
Instructor: Lesli White
Class Meeting Days: Mon & Wed
Class Meeting Hours: 1:00 pm – 3:50 pm
Class Location:

Course Grading

Projects count for 70% of the final grade for each module and are evaluated on the following criteria:

Research 15%
Process 15%
Concept 25%
Execution 45%

Quizzes count for 20% of the final grade for each module.

Attendance and participation count for 10% of the final grade for each module.

Deadlines

A 94-100
A- 90-93
B+ 87-89
B 83-86
B- 80-82
C+ 77-79
C 73-76
C- 70-72
D+ 67-69
D 63-66
D- 60-62
F 0-59

Course Outline & Calendar

Week 1:	Mon Aug 26 Wed Aug 28	Course overview, introductions and student background survey Lecture: Adobe Illustrator Basics Assign Project 1: Typographic Iconography
Week 2:	Mon Sept 2 Wed Sept 4	No Class – Labor Day Studio: Individually discuss concepts for Project 1 Studio: In class time to work on Project 1
Week 3:	Mon Sept 9 Wed Sept 11	Interim critique: Present progress to class (Project 1) Studio: In class time to work on Project 1 and review for Quiz 1
Week 4:	Mon Sept 16 Wed Sept 18	Critique Project 1 Critique Project 1 (cont.) Quiz 1: Adobe Illustrator
Week 5:	Mon Sept 23 Wed Sept 26	Lecture: Adobe Photoshop Basics Assign Project 2: Visual Storytelling Studio: In class time to work on Project 2
Week 6:	Mon Sept 30 Wed Oct 2	Studio: Individually discuss concepts for Project 2 Studio: In class time to work on Project 2 Interim critique: Present progress to class (Project 2) Studio: In class time to work on Project 2 and review for Quiz 2
Week 7:	Mon Oct 7 Wed Oct 9	Critique Project 2 Critique Project 2 (cont.) Quiz 2: Adobe Photoshop
Week 8:	Mon Oct 14 Wed Oct 16	Lecture: Adobe InDesign Basics Assign Project 3: Poster Series Studio: In class time to work on Project 3
Week 9:	Mon Oct 21 Wed Oct 23	Studio: Individually discuss concepts for Project 3 Studio: In class time to work on Project 3 Interim critique: Present progress to class (Project 3) Studio: In class time to work on Project 3 and review for Quiz 3
Week 10:	Mon Oct 28 Wed Oct. 30	Critique Project 3 Critique Project 3 (cont.) Quiz 3: Adobe InDesign
Week 11:	Mon Nov 4 Wed Nov 6	Lecture: Adobe Fireworks Basics Assign Project 4: Narrative Website Studio: In class time to work on Project 4
Week 12:	Mon Nov 11 Wed Nov 13	No Class – Veteran's Day Studio: Individually discuss concepts for Project 4
Week 13:	Mon Nov 18 Wed Nov 20	Studio: In class time to work on Project 4 Interim critique: Present progress to class (Project 4)
Week 14:	Mon Nov 25 Wed Nov 27	Studio: In class time to work on Project 4 Studio: In class time to work on Project 4
Week 15:	Mon Dec 2 Wed Dec 4	Critique Project 4 Critique Project 4 (cont.)
Week 16:	Mon Dec 9 Wed Dec 11	Review for Quiz 4 Quiz 4: Adobe Fireworks

(Note: I reserve the right to amend, revise, or cancel a project during the course of the semester.)

Project Outlines

Project 1: Typographic Iconography

Create a set of black and white icons using one single typeface. Use the appropriate tools in Adobe Illustrator to cut letters into pieces. Do not distort or change the underlying path of the letters. You can copy and reuse parts of the letters. Create a system of eight icons that work together as a system with a similar scale and level of detail. Your icons can represent men, women, children, aliens, athletes, robots, animals, or any other creative or abstract idea.

Project 2: Visual Storytelling

Choose from the list and using Adobe Photoshop create five sequential images that visually tell a story pertaining to how the chosen subject sees and relates to its surroundings. Establish the setting and mood for the story by considering lighting, camera viewpoint, texture, and color. Take photographs, scan and manipulate images, found objects or drawings.

Subject List:

- A fly
- An ant
- A cat at night
- A child that is lost
- A person who has a phobia

Project 3: Poster Series

Take a stand on a social issue of your choice and create a series of three posters to communicate your message. Use Adobe InDesign to create original artwork and integrate or juxtapose imagery and type in unexpected ways. A successful poster will grab the viewers attention by causing laughter, reflection, protest, recoil or motivation. At its most effective, the poster is a dynamic tool for change.

Project 4: Narrative Website

Create a mock up of an on line site that is devoted to a single musician or genre of music of your choice. The content is up to you, but it is recommended to keep your focus as specific as possible. Using Adobe Fireworks, this project should be an informative and educational exploration of the musician/music you choose, featuring links on history, tour dates, contact information, and any other relevant information that should be included.
