

# Syllabus

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**Fall 2007 Computer Graphics for Ad Majors (crn 068639), course #3000 )**  
**Tuesday and Thursday 1:10- 2:30 Tuttleman Learning Center Rm. 4**

**Instructor:**

**Meriam Harvey**

**Phone: 215-820-2490; [meriamh@temple.edu](mailto:meriamh@temple.edu)**

**Course Description:** This course is an introduction and survey of three of the most popular Adobe Creative Suite design applications. Throughout the semester you will become familiar with each program interface, and proficient in the use of its tools. You will use your newfound skills to create marketing materials that may help you land that internship or job you're after. This is a hands-on class. Participation is not only encouraged, it's required. Be creative and bring your ideas.

**Objectives:**

You will develop a basic to intermediate proficiency in:

Adobe Photoshop,

Adobe Illustrator

Adobe InDesign

**Required Texts:**

*The NonDesigner's Design Book*, Robin Williams

**Recommended Texts:**

*Photoshop for Windows & Macintosh (CS3)*, Elain Weinman (Visual Quickstart Guide, Peachpit Press)

*Adobe InDesign CS3: Hands-On Training*, Brian Wood (Peachpit Press)

*Adobe Creative Suite 3 Bible*, Ted Padova (Wiley Publications Book)

## **Projects and Grading**

**Final Projects:** Three projects are due at the end of the semester. The projects must be posted to the class blog. Possible projects include:

- Magazine cover
- Corporate logo and business card
- Ad campaign (poster or billboard)
- Company brochure
- Magazine spread
- Package design
- Other marketing materials

**In Class Projects:** Four in class projects will be due at the end of the classes specified on the syllabus schedule. These projects must be *completed and posted to the blog before leaving class*. These assignments and the practical midterm will be weighted as 1/5 of your grade.

**Practical Midterm:** Since this is a hands-on course, the midterm will require you to demonstrate the skills you have learned in a project or series of tasks to be completed *by the end of class*. The nature of the project or tasks will be announced in the class before the midterm. This, along with the in class projects will comprise 1/5 of your grade.

### **Grading Scale:**

A: Excellent / Outstanding Work

B: Solid work and/or solid effort and work

C: Adequate / Average work or effort

D: Sub par work (class must be repeated to count toward major)

E: No grasp of the subject matter and no effort made

### **Project grade breakdown**

<b>Assignment/Exam</b>	<b>Points</b>
Quiz #1	10
Quiz #2	10
Quiz #3	10
Quiz #4	10
Materials/prep/sketches	10
In class project #1	100
In class project #2	100
In class project #3	100
In class project #4	100
Midterm -	250
Portfolio / Final Project	300
Total points:	1000

## **Class Policies**

**Attendance:** *This is a hands-on learning class, with exercises, activities, and demonstrations taking place in each class. Attendance is crucial to your learning and success in this course!* No more than 3 unexcused absences. Your grade will drop by half a grade point for each additional unexcused absence. Excusable reasons include illness and family emergencies. Forgetting to set your alarm clock doesn't count.

**Lateness:** Class is disrupted each time you are late. If you are more than 15 minutes late, it is counted as an absence. Please be on time.

**Mandatory Student/Instructor Meetings:** You will be required to meet with the instructor twice at scheduled times during the semester. Meetings will serve to assess your progress and address any difficulties/ concerns you may have.

### **Last Day to drop/withdraw:**

#### **Cheating Plagiarizing:**

Temple University policy states:

“Cheating and plagiarism on any examination or assignment will result in automatic failure of the course and recommendation to the University Disciplinary Committee for further disciplinary action.”

Plagiarism includes:

- Copying others work as your own
- Copying others work without proper author recognition
- Made up quotes and sources

#### **Temple's Policy on Student and Faculty Academic Rights and Responsibilities:**

Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has adopted a policy on Student and Faculty Academic Rights and Responsibilities (Policy # 03.70.02) which can be accessed through the following link:

<http://policies.temple.edu/getdoc.asp?policy no=03.70.02>

#### **Students with Disabilities:**

“It is Temple University's policy to provide reasonable accommodations to students with disabilities under the American Disabilities Act (ADA). At the beginning of each semester, any student with a disability should inform the course instructor if instructional accommodations or academic adjustments will be needed. For more information about the ADA and academic accommodations or adjustments, contact the Office of Disability Resources and Services.

<http://www.temple.edu/disability>; 215-204-1280; hellodrs@astro.temple.edu

## **Wait! There's More...**

**File Storage and transfer:** Leaving a single copy of your work on the lab computer is risky. You are playing roulette with your work. It may be there when you return - it may not. Therefore, it is your responsibility to acquire, and bring with you to class, a storage device. A thumb drive is strongly recommended.

**E-mail accounts and blogs:** You must sign up for a Gmail account and Blogger account so you can post your work. We will take care of this when we meet for the first class.

