E. Herrmann   elizabetherrmann@gmail.com

GRA 2103   Intro to Computer-Based Design
Sect 601   Summer B 2017

Class   M/W 8:00AM–11:30PM
         HBR 141

Office   HBR 117

description   For beginning to intermediate design students. Emphasis on translating 2D/3D/4D visual communication principles using digital software, processes, and tools. Students will learn how to use industry-standard equipment such as the Macintosh computer and the Adobe Suite, including Photoshop, Illustrator, InDesign, Premiere, Audition, and After Effects to build a variety of cross-disciplinary projects from concept through production.

deliverables   1) Olympic Icons: Illustrator and Vectoring
2) Charity Mailer: InDesign and Publication, Layout, Typography, Paper Engineering
3) Personal Landmarking: Photoshop + Illustrator + InDesign and Photo, Illustration, Collage, Manipulation
4) Music Video: After Effects + Premiere + Audition and Kinetic Typography, Motion, Footage, and Sound Design

policy   All assignments, critiques, and classes* are mandatory and participation is expected. Readings advised. All work is due pinned up for crit at the start of class, even if you're absent. Assignments will NOT be accepted by email. Late work is NOT accepted [F].

*   You get 1 freebie absence, no questions asked. 2 absences = drop one letter grade, 3 total absences = Fail. Bring any missed work to following class. If work is not presented on the next attended class period, you will not receive credit for the work (meaning a 0). Tardy = anytime past roll-call; 2 Tardies = 1 Absence.

Your faculty, as a general rule, will work with you if you communicate effectively in advance of absences and problems. We respond to emails. We do not respond to

"Day Before" emails. No grace is extended for computer problems: DO NOT lose your work.

No plagiarism. Stealing = failure. Appropriation is not theft. See also, RIP: A Remix Manifesto.

structure   Given the open structure of the class, self-discipline is integral and considered in overall course evaluation. Critiques require mandatory participation. Class time is to be used for production: Anyone without something to work on will be asked to leave. Bring all ideas and materials to work in class.

grading   5 Deliverables: Equally Weighted (20% each)
Basis: ability to demonstrate required technical skills, completion, timeliness, participation. Grades received at culmination of course. ALL physical work + digital files must be handed in to receive final grades.

required text   Unearthing, by Alan Moore and Mitch Jenkins

suggested text   Adobe Classroom in a Book Series

materials   Apple MacBook Pro

Digital Camera

Adobe CC Complete Suite (student discount)
http://success.adobe-education.com/en/na/students.html?sd
id=KKTHF&skwcid=AL!3085!3!69043499302!e!!g!!adobe%20cc%20
suite&s_kwcid=AL!3085!3!69043499302!e!!g!!adobe%20cc%20
suite&ef_id=UIJAVwAAD4oICU8o:20150508201124:s

16+ Gig USB, 36" cork-backed metal ruler, X-Acto knife #11, replacement blades, self-healing cutting mat, 1 can Montana Black spray paint, budget for printing, further materials will vary on a student-to-student basis: TBA.

disability   From the Office of Student Disability Services:
Any student with a disability is encouraged to meet with me privately during the first week of class to discuss accommodations. Each student must bring a current Memorandum of Accommodations from the Office of Student Disability Services, which is a prerequisite for receiving accommodations.

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ALCS   CONTENT/DISCIPLINE SKILLS

01   Demonstrate the ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization/ composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful messages.

02   Possess an understanding of tools and technology. Relevant tools and technologies include, but are not limited to, drawing, offset printing, photography, and time-based and interactive media (film, video, computer multimedia).

03   Demonstrate a basic understanding of design business practices, including ability to organize projects and work as a productive creative team member.

COMMUNICATION SKILLS

04   Write clearly and effectively: well-organized, well-developed papers.

05   Exhibit functional oral communication

CRITICAL THINKING SKILLS

06   Solve visual communication problems, including skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.

07   Demonstrate ability in conceptual, logical, and intuitive thinking as applied to graphical analysis.

CIVIC ENGAGEMENT

08   Show respect for persons of different cultures, genders, and ethnicities

09   Gain experience beyond the classroom working with area cultural or non-profit institutions.

10   Recognize the social and ethical responsibility of creating visual design.

01 JUN 26 M   intro course : Illustrator Demo : ASSIGN Olympic Icons :
               Sports Theme Workshop : Download Adobe Suite : 3 X 3" BW
               hand-drawn thumbnails of 35 icons for Wednesday

02 JUN 28 W   Critique 35 thumbnails : Revise, Scan, Vectoring Studio

03 JUL 03 M   Critique 20 Vectored Icons : InDesign Demo : ASSIGN
               Charity Mailer : Invent Charity Workshop : Handmade
               Mockups of 2 Popup Mailers for Wednesday

04 JUL 05 W   Critique 2 Mockups : Type, Layout, Engineering Studio

05 JUL 10 M   Critique Mailer : Photoshop Demo : ASSIGN Personal
               Landmarking : Hometown Map Workshop : 50 connotative
               photos (on USB) and map drawing (physical) for Wednesday

06 JUL 12 W   Critique Photos and Map : Collaging, Cartography Studio

07 JUL 17 M   Critique Personal Landmark : Audition Demo : Audio
               Remixing Workshop

08 JUL 19 W   Critique Remixed Audio : Premiere Demo : Footage Splicing
               Workshop : Combine + Curate Audio and Visuals for Monday

