

dai 322

Computer Graphics: Imaging

Winter 2005

Instructor: Elissa Anne Cline
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Monday - Thursday
Lecture: FA117 9am-12noon Lab: FA114 12noon-4pm
course materials: www.myholler.com/flash/course.htm

Course Description

Advanced studies in graphic reproduction topics including: electronic image generation, copy scaling, line & halftone photographic conversion & desktop publishing will be explored in detail. Computer applications & software packages will be emphasized.

Class Session Content

This course focuses on teaching students who are interested in graphic communications to use the computer as a tool in graphic design & graphic arts processes for creative imagination, artistic expression, problem-solving, quality control & image reproduction processes. It will provide students with opportunities to:

1. Understand principles & theories behind major graphic arts processes.
2. Study impact of computer technology on graphic artists and graphics industry.
3. Use computer systems and appropriate software packages for visual image design, image generation, image conversion, image processing, problem-solving, electronic prepress, & visual communication.
4. Study future trends in terms of computer applications in graphic communications business & industries.

This course is designed & organized around a series of artistic & creative processes, problem-solving exercises & computer practices. Therefore, students will be able to relate their learning experiences to many real world applications.

Objectives

- 1 Understand the potential of the computer as a valuable & important tool in creative & artistic processes
- 2 Apply this emerging technology to improve communication effectiveness
- 3 Select & use available graphics program/software packages related to graphic design & graphic arts applications
- 4 Understand theories behind graphic reproduction materials & processes necessary to control the quality of reproduction
- 5 Use the computer to perform a complete prepress publishing process.

Grading Criteria

Participation (on-time: 100pts.; late: 50pts; absent: 0pts.) = 20%
Assignments (on time; 10 points subtracted from late project grades) = 30% | Exercises = 10%
Quizzes (pop quizzes at beginning of class and announced quizzes) = 10%
Pre production materials (2 brochure dummies) = 10%
Final Project = 20%

Assignment Dates and Content subject to change. All changes will be announced at least a day in advance.

Day	Date	Lecture	Anything due
1	1/3	Syllabus. Computer and Print Industry. Terminology. Video. Digital Illustration: Illustrator.	Treasure hunt to get acquainted with Macintosh computers and lab.
		LAB: computers and working. Where to find stuff. Etc.	

2	1/4	Illustrator	
		LAB: Illustrator Assignment- traced type. Electronic Paper: Adobe Acrobat. Acrobat and Distiller. Postscript files.	
3	1/5	Digital Photography: Photoshop	
		LAB: Illustrator Assignment- flyer design.	Illustrator Assignment-traced type due at <u>beginning</u> of lab.
4	1/6	Flyer surveys. Photoshop: correction / scanning.	
		LAB: Illustrator Assignment- flyer design.	Illustrator Assignment-flyer design due at <u>end</u> of lab. Printouts due at <u>beginning</u> of lecture.
5	1/10	Photoshop: layers, type, and calibration.	
		LAB: Photoshop: scanning. Correction of image you scan in for brochure front cover.	
6	1/11	Indesign. Layout.	
		LAB: Photoshop Assignment-brochure front cover.	Photoshop – cover design due at <u>beginning</u> of lab.
7	1/12	Indesign. Typography.	Brochure dummy (hand drawn with margin specs) due <u>beginning</u> of lab.
		LAB: Indesign Assignment- brochure.	
8	1/13	LAB: Indesign Assignment- brochure.	2 nd brochure dummy (printed out w/ placed content) due <u>beginning</u> of lab.
9	1/17 holiday	Holiday - no classes	
10-	1/18	LAB: Indesign Assignment-brochure.	
11	1/19	LAB: Indesign Assignment-brochure.	
12 Finals	1/20	Presentations	Final Project Due. All materials in binder due per request. Please check your list of requirements before turning in!

List of Projects and Assignments:

Assignments:

Illustrator: traced type
 Event Flyer
Photoshop: front cover of brochure
Indesign: Brochure

Final Project:

Indesign, Illustrator, Acrobat and Photoshop contribute to these projects

Brochure: you will be designing a brochure for YOU as a designer. It could be factual or fabricated. It will include within it the traced type and event flyer (as works you create) as well as other images appropriate to making

a statement about you as a designer (even if you don't consider yourself one yet). The front cover will be created in Photoshop and can be abstract or representational as long as its original.