



Nassau Community College

Visual Communications, Art 140

Section E11

Spring 2009

Tuesday 5:30 - 8:20

Thursday 5:30 - 6:20 pm

Instructor **Kathleen H Mahoney**

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Nassau Community College

Art Department

One Education Drive

Garden City, New York 11530-6793

Course Description

This course will start with an introduction to the computer lab complex and Macintosh computers. Course instruction will include an introduction to the Internet and its various resources. In addition, we will be covering an overview of the history of graphic design, basic design principles and current trends. Projects will include typography, symbol design, illustration, page and advertising design. Student will be exposed to desktop publishing basic such as scanning and layout. Students will also be introduced to the ongoing process of portfolio and resumé design.

Course Objectives

This course will provide the student with a basic foundation for researching topics on the Internet and communicating effectively through advertising design. The course will reinforce and encourage use of basic art and design principles. The student will gain experience with a variety of computer graphic and research projects. In addition, some basic fundamentals of computer graphics and desktop publishing will be introduced. Throughout the course, the student will practice basic computer operations (such as menu commands and window management).

Textbook and Materials

Textbook and Materials

USB storage device

Notebook or sketch pad

There is no specific textbook required. However, students should purchase one or more of the following: a training CD a book such as Visual Quick Start Guide or from the bibliography.

Instructional Procedures

Lectures, demonstrations, and instruction.

Critiques and group discussions.

Class direction on projects and individual development.

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Assignments

Eight to ten projects and an extensive final project will be assigned. Projects will generally be assigned each week and will be due the following week. Late projects will either not be accepted or will result in a lowered grade. Students are encouraged to substitute any of the assigned projects with one of their own projects as long as they relate to the material presented in class and are discussed with the instructor (for approval) at the time the class project is assigned. Students will need to spend time in the lab or on their own computer (outside of class time) to complete these projects. One term paper (four to five pages, double spaced and typeset) will be due near mid semester. In addition, there will be tutorial assignments worked on in class. Finally, all students should maintain notes on class lectures, demonstrations and instruction. Class attendance is essential. Any forms of academic dishonesty such as plagiarism, cheating or lying may result in serious grade reductions.

Term Paper

The term paper should be four to five pages of text, single-spaced and typeset. Topics may include but not be limited to: a short biography of an artist or graphic designer, a summary of any work of art, a description of an art related event, or a step by step documentation of any project or technique that you wish to research. Please feel free to use the Internet for source material but be aware that anyone can put information on the world wide web so not everything you read is reliable. Try to develop a feel for the accuracy of your resources. Please state your sources and write in your own words.

Gallery Questionnaire and Art Forum

Attend an exhibit at the Firehouse Gallery. Pick up questionnaire at the front desk (see back of syllabus), and hand in answers, typed. Attend an Art Forum (schedule located in art office). Receive forum postcard (see back of syllabus) and have approved by professor. Questionnaire and forum each worth 5% of final grade.

Grading

Your final grade will be determined by the sum of points awarded for your performance in the following areas:

		Percent	Grade
Term projects as assigned (usually 8 to 10)	50	90-100	A
Final project	10	85-89	B+
Midterm and Final exams	10	80-84	B
Term paper (usually four to five pages of text)	10	75-79	C+
Class participation/class tutorials	5	70-74	C
Progress	5	65-69	D+
Firehouse Gallery Questionnaire	5	60-64	D
Art Forum Attendance	5	0-59	F

All assignments will be handed in as a hard copy as well as in the artserver drop box. Assignments handed in late will result in a lowered grade or will not be accepted at all. No assignments will be accepted past the final class date. You may request to better your grade by a maximum of one letter grade or ten points on any project handed in on time except the final project. To do this, ask me after the project is graded and simply follow the revision instructions I give you. You are responsible for the material, notes and assignments for any classes you miss. No more than two absences are permitted. Each absence in excess of two will lower your final grade by one full letter grade. Absences above four will result in your being dropped from the course or failure. Habitual or excessive lateness will count each two occurrences of lateness as one absence.

Exams are only offered once. There are no make-ups for any reason. If you miss an exam, you forfeit the grade.

