re-grading.

## PERCENTAGES

102 - 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. THUMBNAILS. A visual representation of an idea. 5 or more, small (2 to 4 inch) 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.

Step 2. LASER 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 3. 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 4. 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. PICTOGRAPHS	15 points	3. LAYOUT	35 points
Thumbnails	*1 point	Thumbnails	*1 point
Laser Sketch	*1 point	1st Laser Sketch	*1 point
Prefinal	*1 point	2nd Laser Sketch	*1 point
		3rd Laser Sketch	*1 point
2. BOOK COVER	25 points	Prefinal	*1 point
Thumbnails	*1 point		
Laser Sketch	*1 point	Research	*1 point
Prefinal	*1 point	LAB POINTS	15 points
		*Preparation point Total	12 points
		Total	102 points

#### ASSIGNMENT ONE: THREE PICTOGRAPHS

Create at least 3 original, interrelated icons that communicate interrelated actions, processes, concepts, or objects. These pictographs should communicate a specific function that could be used for the purposes of editorial design, application programs, interactive multimedia presentation, or home pages for the World Wide Web.

Each pictograph can be done in color but must communicate effectively at any pixel depth including black and white. Design pictographs about 2x2 inches printed at 300 dpi. They must also communicate effectively at 32 by 32 pixels. Examine and study various computer icons/pictographs. Take a close look at different web sites, look at design books and magazines, and notice other uses for pictographs. You might want to use these symbols later for your own home page or resume. One of the pictographs may be a trademark. The other pictographs may be used as secondary marks or information symbols.

Finished pictographs should be printed in color. All pictographs are expected to be labeled, identifying the function of each one. Arrange your designs on an 8 1/2 x 11 print.

ADVANCED STUDENTS WILL COMPLETE 2 EXTRA PICTOGRAPHS.

#### ASSIGNMENT TWO: BOOK COVER & TITLE

Select a story or subject matter that can be represented by both visuals and words. Design a title and other appropriate information for a book cover (author, publisher, etc.).

Typography will be emphasized as one of design elements. All design elements should reflect the content of the book. Final project should be printed in color with the size being at least 8 1/2 inches by 11 inches.

ADVANCED STUDENTS WILL COMPLETE BOTH A FRONT AND BACK COVER.

#### ASSIGNMENT THREE: SIX PANEL LAYOUT

Based on the topic of art or design, the following elements will be designed:

1. Six panels (pages) options
  - a. Two double page spreads for a magazine or book, a cover and contents page or,
  - b. Three double page spreads for a magazine or book.
2. Elements and format
  - a. At least 500 or more words of text, A headline or title, At least four visuals, color, any size.
  - b. Must be mounted on neutral colored mat board.

Procedure:

1. Research various magazine and book layouts. Notice the basic grid structure and placement of type and visuals, or, in some other cases, free form expressive design without grid structure.
2. Select type appropriate to the content.
3. Visuals may be existing illustration or photographs, your own, or a combination of both.
4. Type may be hand lettered or set on computer or a combination of both.
5. Scanned images or pasted up prints may be used.
6. Finish should be printed in color.

Grading:

1. Composition. Strong visual impact at first sight. Again, typography will be emphasized.
2. Expressive and communicative quality of type.
3. Type or text in relationship to visuals.
4. Type or text as a design element (shape, image, etc.).
5. Appropriate selection or creation of visuals.
6. Layouts using found visuals will be graded much harder than layouts using self designed images.
7. Craftsmanship is important, but design and concept will be emphasized.
8. Finishes will not be graded based solely on computer knowledge.

ADVANCED STUDENTS WILL COMPLETE AN EXTRA LAYOUT.

#### American Disability Statement

If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center, preferably during the first week of the course. Any requests for special considerations relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor. In cooperation with the Disability Resource Center, course materials can be provided in alternative formats—larger print, audio, diskette, or Braille.

## Class Schedule for ART 2400

TUESDAY	THURSDAY
JAN.11 Introduction / Lab	13 First Research
18 Illustrator Lab	20 Pictograph Thumbnails
25 Illustrator Lab	27 Pictograph Laser Sketch
FEB.1 Illustrator Lab	3 Pictograph Prefinal
8 Illustrator Lab	10 Pictograph Finish
15 Lab	17 Book Cover Thumbnails
22 PhotoShop Lab	24 Book Cover Laser Sketch
MAR.1 PhotoShop Lab	3 Book Cover Prefinal
8 PhotoShop Lab	10 Book Cover Finish
15 ----- ( Spring Break ) -----	17 ----- ( Spring Break ) -----
22 PhotoShop Lab	24 Layout Thumbnails
29 InDesign Lab	31 Layout Laser Sketch (1st spread)
APR.5 InDesign Lab	7 Layout Laser Sketch (2nd spread)
12 InDesign Lab	14 Layout Laser Sketch (3rd spread)
19 Work Day / Layout Prefinal	21 Layout Finish
26 Final Week (No Class)	28