

GRA 1142 - Digital Media and Design

Session 3, 2007 • Tuesday/Thursday - 5:30 PM - 9:15-PM • West Campus 5-130

Instructor: Nestor Luis Grajales, 407-345-2032, ngrajales@atlas.valenciacc.edu to contact me or for an appointment. Important websites: <http://faculty.valencia.cc.fl.us/ngrajales/> and <http://multimedia.valencia.cc.fl.us/>

Atlas: Student are required to check their Atlas email account prior to class for notices. Excessive absences, grade below a C or course schedule changes will be sent this way. You may also contact your professor through Atlas.

Textbooks: *Graphics Technology Workbook* available at the Valencia Bookstore; *Essentials for Graphics Designers* by Mark Gatter.

Attendance/Withdrawal Deadline: Regular and punctual attendance is required. Three absences are allow. Anything beyond this is considered excessive. There are no excused absences. Upon your fourth absence you will be sent an excessive absence notification through Atlas. If you incur one more absence you are subject to withdrawal from the class. Roll is taken within the first 5 minutes of class. Tardiness or leaving early will be counted as an absence. Arriving late or leaving early is a disruption. This is an extremely fast-paced and comprehensive class, so missing even one class will jeopardize your ability to keep up. If you decide to withdraw since your grade would be negatively impacted due to the absences or any other reason-, you may withdraw up to the Withdrawal Deadline of June 29, 2007 and still receive a WP for the course. After that you will be assigned the grade you had at your last date of attendance. Refer to the Student Handbook for student code of conduct in class. Be courteous and TURN CELLPHONES TO SILENT MODE DURING CLASS.

Due Dates and Make-up Policy:

Assignments: Assignments are designed to mimic the graphics work environment and to accommodate a pace that is realistic and attainable. Thus tutorials and projects will overlap. For some this will be a new experience but with awareness of due dates and good time management can be achieved. Additionally in the work environment, due dates are considered deadlines. *The first assignment turned in only one class late will be reduced 10 points and must be turned in by the next class. The assignment will not be accepted after the next class meeting time. No other late assignments will be accepted (assignments not turned in at all are counted as late and receive a 0).* If any portion of the assignment is missing, including failure to put your digital file in the Drop-box, unreadable files, or missing hard-copy requirements, printing after class starts, appropriate deductions will be made unless you choose to turn in late though incomplete. Digital files have dates of creation saved. Any file saved after deadline will be considered late therefore it is the student's responsibility to make sure the computer date is correct.

Quizzes: If a quiz is missed due to absence, it must be made up prior to the next class meeting (exceptions will be made for documented emergencies only). Quizzes may be made up 15-30 minutes before the next class meeting time unless other arrangements have been made. Attendance at the Final Exam period is mandatory or you will receive a WF for the course.

Special Needs: Students with disabilities who qualify for academic accommodations must provide a notification from the Office for Students with disabilities (OSD) and discuss specific needs with the instructor, preferably during the first two weeks of class. the OSD determines accommodations based on appropriate documentation of disabilities. At the time of notification accommodation arrangements can be discussed.

Academic Honesty: A large amount of the work in this class is creative. During the planning stage students are encouraged to interact, but all work should still be done by the student turning in that project. Do not allow anyone to use your mouse or keyboard to complete any part of a project. Lab personnel may assist you if you are having problems with the operation of the computer or to answer questions concerning software applications, but they are not to do any part of your work nor are they tutors. Cheating of any kind will not be tolerated. Copying software, fonts, or files to/from the computer is not allowed in the lab unless assigned as part of a project, and you may not delete files other than your own; these activities could be considered cheating. Printing without payment (in labs where required) is considered cheating. If caught cheating, it will be an automatic "0" for that project or test, and you may be withdrawn from the class. **Plagiarism or Copyright Infringement** is cheating (refer to your Student Handbook)

Critiques/Oral Communication: On dates scheduled a critique of projects will be held. Students will prepare an oral statement as to the goal, concept, target audience and techniques demonstrated in their project, utilizing the directions given in class. Fellow students will provide constructive criticism and ask question as necessary. Critiques may be conducted in a mock designer/client format if appropriate. An oral presentation with visual aids will be made of a research project also

Computer Competency/Lab Usage: Upon satisfactory completion of this course students should achieve a basic mastery of the Macintosh computer, Flash, Photoshop, Illustrator and InDesign. To achieve the goals students may utilize the labs during open lab times in order to meet required due dates. Open lab hours will be posted at the beginning of each semester in all labs. 15 hours per week outside class time is strongly suggested to achieve successful mastery of objectives. If you use other computers than the College to do your work, you are responsible for file compatibility, using the correct version of the software, and correct usage of fonts. Corrupt files, incompatibility, or missing fonts are not considered excuses for late projects or problems with projects. **If you use a Windows platform:** It is essential to remember that moving from one platform to another is not always perfect, and it is entirely your responsibility to ensure that your files open correctly on a Macintosh. Always following Windows naming criteria, including extensions.

