

GRAPHIC DESIGN SOFTWARE

ART 3395

Instructor Kathy Kelley
Class Time MW 2:00 – 5:00 P.M.
Location 304A Fine Arts Building

Office 326 Fine Arts Building
E-mail kathykelley@houston.rr.com
Office Hours By appointment

Course Description

Graphic Design Software 3395 is an introduction to technical processes in design. Emphasis is on learning to use the computer as a tool with the goal of producing print graphics. Students will use the Macintosh operating system and the following graphic design software: Adobe Illustrator, Adobe Photoshop, and Adobe InDesign.

Course Policies

Graphic Design Software 3395 meets Monday and Wednesday from 2:00 to 5:00 in 304 Computer Lab Fine Arts Building. Students are expected to arrive on time for class and to participate in class for the full three hours.

Policies for block classes in the the University of Houston Graphic Communications Program apply to this class. Specifically, more than **3 ABSENCES**, excused or otherwise, by a student during the semester **WILL RESULT IN A REDUCTION OF YOUR FINAL COURSE GRADE** (for every 3 absences or 9 tardies, the grade will be reduced by 0.3). Continual absence will result in course failure. Three late arrivals will equal one absence.

Special Needs

In accordance with the guidelines of the Americans with Disabilities Act, I will make every effort to reasonably accommodate students who request and require assistance. Students who need special consideration are asked to identify their needs in private by the conclusion of week 1.

Excused Absences

If a student misses class due to a family emergency, he or she must contact me as soon as possible to receive an excused absence and to make arrangements for missed or late work.

Students who know they will miss class due to a religious holiday not recognized by the University, should inform me one week in advance of the holiday to receive an excused absence and to make arrangements for missed or late work.

Late Work

DEADLINES are real. NO late work will be accepted. **WORK IS DUE AT THE BEGINNING OF CLASS** or at appointed time.

Grades

The final course grade is based on the following:

Projects	80%
Typography Tests (2)	20%

Project grades are based on the following:

Technical requirements	60%
Presentation	40%

Grading Scale

A	100–94	A-	93–90
B+	89–87	B	86–84
B-	83–80	C+	79–77
C	76–74	C-	73–70
D	69–65		
F	64–0		

Required Text

Foundation Illustrator 10,
Vicki Loader and Barry Huggins
ISBN: 1903450292
amazon.com or halfpricecomputerbooks.com

The Mac is not a Typewriter, Robin Williams
ISBN: 0201782634

Photoshop 7 Savvy, Steve Romaniello
ISBN: 0782141102

Adobe InDesign CS Classroom in a Book
ISBN: 0321193776

Supplies

Personal e-mail account
Spindle of CD-Rs (25) & Two CD trays
One zip disk, Sharpie
Copy card for Canon color printer (Art office)
Black foamcore to mount work on
Tape, Tissue (Tracing Paper), Spray mount

Optional

External hard drive or alternative
Adobe Design Collection CS (\$399)

Software Schedule

Illustrator	January 21–February 25
Photoshop	March 1–April 7
InDesign	April 12–May 3

Lab Schedule

Wednesdays 2:00–5:00 [mandatory]
Friday–Sunday 10:00–2:00

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CLASS	SOFTWARE	TOPICS	ACTIVITIES	READING	EXERCISES	PROJECTS	DUE DATE
1/21	Course Overview	Intro, Illustrator Interface, Bitmap vs Vector, Shapes	Lecture, Demo, Work Along	Order Books		Black Square Problem	2/2
1/26	Illustrator	Shapes & Color	Lecture, Demo, Work Along	Ch. 1-4	Work along Ch. 1-4, Case Study Ch. 3-4		2/2
1/28			LAB				
2/2		Line, Anchors, Bezier. Paths	Lecture, Demo, Work Along	Ch. 5-7	Case Study Ch. 5-7	Insects, Student Photo	2/9
2/4		Using the Canon Printer	Demo & LAB				
2/9		Transforming, Complex Shapes	Lecture, Demo, Work Along	Ch. 11	Case Study Ch. 11	Road Signs	2/16
2/11			LAB				
2/16		Painting, Filters, Effects, Efficiency	Lecture, Demo, Work Along	Ch. 8-10; <i>The Mac is not a Typewriter</i> (pg 1-36)	Case Study Ch. 8-10	Insect Postcard	2/23
2/18		Review <i>The Mac is not a Typewriter</i>	LAB				
2/23		Type, Organization, Print, Exporting, Saving	Lecture, Demo, Work Along	Ch. 12-14, 16,	Case Study Ch. 12-14 & 16	Book Jacket	3/1
2/25	TEST 1 & LAB						
3/1	Photoshop	Overview, Selections, Layers, Type	Lecture, Demo, Work Along	Ch. 1-6	Hands On 1	Mouse, Landscape/ Cityscape	3/8
3/3			LAB				
3/8		Capturing (scanning), Paths, Color, History, Channels, Transforming,	Lecture, Demo, Work Along	Ch. 7-14	Hands On 2-4	Photo Scanning	
3/10			LAB				
3/15–3/20 SPRING BREAK. Develop idea and write story for final project, childrens book. Sketch initial page ideas							
3/22		History, Paths, Transforming	Lecture, Demo, Work Along	Ch. 15-18	Hands On 5-6	Color Correcting & Retouching Photos	
3/24		Present children's book idea and sketches	LAB				
3/29		Photo Retouching, Filters, Advanced Techniques	Lecture, Demo, Work Along	Ch. 19-22	Hands On 7-8	Poster	

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3/31			LAB	Ch. 23-24, Mac is not a Typewriter (pg 37-66)			
4/5		Automating, Actions, Exporting, Saving, Printing Review <i>The Mac is not a Typewriter</i>	Lecture, Demo, Work Along				
4/7	TEST 2						
4/12	InDesign	Work Space, Document Setup, Frames, Importing Text, Typography	Lecture, Demo, Work Along	Ch. 1-5	Exercises 1-5	Informative Brochure	
4/14		Present children's book refined sketches/artwork	LAB				
4/19		Drawing, Graphics, Import/Export, Color,	Lecture, Demo, Work Along, LAB	Ch. 6-8	Exercises 6-8	Children's Book	
4/21		Critique book sketches	LAB				
4/26		Books, Printing, PDF	Lecture, Demo, Work Along, LAB	Ch. 12-14	Exercises 12-14		
4/28		Critique sketches/computer rough Prep final CD	LAB				
5/3	Final CD & Project Due						
CLASS	SOFTWARE	TOPICS	ACTIVITIES	READING	EXERCISES	PROJECTS	DUE DATE

Lab Rules

No food or drink
 Restricted lab hours
 No copying of software/type
 No loading software on CPUs
 THROW AWAY ALL PERSONAL FILES
 (do not leave your files on harddrive)

Lab Hours

Fri–Sun 10:00 A.M.–2:00 P.M.