The blog URL is <http://adv3000.blogspot.com>

**Outside class time:** You are responsible for completing your assignments on time. This will require you to work independently outside of class. Temple University has computers equipped with Adobe applications in various labs on campus. The *Tech Center Graphics Lab* and the *Tuttleman Scholars Information Center* (the Macs) are two. For a more comprehensive list and hours of operation go to:  
<http://www.temple.edu/cs/labs/index.htm>

### **Resources:**

<http://www.adobe.com>

<http://www.layersmagazine.com> - Adobe suite tutorials and articles

<http://www.journeyed.com> - Student discounts on Adobe software

<http://www.colourlovers.com> - Color palette inspiration

More to come...

## Schedule:

Date	In Class Topics	Assignment due
August 28th	Welcome to the Mac	
August 30th	Presentation: Becoming One with the Interface: Understanding the Adobe Environment Tutorial: Introduction to Photoshop (PS) – a guided tour	
Sept. 4th	Presentation: Design Basics – the CRAP model – a visual vocabulary Sources of creativity: games, brainstorming, sketching, long walks and observation	
Sept. 6th	Tutorials: Getting your images into PS Scanning, Resizing, and Resolution	<b><u>Quiz: design basics</u></b> <b>*Due:</b> <b>Bring in Photos – one digital form / one physical photo</b>
Sept. 11th	Photo Manipulation in PS	<b><u>Quiz: PS interface – tools palette, document settings, practical</u></b>
Sept. 13th	Tutorial: Layers, Selections, Shapes, Oh My!	
Sept. 18th	<b>In Class Photo Activity #1:</b> Create a collage/photomontage	<b>*Due:</b> <b>Bring materials for in class collage project</b>
Sept. 20th	Tutorial: How to create a poster in PS	
Sept. 25th	Tutorial: How to create a postcard in PS	
Sept. 27th	<b>In Class Activity #2:</b> Design either a poster or a postcard	<b>*Due:</b> <b>Bring in ideas, photos and inspirational materials for class activity (think about what you would like to do, even if you have no idea how to do it!)</b>
Oct. 2nd	Introduction to Illustrator Interface and tools	<b>*Due:</b> <b>Three rough project ideas – on paper, sketching is okay with explanation of concepts</b>

Oct 4th	Finding Your Path: The core of Illustrator: Typography as paths Images as Paths	<b>Quiz: Illustrator Interface – tool palette, etc., practical</b>
Oct. 9th	Tutorial: Creating a logo in Illustrator	<b>*Due: Refined project ideas</b>
Oct. 11th	<b>In Class Activity #3:</b> Design a logo	Just bring your ideas
Oct. 16th	Introduction to InDesign (InD) The InD interface – a guided tour	<b>*Due: Final Project Proposals</b>
Oct. 18th	File Organization, InDesign, and You	<b>Quiz: InDesign interface – tool palette, etc.</b> <i>Sign up for Student / Instructor meetings for 22<sup>nd</sup>-24<sup>th</sup></i>
Oct. 23th	Bringing images and text into InDesign	
Oct. 25th	MIDTERM	
Oct. 30th	Tutorial: Creating a magazine spread	
Nov. 1st	<b>In Class Activity #4:</b> Design a magazine cover	<b>*Due: Bring photos for in class magazine cover project</b>
Nov. 6th	Merging all programs	
Nov. 8th	Merging all programs	
Nov. 13th	Merging all programs	
Nov. 15th	Merging all programs	
Nov. 20th	<i>Work in Class</i>	
Nov. 22th	Happy Thanksgiving!	
Nov. 27th	<i>Work in Class</i>	<i>Sign up for Student / Instructor meetings for Dec 6<sup>th</sup> and 7<sup>th</sup></i>
Nov. 29th	<b>Presentation of Portfolios</b>	
Dec 4th	<b>Presentation of Portfolios</b>	
Dec. 6 <sup>th</sup>	<b>Student/Instructor wrap-up meetings</b>	

\*\*\*\*\* This schedule is subject to change at the discretion of the instructor \*\*\*\*\*

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**Tear this page off and return to me signed at the end of the second class:**

## Student Agreement:

This course requires active participation. The only way to learn all of the techniques and tools is by using them, as often as possible. During tutorials you will be expected to actively follow along, using the programs as I show you how.

**I promise to refrain from surfing MySpace, Facebook, Fantasy Football, e-mail or other Web sites while class is in session. I know we're all addicted – we'll have to deal with it together.**

**I promise to bring materials for in class activities when they are required**

**I promise to attend class and be on time for class**

**I promise to try to be creative and have fun**

**I promise to ask questions in class when I have them (this is crucial for you and other students to learn)**

**I promise to contact the instructor if I am having difficulty with an assignment well ahead of the due date.**

**I understand and agree to the rules and policies in this syllabus**

~~**I promise to bring the instructor a double espresso each class**~~

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Name (Print)

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Signature

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Date