09 JUL 24 M   Critique Videos : After Effects Demo : ASSIGN Music Video
               : Storyboards for Wednesday

10 JUL 26 W   Critique Storyboards : Type, Keyframes, Cameras Workshop

11 JUL 31 M   Critque Kinetic Type : Open Studio for Revisions,
               Finalizing, and Printing : EVERYTHING GRADED WEDNESDAY

12 AUG 02 W   EVERYTHING DUE FOR FINAL GRADE

         *   Consider every class OPEN STUDIO: bring supplies to work

Assignment 1   Intro to Computer-Based Design

Olympic Icons   Objective: Learn Vectoring in Illustrator

                 Design a coherent set of symbols for 25 sporting events.
                 Your visual vocabulary, or style, must be based upon a
                 unique theme and follow consistent treatment throughout
                 the set. Here are some suggestions, however feel free to
                 come up with your own:

                 - Cultural cues inspired by the location
                   Winter 2018: Pyeongchang, South Korea
                   Summer 2020: Tokyo, Japan
                   Winter 2042: Jurassic Park
                   Summer 1960: Rome, Italy
                 - Nontraditional sports / unlikely sports / new sports
                 - Athletics by non-athletic, out-of-shape, or old people
                 - Gamer Olympics
                 - Actions and movements versus equipment and apparatuses
                 - If all athletes had to compete wearing hazmat suits
                 - If the athletes had to switch their sport
                 - The olympics with/without doping
                 - Post-apocalyptic sporting events
                 - By-proxy competing
                 - Kama Sutra olympics
                 - World leaders or celebrities as athletes
                 - No arms or legs olympics
                 - Olympics for animals, cartoon characters, aliens

        output   B&W or single-color icons
                 Square-proportion icons
                 Poster is 24 x 36"
                 Scale each icon to 4 X 4"
                 Grid icons into 5 rows X 5 columns
                 Leave 1" between icons and 2" outer edge border
                 Label each sport using a consistent type treatment below
                 each icon
                 Label the title of the olympics at the bottom of the
                 poster, for example "Middle Earth 2024"
                 Inkjet print on Epson Double Weight Matte

           due   AUG 02

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Assignment 2   Intro to Computer-Based Design

Charity Mailer   Objective: Learn Type and Page Layouts in InDesign

Design an interactive postcard for an uncommon or bogus
charity that is mailable through USPS. Paper engineering
and 3D pop-up gimmicks must make sense in relation to the
charity, reveal information, and be an integral part of
enhancing the 2D design.

output   Folds down to:
Min Size: 3.5 X 5 X 0.007"
Max Size: 6.125 X 11" X .25"

Text: Be poignant.
Charity/Event name
Why donate/participate?
How/where to donate/contribute?
Addressee

Type: 2 Treatments total.
Font/size/weight match with your imagery.

Imagery: Pick 1 medium.
Photo, hand drawing, vectored illustration

B&W and 1 spot color
Laser printed
Implements unique paper engineering format
Paper choice is considered
May use stickers, bands, or glue for binding

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Personal   Objective: Learn Image Editing, Layering, and Cross-
Landmarking   Platform Design via Photoshop, Illustrator, and InDesign

                Design a map of St. Pete based on your connections with
                the city. For instance, if you primarily travel down 4th
                Street and 9th Ave North, frequent Cycle Brewery, Harbor
                Hall, Publix, and on the rare occasion, Home Depot, then
                these places would be landmarks specific to you. Then,
                how do you get from here to there? Furthermore, how do
                you visually stylize and label (word choice) the map to
                reflect your interactions with, or opinions of the city,
                for better or for worse?

output   Map must include:
                1. Overlay hand-drawn map: medium of your choice, ie.
                sharpie, charcoal, watercolor, coffee, fish blood
                2. Collage 10+ original photographs of your environment
                3. Exactly 1 type treatment and 1 hand-letter treatment
                4. A key with 5 symbols (vectors, can represent anything)

                18 X 24"
                Inkjet print on custom paper of your choice

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Music Video   Objective: Learn Kinetic Typography, Motion, Footage,
               Sound, and Cross-Platform Design via Audition, Premiere,
               and After Effects

               Design a 4D experience combining sound, footage, and
               type motion graphics that's based on the remix of two
               different songs in a way that changes or creates a new
               message or meaning: via subject/concept, artists, genres.

     output   Step 1. Use Audition to remix 2 songs. Stir well.
               Step 2. Use Premiere to remix found and original footage
               inspired by the remixed song. Stir well. You may NOT use
               footage from pre-existing music videos. Combine sound
               with your visuals. Curate (audio-visual timing/pacing).
               Step 3. Use After Effects to generate kinetic typography
               using the (disjointed) lyrics from your remixed song.
               Step 4. Use Premiere and/or After Effects to combine the
               kinetic typography with your sound+footage.

               30 seconds
               30 fps (frames per second)
               720 X 480 pixels, 4:3 aspect ratio, square pixel
               Export .MOV (Quicktime) file
               Codec: Either H264 or MPEG4

               Collaged footage, sound, and motion graphics: sound and
               visuals must be blended thoroughly
               Must be typoGRAPHIC: meaning typography is animated
               in-keeping with the song's lyrics and content
               Transitions/reveals are unique and considered
               Sound fades in and fades out at beginning/end of video
               Freesound.org is helpful for pre-recorded noises
               Plays with splicing and sound effects in Audition
               Plays with layering and visual effects in Premiere
               Uses keyframes and the camera in After Effects

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