

GRAPHIC SOFTWARE APPS

Art 2123 Rm 111

Instructor: Dan May

dgmay@saumag.edu

Office Hours: By Appointment

p. 870-235.4242

Purpose: Introduction to Graphics programs Adobe Photoshop , Illustrator and InDesign gaining a level of proficiency that will prepare you for use in future Communication Design classes. All scheduling and assignments subject to change based on the class' development. All aspects of the file types and differences in the programs are investigated along with creating projects using software to create artworks as well as developing techniques for photo retouching, color correction, color theory, layout, print and web technology and digital illustrating are investigated. If time allows we will also investigate motion graphics and the new developments in digital media using either After Effects and or Flash in conjunction with the other applications.

Though this is an introductory course to Communication Design, you will be introduced to some elements of Design including Typography. This is an Art class and will be graded on your proficiency in the applications, the attention to detail and the aesthetic values associated with Art.

Grades are based on Midterm, Final, Study Assignments from the book and on Larger Assignments.

Art Department Goals

1. Problem solving: Develop students' evaluative and problem solving skills to foster self-awareness, thus allowing for the exploration, development, and heightening of individual creativity.
2. Communication: Enable students to effectively communicate visually, verbally, and through written form by focusing on the critical and analytical visual arts skills of their work and the work of others.
3. Practical and theoretical knowledge: Provide students with a solid foundation in the visual art: practical and theoretical knowledge, skills, and dispositions required to make the transition to the professional art environment.
4. Historical Relevance: Each class will have some information in relation to Past and Current Practitioners and how they work(ed). Students will receive information designed to give them inspiration and guidance reading excerpts from required texts. You will be tested on the information contained within the text. The Text is necessary. You will be quizzed bi-weekly on readings assigned.

COURSE ASSESSMENT

Evaluation for this your work will be based upon how well each of you follow instructions as well as the Aesthetics briefly mentioned above.

Typically projects are assigned point values based on degree of difficulty and time allotted to complete it.

Below is a list of items which I assess.

1. Creativity
2. Concept
3. Design (ala Composition, color, form, line and value are evaluated in accordance to established 'norms' that will be outlined prior to each project.
4. Technical proficiency
5. Clarity of message
6. Presentation
7. Critique
8. Following Direction

* All files turned in must have your name on the back of the matte board or in the case of digital files your first initial of your first name and your last name must be part of the digital file name.

Deadlines, deadlines, deadlines. We all hate deadlines. Unfortunately, as it exists in the workplace, so it is here. All deadlines must be met at the time posted. Any work turned in after the deadline will be given an "F." LATE ASSIGNMENTS WILL NOT BE ACCEPTED. (unless of course due to illness, unforeseen acts of god, or prior arrangements have been made.) All work must be presented in its final form on black matte board with one inch borders, unless otherwise noted in class.

Warnings: Please refrain from using any clip art or download copyrighted imagery from Google, Yahoo etc., to use in your work. Originality and personal pride in your work are necessary components of any designer/artist. Any work not entirely yours, or not based on either files supplied by the book, or the class room are prohibited, and will constitute the same penalties that you would receive as plagiarism allows. Consult the Student Handbook for penalties for plagiarism.

Grade Scale:

- A=(93-100)
- B=(92-85)
- C=(84-76)
- D=(75-66)
- F=65 and below

Academic Integrity

The mission of Southern Arkansas University empowers all members of the University community to develop and encourage learning environments that create, expand, acquire, share, evaluate, and communicate knowledge. Academic integrity at SAU is an organizational and individual responsibility to honesty in all learning experiences. Students, faculty, and staff share responsibility for maintaining the highest standards for academic integrity. This policy focuses on the academic integrity in course-related work, its basis and context is applicable to all.

Any act of dishonesty in academic work constitutes academic misconduct and is subject to disciplinary action. Acts of dishonesty include, but are not limited to, plagiarism and cheating.

For detailed information on academic integrity, read pages 26-27 of the SAU 2010-2011 Undergraduate Catalogue.

in Relation to Academic Integrity: Papers and Plagiarism

Students should be aware of University Policy concerning this.

Essentially if you use a phrase or paragraph of someone else's writing in your own you must attribute it to that person through some form of citation. To do otherwise is plagiarism.

Here is a direct quote from the University Handbook:

"A. Plagiarism

Plagiarism is the act of taking and/or using the ideas, work, and/or writings of another person as one's own.