Calendar and Assignment Descriptions

- Week 1**
9/10 **Lecture** Review of syllabus and class procedures, plagiarism, copyright, What is Visual Communications?
Assignment
Purchase storage device
- Week 2**
9/15 **Lecture** Prehistoric Visual Communications, introduction to doing research, Creating thumbs and comps
9/17 **Assignment Research**
Find three articles on three separate websites with information about design.
Print them and write a short review of each one.
- Week 3**
9/22 **Lecture** Printing Comes to Europe, Introduction to Adobe Illustrator, saving and printing,
9/24 Overview of Typography
Assignment Typography
Use 10 given words, choose best fonts that describes them visually.
- Week 4**
9/29 **Lecture** Renaissance Graphic Design, overview of 2D design, Bug tutorial
10/1 **Assignment Symbol Design -**
Create symbols for 10 given words. Use images ONLY.
- Week 5**
10/6 **Lecture** Type for an Industrial Age, Type as Image, Content as meaning, fruit bowl tutorial,
10/8 BA Our Color Wheel
Assignment Illustration for the word -
Pick one word, create illustration that describes it.
Term Paper Due Next Week
- Week 6**
10/13 **Lecture** The Arts & Crafts Movement, language as model, advanced color theory
10/15 **Assignment Using Color -**
Based on color theory discussed in class pick any three schemes.
Create three sets of swatches for each. Using the sets you created, design textile pattern.
Term Paper Due
- Week 7**
10/20 **Lecture** Introduction to Photoshop, Influence of Modern Art,
10/22 **Assignment:** Review for mid-term exam, Revision of Past Project

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- Week 8** **Mid-term Exam**
10/27 **Lecture:** Portfolio Presentation
10/29
- Week 9** **Lecture** Photoshop tools, palettes, pull down menus, Bauhaus, BA Logo of Letters
11/3 **Assignment Initials -**
11/5 Using your initials create in Adobe Phtoshop three-dimensional letters that interlock.
- Week 10** **Lecture** International Type School, Masking and Clipping masks in Photoshop
11/10 **Assignment Image and Text -**
11/12 Choose one photograph, alter colors four times in PhotoShop add quotes that best describes the mood of the image.
- Week 11** **Lecture** Modern Movement, Introduction to InDesign, BA Small Poster
11/17 **Assignment Creating advertising for not “famous” product -**
11/19 Instructor will bring in class different items that are not widely advertised (toys, candy, etc)
Students will pick one item randomly and create an advertising for it.
- Week 12** **Lecture** New York School, Informational Design, advanced page layout
11/24 **Assignment Informational design -**
Pick a process that involves a few steps create images to describe it,
use as little text as possible. Example how to assemble a toy truck, how to create an origami bird, etc.
No Class Thursday - Thanksgiving
- Week 13** **Lecture** Style sheets, Postmodern design, Current trends
12/1 **Assignment Final Project - Center page design for book -**
12/3 Size: 8.5” x 11” or similar. Emphasis on creativity and careful attention to typography.
Use existing text from favorite book, create two-page layout.
You may need to create your own artwork to accommodate the story.
- Week 14** work day in the macintosh lab
12/8
12/10
- Week 15** Critique: Final Project
12/15
12/17
- Week 16** Individual Conferences
12/22

Bibliography

Imaging Essentials

by Luanne Seymour Cohen, Russell Brown and Tanya Wendling
Adobe Press, 1993 (ISBN# 1-56830-051-4)

Design Essentials

by Luanne Seymour, Russell Brown, Lisa Jeans and Tanya Wendling
Adobe Press, 1992 (ISBN# 0-672-48538-9)

Advanced Adobe Photoshop

by the staff of Adobe Systems Incorporated
Adobe Press, 1994 (ISBN# 1-56830-117-0)

Photoshop f/x by Cathy Abes

Ventana Press, 1994 (ISBN# 1-56604-179-1)

Professional Photoshop

by Dan Margulis
John Wiley & Sons, 1994 (ISBN# 0471018732)

Photoshop Filter Finesse

by Bill Niffenegger
Random House, 1994 (ISBN# 0-679-75324-0)

Photoshop Wow! Book Tips and Tricks

by Dayton & Davis
PeachPit Press, 1993 (ISBN# 1-566-09-004-0)

Photoshop In Black And White

by Jim Rich and Sandy Bozek
PeachPit Press, 1994 (ISBN# 1-56609-117-9)

Photomontage

by Dawn Ades
Thames and Hudson Inc., 1986 (0-500-20208-7)

The Gray Book: Designing In Black and White On Your Computer

by Michael Gosney
Ventana Press, 1990 (ISBN# 0-940087-50-2)

The Macintosh Bible, 4th edition

by Goldstein & Blair (Arthur Naiman, et al.)

