SUMMER CLASS 2016
Graphic Design and Digital Tools VART 2003

Schedule and Assignments

1. Wed. July 5  
Class Overview.  
Presentation: Design Principles.  
Project 1a: Music Interpretation cut & paste.  
LAB: Newspaper design collage.

2. Thurs. July 6  
Adobe InDesign introduction/demo.  
Project 1b: Music Interpretation I digital design.  
LAB: Digital Design work in class.  
Project 1: Putting it together.

3. Tues. July 11  
Project 1a/b: Class review.  
Adobe Illustrator Introduction/demo.  
Project 2: Illustrated map and guide.  
LAB: Research, sketches and Illustrator tutorials.

4. Wed. July 12  
* Possible field trip or LAB

5. Thurs. July 13  
LAB: Project 2: Illustrated map and guide.

6. Tues. July 18  
LAB: Project 2: Illustrated map and guide.

7. Wed. July 19  
Adobe Photoshop CC: Introduction  
LECTURE: TYPOGRAPHY  
LAB: Project 3: Photoshop and typography booklet.

8. Thurs. July 20  
CLASS TRIP: TDC62 at Cooper Union

PHOTOSHOP WORKSHOP

10. Wed. July 26  
PRESENTATIONS: Group one.  
LAB: Project 3: Photoshop and typography booklet.

PRESENTATIONS: Group Two.  
LAB: Project 3: Photoshop and typography booklet.

12. Tues. Aug. 2  
* Possible field trip or LAB

13. Wed. Aug. 2  
LAB: Project 3: Photoshop and typography booklet.  
Helvetica Movie

14. Thurs. Aug. 3  
Project 3: FINAL REVIEW  
All written responses are due.

*Dates may change.

HOMEWORK ASSIGNMENT FOR PROJECT 3:  
Please work in advance  
The objective is to look at the variety of signs and letter styles in the environment. You will need two kinds of photos

1. Photos of signs.  
You can use an iPhone or digital camera. You will need letters a to z plus & for the project.

Take lots of photos of a variety of signs.

NOTE: Some of the letters can be taken from the same sign.

2. Background images  
These can be images of any kind of landscape or city scape. Inside and outside

NOTE: Make sure your images are at Maximum size. Images work best if they are larger than 3000 pixels in any direction.
PROJECT 1a & 1b: SIGNS/SYMBOLS/ICONS

I like to start this class by asking you to create two compositions that visually communicate a piece of music of your choice. 1. Cut and paste newspaper collage. 2. Digital collage in InDesign.

Take a few moments and listen to your music. Visualize the music by writing down words that describe the music (at least five). For example: loud/soft/jagged/wavy/rhythmic/flattened/curved/round/sharp/inward/outward/bouncy/dark/light, etc. The FINAL poster will include the five words from your list.

INSTRUCTIONS

For your composition use only the basic shapes shown in Fig. 1 Shapes are based on a square. VARIABLES: combination of shapes, size and quantity.

fig. 1

Go beyond the obvious. Be playful and inventive.

Sketch various ideas in pen or pencil. Your composition can be representational or abstract.

Consider scale, rhythm, pattern, figure/ground.

See reference hand-outs for definitions.

1. CUT & PASTE COLLAGE:

> Draw lightly an 8 x 8 inch square with pencil and ruler in the center of a letter size, white card stock (provided).

> Make a cut & paste collage within the 8 x 8 inch square margins. Use the newspaper (provided). Look at your sketches and your descriptive words for inspiration.

> COLOR: Black on white and white on black newspaper text only.

NOTE: The newspaper text should not be used as content. Newspaper type should be used as texture and graphic element.

> FINISH: Scan at full size 300dpi.

Open image in Photoshop as shown. Adjust and save as a PSD doc. 300 DPI.

2. DIGITAL COLLAGE:

> In Adobe InDesign open a “new document”

Size: 8 x 8 inches. Margins: 0

– Go to the pages window. Select the “A master page”.

– Add a box around the entire trim (8 x 8 in.).

– Apply an .25 pt. stroke to the box in black.