- 1. To avoid plagiarism give written credit and acknowledgment to the source of thoughts, ideas, and/or words, whether you have used direct quotation, paraphrasing, or just a reference to a general idea.*
- 2. If you directly quote works written by someone else, enclose the quotation with quotation marks and provide an appropriate citation (e.g., footnote, endnote, bibliography.)*
- 3. Research, as well as the complete written paper, must be the work of the person seeking academic credit for the course. (Papers, book reports, projects, and/or other class assignments are not to be purchased from individuals or companies which provide these services.)"*

Any student who plagiarises will receive an "zero" for their work

Disability Support Services:

It is the policy of Southern Arkansas University to accommodate students with disabilities, pursuant to federal law, state law, and the University's commitment to equal educational opportunities. Any student with a disability who needs accommodation should inform the instructor at the beginning of the course. Students with disabilities are also encouraged to contact the Office of Disability Support Services, which is located in room 216 Reynolds Center, telephone 235-4145.

REQUIRED TEXTS:

THOMSON: " Adobe Creative Suite 5 Digital Classroom " (Smith, Osbor and AGI Creative Team)

The text is ABSOLUTELY necessary. Inside the book is a DVD with some exercises that you will be required to complete. You will be allowed one week to purchase the book. After that time no excuses will be allowed.

Outside Materials to Purchase:

Flash Drive or some alternative such as an external hard drive, CDs-(writable), sketchbook, sketching materials, paper for taking notes and pen and paper. These materials are absolutely necessary. You cannot save any documents or files to the desktop of the computers in the classroom or in the study lab. Any files left on the computers will be deleted for safety reasons.

Schedule: (subject to change based on class development)

Week 1

Day 1: Introductions, Go over differences in usage between programs.
Vector v Bitmap. Familiarizing with the tools and tool palette of Photoshop.
Learn to copy and paste, creating layers, look at the pen tool.....
talk about color and differences between RGB and CMYK.

Week 2

Project:1 Altering The Face:

Day 2: Familiarizing with menu bar and tool bar. Selection tool v. lasso, paintbrush,
Saving and Backing up data. In class exercise. Using the pen tool
and others to alter a face. Using clone tool, brush tool, filters and layer adjustments.
Using the face below you will be asked to alter the color of the hair, the lips
make the subject look younger and change the color of the eyes. Creating Patterns.

Day 3:



Clipping Paths v. paths, Layers,

Channels. Exercise using layers and masks.

Critique Assignment 1. Altering a face. Turn in Final version Thursday
Read " **Adobe Creative Suite CS5** " pp. 25-41, Do exercise in Lesson 1.
Turn in Next Week for credit...(digital format with your name as part of file.)

Week 3

Project II: Convert Face to Movie Poster.

Day4: **Collect: Altering Face Assignment**
Discuss issues with altering the face.
For next class read Lesson 2 in "... ACS 5"
and familiarize yourself with Photoshop tool palette. There will be a quiz on it next week.

Day 5: Image color adjustment and conversion issues.
Type tools and filters. RGB v. CMYK, Grayscale v Duotone.

Week 4

Day 6:

Quiz on Tools.

Old Movie Poster assignment due next class

For next class read Lesson 3 pp. 77-89 "...ASC5"

This will assist you in completing your poster assignment ...

Day 7:

Project III: Tattoo the Head.

Collect: Movie Poster (Assignment 2.)(remember all assignments should have the name of the assignment plus your name in the title of the files you turn in **(MAKE SURE IT IS THE LAYERED PSD FILE that your turn in.) Critique**

For next class read pp. 531-563 "...Illustrator CS5 Essentials"

Bring in Hand drawn designs for Tattoos and photo of self and or friend to scan or as a digital file. Do the questions from the worksheet that I will provide and turn in for next class.

Week 5

Day 8:

In class today...Placing images in Illustrator.

Using Live trace, Using Live Paint, Creating illustrator vectored art from drawings.

Warping objects in Illustrator. Smart Objects. Placing Illustrator files into

Photoshop docs.

Scanner techniques. Placing Illustrator files into Photoshop files.

Using Live Trace.

For next class be prepared to lay traced Illustrator files into your photoshop documents of your face or some photo of your choosing which you or a family member have taken. Bring in Digital files of photos!!!!

Day 9:

Placing Illustrator files into Photoshop, Smart Objects, Converting smart objects.



Using Smart filters. Creating shadows and overlays. Using 3 d layers, patterns, refine edge