Turning in Assignments: For many assignments you will have a variety of items to place in an envelope when submitting your project for grading and there will be folders with files to put in instructor's drop-box. Always maintain back up files of projects in case of corrupted during transfer.

Grades: The final grade will be determined by grades earned on required projects, tutorials, examples notebook and quizzes

A = 100 – 90	Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements.
B = 89 – 80	High achievement, demonstrated in wok of consistent effort, intelligence, and mastery of course competencies.
C = 79 – 70	Satisfactory completion of course requirements and mastery of essential course competencies.
D = 69 - 60	Unsatisfactory completion of course requirements and an unacceptable grade for prerequisite or graduation requirements.
F = 59 or less	Failure to perform required work or to master required course material and competencies.

Note: a grade of a "C" or better is required for graduation requirements students seeking an AS degree or using as a prerequisite for another course.

Course Description: A broad look at the various graphic communication methods and careers surrounding us today, with an emphasis on instruction and practical exercises in the use of graphics software currently used in the graphics industry. Concepts taught on a desktop computer will include scanning of images, creation or graphics, and merging text with graphics, as well as typography, design, layout, press, color, ink, papers, and project management. (Special Fee)

Course Objectives:

This is the foundation course for the Graphic Technology degree requirement. Students will be expected to demonstrate sound principles of design and technical skills for successful completion of the course. Whether taking the course for personal enrichment, as an elective or a degree/certificate requirement all student will be evaluated with the same requirements and expectations.

Course Outline:

- Computer Basics and Introduction to the Macintosh
- Internet and Internet Research
- Introduction to Flash
- Project Management
- Introduction to Adobe Photoshop
- Color & Design
- Introduction to Adobe Illustrator
- Typography
- Introduction to InDesign
- Printing
- Finishing and Binding
- Future of Graphics & Career Opportunities

Extra Credit: Up to 2 points of extra credit may be earned by attendance at a gallery opening; reception; or pre-approved workshop, conference, seminar, etc., related to this course. Proof of attendance will be required by signing in on the guest pad and submission of a brief typed synopsis.

Bonus Points During the first 5 minutes of class, unannounced and on random dates a few questions will be projected while roll is being taken. If you choose to attempt to answer correctly any or all of the questions do so on a piece of notebook paper and turn in when announced. Write your name and date on the paper. If you want to write the questions you may do so but answers only are also accepted. Bonus points will be returned by the next class and any correct answers will be added to your quiz grades. Tip: utilize these questions to help you study for the written final exam.

Required Supplies: Some supplies are available at VCC Bookstores. Other recommendations are Sam Flax (Hwy 50), Art Systems or Pearls (Hwy 436)

- External storage media: USB or Firewire drive, minimum 1, 512 mb or larger suggested (available at any computer store, office supply or on-line. Sandisk brand is not recommended).
- Back up media such as CDs or Zip disks
- 2 envelopes (approximately 9" x 12") labeled with your name and course number (GRA 1142), for turning in projects.
- Metal clasp for securing larger projects to the envelope
- Black mat board for presentations; one 20" x 30" piece should be enough
- Exacto knife or other cutting implement
- Pad of drawing, tracing paper or vellum (9" x 12" or larger suggested)
- Adhesive (one can of spray mount is strongly suggested)
- Ruler (18" metal, with both picas and inches, is preferred)
- Kneaded eraser
- Ring binder-style notebook and 20 plastic sleeves and tab labels
- Notebook (ring binder suggested but of your choice) for assignments, handouts
- 1 package index cards
- Printing: Printing may be done off-campus also at your expense. If so, save as a pdf file. If printing in the lab, prices for print cards for b/w or color are posted in the labs.

Optional suggested:

- E Scale - C-thru GA96 brand suggested
- Colored or textured paper if you prefer for letterhead and newsletter

Grading Considerations and Values

Tutorial 1	Macintosh & Internet	2%	_____	x .02	= _____
Tutorial 2	Photoshop	2%	_____	x .02	= _____
Tutorial 3	Illustrator	2%	_____	x .02	= _____
Tutorial 4	InDesign	4%	_____	x .04	= _____
Project 1	Scanning & Retouching	5%	_____	x .05	= _____
Project 2	Logo and Corporate Identity Package	15%	_____	x .15	= _____
Project 3	Newsletter	20%	_____	x .20	= _____
Examples Notebook		5%	_____	x .05	_____
Quiz 1		2%	_____	x .02	= _____
Quiz 2		2%	_____	x .02	= _____
Quiz 3		2%	_____	x .02	= _____
Quiz 4		2%	_____	x .02	= _____
Quiz 5		2%	_____	x .02	= _____
Hands-on Computer Competency Final		20%	_____	x .20	= _____
TVCA Assessment		15%	_____	X.15	= _____
Extra Credit (up to two total points)					_____
Total				100	_____