> Make another composition with the same basic shapes (Fig. 1). Solid black, no outlines. Use your newspaper collage as reference and inspiration. It does not have to match.

> VARIABLES: combination of shapes, size and quantity.

> Make lots of variations. (Add pages in the Page window.

> SAVE your InDesign doc. as an Adobe PDF (High Resolution). Label with your name and project no.

3. FINAL poster:

> Open INDESIGN > NEW document


Uncheck “Facing Pages” box.

IMAGES

PLACE (command + D) 1. PSD doc. and 2. PDF doc. on page.

POSITION the PSD at the top, left & PDF at the top right corner margins.

TEXT: Set your five descriptive words in 13/15

Akzidenz Grotesk BQ, bold, u/lc.

POSITION the text 1 inch (6 picas) from the baseline to trim line. Center in width.

VARIABLES: Space or glyphs between words

PRINTING AND PROOFING

> PROOF in B/W using the HP 9050 printer.

Revise as needed.

> FINAL: Print in B/W on paper provided.

> On the back, lower bottom right corner, write neatly: your name, date, class.
PROJECT 2:

Create a Music Poster for your favorite band.
Content: Name of Band
Design: Use the same basic shapes and the last project as your starting point.
Color: Use up to three Pantone colors plus black and white.
Text: Typeface: Frutiger, Univers or Akzidenz Grotesk
Variables: weight and case.
Size: 13 x 19 Bleeds optional

PRINTING AND PROOFING

> PROOF in BW using the HP 9050 printer.
  Revise as needed. Print final in color on the Epson.
> FINAL: Print in color on paper provided.
> On the back, lower bottom right corner, write neatly:
  your name, date, class.
Signs are graphic elements that are used to visually represent an object, person or idea by reducing it to simple and instantly recognizable characteristics.

Symbols are physically recognizable representations of objects and concepts.

Icons rely on a shared understanding of both.

PROJECT 3: ILLUSTRATOR GRAPHIC MAP AND GUIDE.

Project Description: Make a MAP/guide of anywhere using the pen tool and other tools in Adobe Illustrator. Explore and challenge yourself.

SIZE: 19 x 13 inches OPTIONS: Vertical or Horizontal and Bleeds

BORDER: Make a 1 inch guide on all sides. ONE INCH FROM TRIM. Keep all important information within this area.

OPTIONS: border and bleed background.

CONCEPT: The map is completely open. It can be a map of any place. For example: Where you are from, your favorite place, a city, a place you would like to visit. It can be your favorite park, museum or garden. It can be a map of the Fordham grounds or the Bronx Botanic Garden or Zoo. It can be a map of your room or route to and from school. It can be a map of the neighborhood, etc.

ILLUSTRATOR: Make it all in Adobe Illustrator. It can be based on a satellite image, an existing map reinterpreted or a map of your own invention.

BE CREATIVE, IMAGINATIVE AND DARING: It can be simple, complex or anywhere in between. The assignment is designed for you to have fun, explore, challenge and introduce the Adobe Illustrator tools. It can be simple, complex or anywhere in between.

FONTS: You may use one of the following Typeface families Avenir, Frutiger, DinNext Pro, Akzidenz Grotesk BQ, Gill Sans MT PRO. NOTE: Check with me if you have another choice.

COLOR: Use Pantone matching system. Create a color palate


PROOF: Print out in B/W as you work. Leave enough time to print in color once and revise.

FINAL: Print out in color on the EPSON color printers. Use coated paper provided.

TUTORIALS

GETTING STARTED BASICS
www.youtube.com/watch?v=kXxmKZtFutl
www.youtube.com/watch?v=AA8AOZcPLA
www.creativebloq.com/digital-art/illustrator-tutorials-1232697
helpx.adobe.com/illustrator/how-to/illustrator-working-with-fill-stroke.html

