

1. (2 points) List at least 4 different factors that determine why a site might look different on different computer screens.

2. (1 point) What words do the letters URL stand for _____

Define a URL _____

3. (1 point) What is the standard screen resolution and resolution of most images on the internet? _____

4. (1 point) How many colors does a web safe palette have? _____

5. (1 point) Name an extension commonly used for a commercial business? _____

6. (1 point) Name two of the most common picture file formats used on the internet. _____ and _____.

7. (5 points) Go to the web site <http://www.metamath.com/lswweb/dvclearn.htm> Read the page and as you reach the bottom you will see a link to the Learning Styles Survey. Go to that link and take the survey.

What were your results (list numbers):

Visual/Nonverbal _____

Visual/Verbal _____

Auditory _____

Kinesthetic _____

What do the results say about your learning style? (indicated in red below your score)

Based on what you just learned about your learning style, what do you think you could do to minimize your weaknesses or maximize your strengths to increase your chances of success in this class (use another page, if necessary)?

8. (18 points) Self-Evaluation: Your instructor has put a file named "Student Self Eval.pdf" in your take out box. Copy that file to your disk, open the file, print it out and fill out the questionnaire. Once completed, attach the questionnaire to your completed tutorial and turn in.

9. (10 points) Research: You will now be researching a famous graphic designer or company of your choice within the graphics or digital media industry. A list of designers has been provided with this tutorial to help you choose however you are not limited to this list. Make a folder on your Desktop. Name it your Last name, First Initial Tut 1. Using the method demonstrated by your instructor locate information and download a minimum of 15 images into that folder that you can use to create a short presentation. Compile and organize the information similar to the example provided in this handout.

10. (30 points) Type an outline using TextEdit, name file appropriately and put in your folder. The outline should include 8 – 12 important facts about subject and include a list of resources at the end as to where you found your information. An example of an outline is provided with this tutorial. Upon completion print a copy of the final version of your outline and attach to Tutorial 1 when turning in.

11. (30 points) Applying your Graphics Workbook and demonstration by instructor use your outline and collected images to create an 8 – 12 frame presentation using the Flash template provided in your instructor's take out box. Once complete put a copy of the outline file, .fla, .swf file in your folder along with your collected images in a pictures folder. Put a copy of your folder with all the requirements in your teacher's drop box on announced due date.

FOR THE DROP BOX: You should be turning in a folder named "Last name, first initial Tut 1". That folder should contain your files for your presentation: 1. outline 2. .fla file 3 .swf file 4. a folder containing all of the images you placed in your presentation.

DON'T FORGET TO TURN IN YOUR PRINTED SELF-EVALUATION AND OUTLINE ATTACHED TO THIS FILLED OUT TUTORIAL.

Jane Designer by Joe Student

I. Title Page

Text: Jane Designer (1914 - 1996)

II. Biographical Information

A. Jane Designer was one of the most influential figures in American Graphic Design

B. Education

1. Pratt Institute from 1929 - 32
2. Parson's School of Design from 1932 - 33
3. Art Student's League from 1933 - 34

III. Jane Designer's Impact on the Industry

A. Jane Designer was a major force in editorial design, advertising and corporate graphics.

B. Career History

1. Director of Esquire and Apparel Arts (later GQ) from 1935 - 41
2. Cover art designer for Directions, a cultural journal
3. Designer for Weintraub Advertising Agency in New York from 1941 - 54

IV. Jane Designer's Freelance Career

A. Freelance designer since 1955

B. Major clients

1. ABC Television
2. Westinghouse
3. International Business Machines
4. Cummins Engine Company
5. Next computers
6. United Parcel Service

V. Logo Design Examples

A. IBM

1. In 1956 Jane Designer made subtle shift by choosing City Medium for the logo type, which gave it a more solid feel.
2. In 1971 to suggest "speed and dynamism" Jane replaced the solid letters of this original logo with horizontal stripes.

B. UPS

1. In 1961, Jane designed the UPS trademark
2. "When the client told me that it delivers small packages, the solution was obvious.," Jane Designer
3. "Oh, Daddy, that's a present!," Jane Designer's daughter

VI. Jane Designer's Academic Career

A. Yale School of Arts from 1956-85

B. Yale summer program in graphic design in Brissago, Switzerland from 1977-96

VII. Conclusion

A. Death from cancer on November 26, 1996 in Norwalk, Connecticut at the age of 82

B. Yale University created The Jane Designer Center for Graphic Design at the School of Art in 2000

VIII. Resources

<http://www.jane-designer.com>

<http://www.comarts.com>.