To determine your average at any point during the semester:

Multiply your grade earned X value (example Tutorial 1: 90 X .02=1.8, Proj 1: 85 X .05=4.25, Quiz 1: 92 X .02=1.84)

Add up the total earned value of your grades up to that point (example: 1.8 + 4.25 + 1.84=7.89)

Divide by the total percentage each of the assignments count(example Tut 1, 2% + Proj 1, 5% + Quiz 1, 2%=9%) into your percentage earned (example 7.89/.09=87.7%, that's your average for the semester so far)

Missed projects/quizzes, etc count as 0 but you still have to consider the value of the assignment

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Course Overview

Tutorials 1 — 4

There are four tutorials that help you learn the concepts and software necessary to complete the projects assigned. Their due dates are arranged to prepare you for the projects and it is important that these are completed in a timely manner. Note: Tutorial numbers do not match Project numbers. Tut 1 - Mac, Internet Research, Flash, Tut 2 - Photoshop, Tut 3 - Illustrator, Tut 4 - InDesign Escher Card

Projects 1 — 3

The three projects in this class are designed to give you an idea of the type of work you may be expected to do for a corporate client, so you will be using your choice of one of the companies whose descriptions are provided for all of the projects. *You must use the companies supplied as files are provided for the final newsletter and for you to provide would require extensive work..You will use the same company throughout the semester, so choose carefully.*

Each project will build on and interrelate with the previous projects, so it is important to keep up and complete each assignment. We will utilize three programs: Adobe Photoshop, Adobe Illustrator, and InDesign. For each project you will have specifications, and thumbnail sketches, etc., will be required for some projects. The instructor will act as the Art Director, and should be consulted throughout. Information on design, page layout, as well as using text and graphics correctly, will be covered in class lecture/discussion, presentations. Good design is the building block and software is only a tools to make the production process easier.

Below is a brief description of each project. You will be given complete directions and a grade sheet for each assignment. All projects will be output on a laser printer of at least 600 dpi or an inkjet printer of at least 400 dpi with special inkjet paper either at the lab or at a location of your choice.

Project 1 – Scanning

You will scan a provided photograph of the company building that will be utilized later in the Newsletter (Project 3). You will use Adobe Photoshop to scan and make corrections to the photograph. In this project you will be learning the basics of the Macintosh, basic Adobe Photoshop tools, how to scan images, and how to save files. Later, in Project 3, you will be scanning more photographs.

Project 2 – Logo, Letterhead, Business Card and Envelope

Part 1: You will create two versions of a logo – one in b/w and one in color – in three sizes for your client company, using Adobe Illustrator. You will be learning about good logo design principles, the tools and menus of Adobe Illustrator, including how to draw with the pen tool, using text, and other basic functions.

Part 2: Once your logo is designed and approved, using Adobe Illustrator create a letterhead, business card, and envelope for an individual in your company using that logo. Formats will be suggested which you may utilize, or you may create a format of your choice.

Project 3 – Newsletter

You will create a newsletter for your client. You have the choice of sizes up to 11" x 17", though alternatives will be discussed in class. Text files and some images will be provided and you will be required to write text a small amount of your own. You will utilize the scanned photograph and logo you created earlier. You will want to scan other photographs and, possibly, create other graphics for effect. Examples of formats will be provided for your use, or you can create a design of your own. Though you will be using all software covered in this course in order to prepare images and create other graphics, you will lay the pages out using InDesign.

TVCA Assessment

The College has developed an initiative to help students understand and inact characteristics for success - Think, Value, Communicate and Act (TVCA). Within this course, as well as the graphics and multimedia design industry there are certain traits considered desirable within these same disciplines. In Tutorial 1 students will be asked to do a self-assessment of their present TVCA skills as they relate to this course and the career in general and to develop an Action Plan for success.

Throughout the semester the student will be expected to work to maintain these at the highest level possible and the instructor will observe them and make suggestions, if problems are apparent. At the mid-term period the student and instructor will meet to check their progress. At the end of the semester a final assessment will be made that is 20% of the final grade. It is important for students to be aware of the areas of assessment in order to earn an acceptable grade.