PENCIL TOOL
www.creativebloq.com/digital-art/illustrator-tutorials-1232697/2

TYPE

COMPOUND PATHS
www.youtube.com/watch?v=Io7xWeFFRg
www.youtube.com/watch?v=sNNxAmAlkuhM
www.youtube.com/watch?v=gXHS5GvD-k

making a map
www.youtube.com/watch?v=CcoZQVfFpDQ
www.youtube.com/watch?v=knZ7mM_k_eo
www.youtube.com/watch?v=sLY5jxuXbBLe
river, streams, roads and railroad tracks
www.youtube.com/watch?v=VzjKpAK_lag
www.youtube.com/watch?v=20KkYP43rE
www.youtube.com/watch?v=ZfrwcW7FwY

water
www.youtube.com/watch?v=4Plwot7wglI

LABELING points of interest
www.youtube.com/watch?v=EW5FaiFGyJ
www.youtube.com/watch?v=K8COt5G-pJM

AUTO TRACE
www.youtube.com/watch?v=5OlN8W243Rg

ADVANCED LETTERING
www.youtube.com/watch?v=GNVKeLzUYw
www.youtube.com/watch?v=plwRipt0NOWY

COLOR
www.youtube.com/watch?v=BDiVJe5W10Y
helpx.adobe.com/illustrator/how-to/apply-colors.html
helpx.adobe.com/illustrator/how-to/color-guide-panel.html
www.youtube.com/watch?v=95x-HHS5LIFE
https://www.smashingmagazine.com/2013/07/illustrated-maps-in-era-of-google-earth/
PHOTOSHOP ASSIGNMENT | Letter landscapes

Overview: Create 4 photo-collage images that combines letters from the alphabet with various background images in inventive compositions with an emphasis on one of each of the following design principles:

SCALE, FIGURE/GROUND, RHYTHM, BALANCE

LETTERS: Use an i-phone or camera to take photos of existing signs in the environment. A-Z & . Take note of the different kinds of signs. Try to identify serif, sans serif, decorative, script, hand painted, designed etc. NOTE: more than one letter can be taken from a sign.

BACKGROUND IMAGES: open. Any kind of landscape or environmental photo can be used. (Total four). These can be inside or outside images. Please take your own photos.

The letters break down into the following 4 groups:

A-G  H-N  O-U  V-Z &

PROCESS: Always work non destructively

- In Photoshop create a new doc. 8 x 8 inch.
- Set the resolution at 300 DPI.
- IMAGE/LETTER RATIO: Roughly a 50/50 ratio between letters and background image. Work non destructively.
- PLACE the background image. Turn it into a smart object. Details work best: Consider enlarging, Cropping and rotating
- LETTERS: Add letters. Turn into smart objects.
- Select and silhouette using masks.
- TRANSFORM: scale, rotate, warp, etc
- EFFECTS AND ADJUSTMENTS: Explore filters, drop shadows, and blending tools.
- ORGANIZE: put layers into GROUPS and label.
- NARRATIVE: You may develop a visual theme for all 4 collages.

FINAL POSTER

- INDESIGN
- SIZE: 24w x 27h inches.
- MARGINS: 12p (picas) top and sides & 6p at bottom.

- IMAGES: Place (command D) two at the top left & right margins. and the other two images below align left & right. (Fig. 2)
- Paragraph 1: "Design principle" text provided.
- Paragraph 2: Choose a typeface from the list. One for each collage. Research each of the typefaces and write a very brief description listing the designer name, redesign, date & classification.

TYPESETTING SPECIFICATIONS

- POSITION: Place the text box under each collage. Set the text frame option (command b) (Fig. 1) check off the lock and set the top inset to at 1p6.
- OPTION: Run paragraph together or add a few pts between.
- HEADS: (Fig. 2). Set in a different weight, case or font.
- RULE: .5 pt rule. Full margin width
- PLACE below images as shown. (Fig. 2)
- YOUR CREDIT LINE: (Fig. 2) "your name - class - semester - year"
- OPTIONS: Typeface, size, weight and case. Choose from your list.
- SPACING: option place a small bullet (- option shift 9) or a space between with equal space.
- POSITION: center in full margin width. Set text box with baseline at bottom. PLACE at bottom page margin.

ALWAYS Package your file.

  Set up for print: custom page size: 24 x 27 inches.