PeachPit Press, 1993 (ISBN# 1-56609-009-1)

Danny Goodman's Macintosh Handbook

by Danny Goodman
Bantam Books, 1992 (ISBN# 0-553-35485-X)

47 Printing Headaches And How To Avoid Them

by Linda Sanders
Running Press, 1991 (ISBN# 0-89471-226-8)

The Graphic Designer's Handbook

by Alastair Campbell
North Light Books, 1991 (ISBN# 1-56830-021-2)

QuarkXpress® Design Techniques for Macintosh®

by Michael J. Nolan & Scott Cook
Hayden Books, 1993 (ISBN# 0-89134-366-0)

Designing Creative Resumes

by Gregg Berryman
Crisp Publications, 1990 (ISBN# 1-56052-053-1)

Creating Killer Web Sites

by David Siegel
Hayden Books, 1996 (ISBN# 1-56052-053-1)

How To Use HTML 3

by Scott Arpajian
Ziff-Davis Press, 1996 (ISBN# 1-56276-390-3)

HTML for Fun and Profit

by Mary E. S. Morris
SunSoft Press, 1995 (ISBN# 0-13-359290-1)

The Artist's Way: A Spiritual Path To Higher Creativity

by Julia Cameron
G. P. Putnam's Sons, 1992 (ISBN# 0-87477-694-5)

Computer Artist

by Pennwell Publishing Company
Subscription Service: P.O. 3188, Tulsa, OK 74101.

Macintosh Commands Found In Most Applications

FILE
EDIT
NEW
UNDO
OPEN

CUT
CLOSE
COPY
SAVE
PASTE

SAVE AS
CLEAR
PRINT
SELECT ALL

File Menu

New- Use this to create a new document . Can also create a new folder when in the finder.

Open- This will load an existing document or launch an application in the finder.

Close- Closes the document currently open or closes a window in the finder.

Save- Saves the current document or updates it if it was already saved.

Save As- Use to save a copy of the current document under a different name.

Print- Prints the document (can be used in the finder if document is selected).

Edit Menu

Undo- If available, this will undo the last action taken. Usually only the last action will be undone, so if you use this command twice, it redoes what was undone leaving you back to where you were before the undo command was selected.

Cut- Copies whatever is selected to the clipboard memory and then deletes it.

Copy- Copies what is selected (does not delete it).

Paste- Pastes whatever was last copied or cut (in word processing, this command pastes the contents of the clipboard starting at the blinking insertion point).

Clear- Deletes what is selected without copying it into clipboard memory.

Select All- Quickly selects everything in the active window (the active window is the window which was clicked in last).

If You Are Stuck

First, press on the application switching icon to see which program you are in. System 7's application switching icon is located in the top right corner of the screen. Remember, in System 7 it is possible to have several applications opened at the same time. Second, try saying to yourself what you want to do using words found in the file or edit menus.

Other Terms

CPU- Central Processing Unit (can be used to describe the computer without the monitor or keyboard).

RAM- Random Access Memory. This is CPU processing memory. Files (applications and documents) get loaded into RAM memory when they are opened.

Storage memory- this is most often floppy disks or hard disks. When a document is saved it is stored on a floppy disk or a hard disk drive.

Monitor or Display- This is the screen you see information on.

NASSAU COMMUNITY COLLEGE ART DEPARTMENT

ART FORUM

WRITE IN INK ONLY.

Name Mary Perlich

Semester Spring 06 Year 2006

1. This card will be stamped for scheduled Art Forum Events only.
2. This card WILL NOT be stamped for viewing art exhibits at the Firehouse Art Gallery
3. No matter how many art classes you are enrolled in, you are required to attend only **ONE** Art Forum for the semester.
4. Present this stamped card to your instructor(s) to fulfill the Art Forum requirement.
5. Club trips may be substituted for a scheduled Art Forum.

For Art Forum Info, call the
Art Department Office at 516.572.7162

OFFICIAL STAMP APPEARS BELOW WHEN REQUIREMENT IS FULFILLED

FIREHOUSE

APR - - 2006

GALLERY