Printed Examples Notebook

Throughout the semester you will be collecting examples that will demonstrate knowledge of printing related processes. Collect examples and put into labeled, plastic sleeves that are in a notebook. Turn in on due date assigned. Proper order, labeling and clear identification are required to receive credit. If incorrect, as well as correct examples, are displayed section will be counted incorrect. Unless specified, a minimum of 2 examples should be included. Examples will be show and you may consult with the instructor at any time during the semester to see that items are correct prior to submission. Notebook requirements:

1. A printed publication other than a brochure that uses process color only.
2. A printed publication in at least 2 spot colors (one can be black). Make sure it is only spot color and no process was used. This will require the use of a loupe to determine.
3. A printed publication which has at least one printed image printed in a duotone. This will require the use of a loupe to determine.
4. A printed publication with an accordion fold with at least three panels.
5. A printed publication with a letter fold.
6. A printed example with a die cut
7. Something with embossing
8. Something with a varnish - spot or full. Make sure it isn't laminated or just coated paper
9. Something with foil stamping, flocking or other finishing technique not previously included.
10. Printed item perfect bound

GRA 1142 - Digital Media and Design Tuesday and Thursday Class - Schedule and Course outline for Session 3, 2007 *
Flash Presentations on-line at <http://multimedia.valenciacc.edu> (do not type in www)

Class	Mo	Date	Assignment	Workbook Reading/Presentations
1	M A Y	8	Course overview, Intro to the Macintosh/lab Begin Tutorial 1, TVAC overview	<i>Workbook: Using the Mac, Using the Internet, Textbook Chapter 6 Macromedia Flash</i>
2		10	Continue Tut 1, Selection for Presentation due Tutorial 1 Flash Demo	<i>Workbook: Using the Mac, Using the Internet, Workbook: Tutorial #1 Flash</i>
3		15	Continue Tut 1 and Flash Presentation Quiz 1 Review	Graphics&History.swf
4		17	Quiz 1, Tutorial 1 due, Begin Tutorial 2 Intro to Photoshop,	<i>Workbook: Typography & Font Management</i>
5		22	Begin Project 1 - Scanning & Retouching Continue Tut 2	<i>Workbook: Tutorial 2 Photoshop Textbook: Chapter 1 Adobe Photoshop</i>
6		24	Work on Project 1 - <i>All students should have photo scanned by now</i>	<i>Workbook: Printing, Scanning</i>
7		29	Tutorial 2 due , Project 1 proofs due, Continue Photoshop demo, Cont Tut 2 if necessary	<i>Workbook: Design and Tutorial 2 Photoshop</i>
8		31	Project 1 - Scanning & Retouching due , Quiz 2 review, Introduction to Illustrator,	<i>Workbook: Tutorial 3 Illustrator Textbook: Chapter 3 Adobe Illustrator</i>
9	J U N E	5	Quiz 2 , Begin Tutorial Assignment 3, Begin Project 2 - Logo Identity	DMD TypeDesign.swf, DMDLogoDesign.swf
10		7	Continue Illustrator demo and Tutorial 3 Project 2 logo roughs, word association and creative resources due	Color.swf
11		12	Continue Illustrator demo Project 2 b/w logo proofs due for on-screen critique,	Design.swf
12		14	Tutorial Assignment 3 due , Continue Project 2	DMD TypeDesign.swf continued, DMDLetterheadpkg.swf
13		19	Project 2B - Corporate Identity - Work on Project 2, Continue Illustrator demo	DMDLetterheadpkg.swf continued
14		21	letterhead/card/env roughs & creative resources due Quiz 3 review	
15		26	Project 2B Corporate Identity proofs due Quiz 3, Begin Tutorial Assignment 4 - InDesignCS	<i>Workbook: Tutorial 4 - I Design CS Textbook: Chapter 3 Adobe InDesignCS</i>
16		28	MidTerm Progress - TVAC Evaluation Tutorial 4 creative resources due	
17	J U L Y	3	Continue Project 2a and 2b Project 2 due	DMDPubDesign.swf
18		5	Tutorial 4 roughs due, Intro to InDesign Continue Tut 4 InDesign, Tutorial 4 proofs due,	DMDPubDesign.swf continued
19		10	Begin Project 3- Newsletter Project 3 roughs & creative resources and dummy due	
20		12	Continue Tut 4 and Project 3 Project 3 dummy booklet due,	Paper_Ink_Press.swf
21		17	Tutorial 4 due , Quiz 4 Review, Printed Examples Notebook due ,	
22		19	Quiz 4 , Project 3 b/w proofs due Continue Project 3	On Press.swf
23		24	Project 3 and critic due , Quiz 5 Review	
24		26	Quiz 5 , Review for Final and Computer Practice, Final TVCA Evaluation	Review all sections of Workbook and SWF Presentations in preparation for finals
25	31	Computer Proficiency Final return of all graded assignments		
	A U G U S T	1	<i>According to College policy, mandatory attendance or WF</i> <i>All grades due into Registrar's office</i>	

**Withdrawal
Deadline:
June 29, 07**

* Schedule Subject to Change due to unforeseen circumstances