* May need to modify spacing.
Be curious - Be engaged

Course Overview
The main objective of this class is to introduce the student to the basic principles, visual language and tools needed to create well crafted and eye catching graphic design. Class discussions will focus on gaining an awareness of how design can persuade, entertain, educate and enhance. Through project based assignments students will learn to brainstorm ideas, research, think critically, self edit, and explore their own creativity within a matrix of parameters. The Adobe Creative Suite CC (InDesign, Illustrator and Photoshop) will be introduced through hands-on demonstrations, on-line tutorials, workshops and assignments.

Requirements, evaluation and grading:
Please arrive on time. If you are late please be considerate to others in the class and slip in quietly. NOTE: I rather have you in class late than not at all. If you need to leave early please let me know at the beginning of class.

Two absences are allowed by the school. Please be aware that class participation can not be made up.

Grades: There is a big learning curve. Class participation, research, concept, commitment and process is valued. I do not give a grade for the first assignment. However, it will count towards your final grade. NOTE: Revisions can be done and handed in at the end of the semester and will count towards the final grade.

A Outstanding performance in all areas, work is extraordinary & excels consistently. *Go to or listen/watch at least 8 talks and exhibitions.
Watch and submit summary on the Helvetica Movie.

A - Outstanding performance, work excels in all areas.
*Go to or listen/watch at least 5 talks and exhibitions.
Watch and submit summary on the Helvetica Movie.

A+ Outstanding performance in many areas.
Meets all criteria. *Go to or listen/watch at least 3 talks and the Helvetica Movie.

B Exceeding basic expectations in all areas. Shows effort and promise. Watch and submit summary on the Helvetica Movie.

B+ above average performance on some assignments, missed classes and/or work is late. Shows effort and promise.
Watch and submit summary on the Helvetica Movie.

C+ above average performance on some assignments. Deadlines missed, above average participation.
Watch and submit summary on the Helvetica Movie.

C Average performance in all areas.
Watch and submit summary on the Helvetica Movie.

D Less than satisfactory performance in all areas.

F No performance

Responses are due on the final class date.

Your grade is determined by the following:

40 % Participation: includes work handed in on time, discussion, finding and sharing design examples, attendance and improvement.

60 % Projects & Exercises: Creativity, presentation concept and craftsmanship.

Concept: Is your idea well researched, is it thoughtful, does it go beyond the obvious? Does it communicate clearly and imaginatively?

Process: keep a sketchbook and make a lot of sketches. Research and work out lots of ideas, experiment & take risks. Print out as you develop ideas.

Participation: Be engaged. Look all around you for examples of design. Consider what design is effective and be prepared to discuss it. Bring in examples. Follow design blogs. Don’t get discouraged. Trying and failing counts. Helping and working with others is valuable.

Creativity: Think outside the “box”. Don’t settle for the easy solution. Design can be from minimal/simple/complex. Make it your own. Make it dynamic/ expressive/compelling? Make sure to follow the basic design principles and avoid default settings in the programs.

Presentation: Always hand in neat and well crafted work. If there is anything that is not clear please ask. Instructions can be complicated please make sure to ask questions and follow the specifications. How you place your work for review is important and is part of the design. Place your work in relation to and aligned with others in the class. Make sure it is straight pinned neatly and in total creates a pleasing design.

Craftsmanship: Attention to details, following specifications, proper use of tools and programs.

NOTE: There is a lot of information to absorb. There will be plenty of lab time in class. Be prepared to spend additional time in the lab. Minimum of 6 hours per week. I will be available before and after classes and by email for questions and assistance. I also suggest that you have at least one other student’s email, address and phone number in case you miss a class or need help. I can be reached by email at abgoldstein@fordham.edu.

LAB HOURS
Make sure to help keep the lab clean.

Lab hours are posted on the door. Printers, paper & toner are stored in the back of the lab. NOTE: Use only coated paper on the Epson printers. If there is a problem in the lab please contact me or the technical director: Anibal Pella Woo at pella@fordham.edu/

* DUE final class by email attachment: Summaries of each talk, interview, and Helvetica movie. Summaries can be brief, include your opinion, why they are worthy of an interview, or video. Mention what you learned, and important facts such as dates, design styles influences, etc. Make sure to look at examples of their work.