
FALL 2009

ART 345: Advanced Vector – Course Syllabus

MWF from 1:30 to 3:40pm, SI 150 (Computer Lab)

Adjunct Professor: Amy (Hawk) Peck

Instructor Availability: Contact information

email (please put “ART 345 Vector” in the header)

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Course Overview:

This class will focus on basic design, illustration principles and techniques plus show how a vector graphic program like Adobe Illustrator can be utilized to create your course projects. The course will consist of 3 projects that will explore form, placement, shape relationships and typographic experimentation. Development of these 3 projects will be aided by exercises and demos that will help clarify different design and/or technical issues relative to each project. Students will be challenged to find creative solutions to these problems. Emphasis will be placed on general design principles such as positive/negative space, hierarchy, symmetry/asymmetry, rhythm, implied alignments, color appropriateness and interaction, etc. Quizzes/Exercises will also be an important part of the learning process, as well as in-class participation, critiques and notebook development. It is your responsibility to take notes. I will be happy to repeat information, but there is a limit.

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!

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: Corporate Identity

This project will focus on the typographic value of Illustrator and a more realistic production schedule. You will pick a company and redesign their logo. You must come up with at least 6 different options, utilizing different styles such as type only, type and image, image only, etc. One of the logos created in this project will be applied to an identity system. The identity system will consist of a business card, letterhead and envelope. Illustration techniques will be done throughout this project. No well known companies can be picked for this project (such as Nike or Target or Starbucks).

Project 2: Product, Package & Marketing Development for "Girls Need to Build Stuff" Campaign

Based on a story on NPR recently it's been found that girls do not lean towards math/science/engineering because of the way they play. In order to reverse this trend we want to make a toy that attracts girls and makes them want to reconstruct and find out how things work. This toy could be a model car or a build a house kit or even roller skates that you can put together and accessorize. You are responsible for coming up with what this product is, packaging it and then marketing it. Your main audience is young girls age 5 to 8, but you are also marketing to moms as the shopper making the purchasing decisions.

Project 3: Typographic Quote/Lyric/Music Kinetic Exercise

This project will focus on illustration through typography and music in a 30 second Flash movie. Select a favorite quote or lyric and illustrate it to music. No photos or imagery will be used, just type. Things to consider when story boarding your ideas are size, contrast, color, rhythm and movement.

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 Illustrator CS4/CS3 Classroom in a Book by Adobe Creative Team
Real World Adobe Illustrator CS4/CS3 by Mordy Golding
Illustrator CS3 for Windows and Macintosh (Visual Quick Start Guide) by Elaine Weinmann

Grade Breakdown:
Project 1 = 30% of final course grade
Project 2 = 35% of final course grade
Project 3 = 20% of final course grade
Quizzes/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.