<http://www.howmagazine.com>

<http://www.aiga.org>

HELPFUL Web sites

www.eyef4.com
www.typographic.rsub.com
www.fontsite.com
www.letterarts.com
www.studiomotiv.com
www.psymon.com
webcom.net/~nfhome/
www.point-central.com
www.graphic-design.com
www.tdc.org
www.letterspace.com
www.Fonthaus.com
www.dsgnhaus.com
www.chank.com
www.makambo.com
www.fontbureau.com
www.T26FONT.com
www.adobe.com/type/topics/main.html
www.typequarry.com
www.typeright.org
www.graphis.com
www.mindcandy.com
www.fontzone.com
www.deezin.com
www.amazon.com
www.barnesandnoble.com

Career Center : East Campus or West campus

Library of Congress Poster Collection
Books or Magazines on graphic and type design
The History of Graphic Design
Creative Edge Page Design
Graphic Design Inspiration and Innovation
Graphic Design Tricks & Techniques
Ultimate Portfolio
Graphic Design Career Guide
Hot Designers Make Cool Fonts
The Best Work from the Web
Cybertype
Now 2
Cool Type
Emotional digital-A Sourcebook of Contemporary Typographics
baseline: International Typographic Journal
Topology: Type Design From the Victorian Era to the Digital Age
Graphic Designer's Source Book
Artist's & Graphic Designer's Market
Type & Image: The Language of Graphic Design
Fotografiks: an equilibrium between photography and design
Letterhead & Logo Design
Design Literacy
Design of Modern Design
Lighter, Quicker, Better
www.type: effective typographic design for the World Wide Web
Revival of the Fittest; Digital Versions of Classic Typefaces
Typographic Specimens: the great typefaces
Communication Arts
How Magazine
Emigre
Print
Step-by-Step
Dynamic Graphics

Short list of individuals, though you are not limited to these. Any visual artist, would be acceptable but persons in the graphic design or multimedia field are highly recommended.

David Berlow
Matthew Carter
Jean-Renaud Cuaz
Dave Farey
Tobian Frere-Jones
Jonathan Hoefler
Jim Parkinson
Jean-Francois Porchez
David Quay
Freda Sack
Robert Slimbach
Erik Spiekerman
Sumner Stone
Carol Twombly
Chip Kidd
Fredd Woodward
Bruce Mau
Herb Lubalin
Neville Brody
Louise Fili
Rudy VanderLans
Susan Kare
Zuzana Licko
Chank Diesel
Stefan Sagmeister
Paula Scher
Steven Heller
Garrett Boge
Paul Shaw
Jill Pichotta
Eric Gill
Carol Twombly
David Carson
Laszlo Moholy-Nagy
Paul Rand
Herman Zapf
Saul Bass
Milton Glaser
Seymour Chwast
Glenn Keane
John Miro
Charley Palmer
Mike Salsbury
Leslie Cabarga
Ray Laraby
Art Chantry
Luba Lukova

Key

1. Your browser, screen size, screen resolution, platform default settings for the browser, colors displayed, plug-ins or special needs
2. Uniform Resource Locator, a site address
3. 72 dpi
4. 216
5. .com, .net or other acceptable answer as there are some new ones - could even be a country i.e. us, uk (.org or .edu not acceptable)
6. .jpg, .gif or .png (less common and not yet supported by all browsers)
7. all answers will be different, just give credit according to if complete
8. (18 points) all answers will be different, just give credit according to if complete
9. (10 points) just give credit according to if complete
10. (30 points) Students can utilize the list of examples or the multimedia.valenciacc.edu resources, just search for themselves on the web or however they like to make a selection. Instructors need to approve prior to their extensive research but it's a good practice just to go to various browser and search by key word or other methods. Once students have narrowed their selection and you have approved they should start downloading images and copying information for their presentation and outline. Demonstrate how to make a folder on their desktop and download images. Possibly demonstrate copying text from a site and pasting in Text Edit, if you think appropriate and time allows or they can totally retype. Demonstrate using TextEdit, formatting text, using tabs for them to prepare/type their outline. Show them how to save this file to their folder.
11. (30 points) Using the Graphics Workbook Flash section/tutorial and presentation template, demonstrate how to create a presentation using the information prepared previously. Once complete they need to put the .fla and .swf files and pictures in their folder. Upon completion students should make a short presentation to the class using their swf file (easiest to capture their machines in Remote Desktop to avoid font problems)