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FALL 2009

**ART 344: Advanced Raster – Course Syllabus**

Tuesday & Thursday from 1:00 to 4:20pm, SI 150 (Computer Lab)

Adjunct Professor: Amy (Hawk) Peck

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**Instructor Availability:**

**Contact information**

email (please put “ART 344 Raster” in the subject line)

amydhawk@gmail.com

**Course Overview:**

This class will be a comprehensive instruction on the creation of raster based imagery using photo-manipulation software (Adobe PhotoShop). Technical topics include: advance image manipulation, color issues, file management, cross platform compatibility, as well as production and end usage concerns. Raster image-based design and illustration issues also explored. The course will consist of three projects that will explore sequencing and organization of information, typographic experimentation, the development of visual themes and an emphasis on attention to detail. Development of these three projects will be aided by demos/exercises that help clarify different design/illustration and/or technical issues relative to each project.

This class will focus on design thinking, visual communication and how typographic principles & techniques support messaging. This is ultimately a design class, not simply advanced technical instruction. A primary understanding of professional production techniques will also be covered. The projects and supporting short exercises/assignments are designed to meet the following learning objectives:

- Strengthen formal design skills
- Strengthen research, rapid proto-typing, and creative development skills
- Consider both commercial and social applications for visual communication design
- Develop fluent familiarity with design software
- Practice professionalism

Clear communication and attention to detail will be emphasized. Students will be challenged to find multiple creative solutions during the development of a project in an effort to create work that is useful, usable and relevant. Please note that conceptual development, research and an appropriate understanding of context will be as important as aesthetic and technical study. Ultimately, all projects from this class should become viable portfolio pieces. So remember, you’re working for a career, not just for a grade.

In-class participation (critiques) and interaction with guest speakers will also be an important part of the learning process.

Standards for grading will be based on a variety of criteria including: attendance, effort, completion of assignments, quality of research, visual and technical exploration, development of creative briefs, exercise and project successes, and class participation.

**Requirements:**

**Attendance.** All students are required to attend class regularly and on time. Attendance will be taken at the beginning of every class meeting. Lectures, demos, etc. are given promptly at the beginning of class and will not be repeated.

If you have more than three (3) unexcused absences for final grade will be lowered one letter grade, for every subsequent two absences your grade will continue to drop (for example, four unexcused absences will drop an A to a B, on the sixth unexcused absence that B will drop to a C, etc.) If you have missed a class due to an unexcused absence it is your responsibility to obtain the information necessary to be up-to-date for the next class. All excused absences will require written documentation.

If you have a combination of three (3) late arrivals or early departures they will be counted as one absence. Because the subject matter is often technical it is critical for you to attend class regularly and on time!

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**Project Deadlines.** Professionalism will be stressed. Treat this class as you would a job. Late arrival to a meeting or missed deadlines could cost you and your company a client. Therefore, all projects must be completed on time, and are due in the first five minutes of class. Our class begins at 1:30 pm. A project turned in at 1:36 pm will be considered late. One letter grade will be deducted for each class period that a project is late. You may not turn in more than one late project. After one late project is turned in, all subsequent late projects will receive an “F.” Quizzes are given at the beginning of the class period. If you are late on the day of the quiz, your resulting letter grade will be lowered by 5%.

**Participation.** A crucial quality for every designer is the ability to communicate—both visually and verbally! We will have frequent critiques in class during which you will be required to actively participate. To insure your participation, 5% of your final grade will be based on your critique performance and your interaction with guest lecturers. If you are shy, don't let this stress you! Your participation will help others work out the kinks in their projects and vice versa... the more you talk the more you will learn. Being comfortable in a critique situation makes you better able to analyze and discuss your own work and the work of others, an essential skill in almost any job.

#### **Project Descriptions:**

##### **Project 1 – Boo at the Zoo Poster**

This year marks the 20th anniversary of the Cleveland Boo at the Zoo event. In this project you will design a poster for the event using copy provided by me. The poster will be heavily image based, and the headline type “20th Anniversary Boo at the Zoo” will be created in Photoshop in a creative way to further illustrate the concept. You will also be required to show sponsor logos and the final poster art will be brought in to InDesign to layout the rest of the supporting copy.

##### **Project 2 – Redesign book cover series (3 covers)**

Pick a famous author who has written at least 3 books and redesign the covers into a unified series. Famous literary authors such as Shakespeare, Jane Austin, Charles Dickens, T. S. Elliot, Kurt Vonnegut, etc. or more modern authors such as John Irving, Tom Robbins, Carl Hiassen, Elmore Leonard, etc. The main concept/graphic background image should be built in PhotoShop as layers using photographic and/or illustrative elements and the type will be placed on the cover using InDesign. Some type can be placed in Photoshop on a case by case basis if it fits within your concept (type as imagery, etc.). You will be designing the cover, spine and back cover for each of three books.

##### **Project 3 – Design a website**

This project will involve mapping out and designing a basic website for a product or company of your choice. All imagery and type will be included as Photoshop layers, and consideration must be taken with designing for the web and working with programmers who take the layered files and enable them to be viewed online. This will not be a live site, but will give you and idea of how some websites are created at the beginning of the process with research, conceiving and mapping out the site. Part of this project will also include creating a banner ad as an animated gif to promote your site on other websites.

#### **Supplies:**

##### **On a daily basis please bring to class:**

- textbooks or research/reference materials as needed
- a means of archiving your digital work such as an ipod, USB or Flash drive, or a portable hard drive
- Sketchbooks and/or notebooks for sketching and taking notes

Each completed project will be formally presented and students are responsible for the costs associated with producing that work. Expectations regarding the presentation of each project will be clearly discussed on a per-project basis.

#### **Recommended Texts:**

Adobe Photoshop CS3 and/or CS4 Classroom in a book by Adobe Creative Team  
Adobe Photoshop CS4 One-on-One by Deke McClelland

## Real World Adobe Photoshop CS3 by David Blatner

**Suggestions:** Back-up all your work in progress. I recommend saving your projects under different names almost every time you make a change. Always back-up everything!

**Grade Breakdown:**  
Project 1 = 20% of final course grade  
Project 2 = 30% of final course grade  
Project 3 = 35% of final course grade  
Quizes/Exercises = 10% of final course grade  
Participation = 5% of final course grade

**CSU Student Disability Policy:** Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services at (216)687-2015. The Office is located in MC 147. Accommodations need to be requested in advance and will not be granted retroactively.