GRAPHIC COMMUNICATION  
GRC150A Digital Toolbox: Photoshop & Illustrator  4cr  
2017 Spring Semester

Time             Tues & Thurs  8:00 - 9:50 am  
Location        Humphrey Art Center  Room 126  
Instructor       Julie VonDerVellen    jvonderv@carrollu.edu   JulieVDVteach.wordpress.com  
Office Hours    M 1 - 4pm, T & R 12 - 2pm  Humphrey Art Center Rm 109  262-524-7080  

OVERVIEW  
Photoshop and Illustrator 1: GRC 150 is a 4-credit course. Adobe Photoshop and Illustrator are design applications which are considered industry standards. This course will lay the foundation for a student's understanding of computer graphic files and processes within the arena of graphic communications. Knowledge and utilization of these two programs will enable a student to create files used for print, web, and video graphic communication projects.

COURSE GOALS  
Develop students' graphic design knowledge, aesthetic, and technical proficiency;  
Foster appreciation for technological advancements;  
Enhance typographic, illustrative, image generation, and compositional design skills;  
Further practice in diligence, self-analysis, and investigation;  
Provide opportunity for brainstorming and creative experimentation;  
Develop collaborative working and presentation skills

LEARNING OUTCOMES  
1. Produce a body of graphic design work utilizing Adobe Photoshop and/or Illustrator as the medium;  
2. Demonstrate technical skill development in Adobe Photoshop and Illustrator;  
3. Articulate and critique work based on elements and principles of design, color theory, composition, typography, and concept;  
4. Research and present design techniques and contemporary design trends;

REQUIRED SUPPLIES  
Sketchbook / Notebook  / USB drive 2G / Dropbox or Google Drive Account / Headphones

ASSESSMENTS  
Your grade will be based on 1200 points throughout the semester:

100 points          Report: Designers, Trends, Inspiration [outcome 3 4]  
200 points         Project 1: Photoshop User Interface [outcome 1 2 3]  
200 points         Project 2: Photoshop Album Art Design [outcome 1 2 3]  
200 points         Project 3: Illustrator Architectural Rendering [outcome 1 2 3]  
100 points         Project 4: Web Ads / Social Media Posts [outcome 1 2 3 4]  
300 points         Final Project: Illustrator Portrait Rendering [outcome 1 2 3]  
4 x 25 points      In-Class Exercises / Quizzes [outcome 2]  

The instructor and the University reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).
GRADING

95 – 100  A  Projects significantly exceed expectations. Projects demonstrate exemplary process, technical skills, progress, execution, etc. There is a clear understanding of course topics as reflected in regular class participation.

90 – 94  AB  Projects exceed expectations, and demonstrate evidence in growth within processes, materials, techniques, execution, and presentation. Solutions to the assignments exhibit an attempt to examine potentials beyond basic assignment requirements.

85 – 89  B  Projects exceed expectations but shows room for improvement. Above average demonstration of processes, materials, techniques, progress, execution, etc.

80 – 84  BC  Projects meet expectations. Work is slightly above average requirements of projects and assignments.

70 – 79  C  Projects meet average expectations but lack evidence of growth, individual research or originality. Work demonstrates requirements in an acceptable manner.

60 – 69  D  Projects meet very few expectations. Work is incomplete and showcases below average solutions, and lack of effort. Ability to understand course content is reflected in inadequate projects and/or participation.

0 – 59  F  Student fails to meet expectations. Projects are incomplete and/or not submitted. Inappropriate and unsatisfactory solutions to assignments will result in a failure.

COURSE POLICIES

PARTICIPATION

- Demonstrate a full sense of commitment to this course and the quality of your work.
- You are expected to be a strong contributor during class discussions.
- You are expected to focus and work on assignments during indicated work time.
- Music may be listened to by plugging headphones into the desktop computer.

CELLPHONES & SOCIAL MEDIA

- Cellphones are not allowed. Do not set your cellphone on your desk. They should never be visible.
- Texting, Facebook, Twitter, Gmail, G-chat, working on other course homework, etc. is not allowed.

ATTENDANCE

- Attendance is mandatory. Show up for class promptly and be prepared to work and participate.
- Attendance is required on critique days and for the final class. Be prepared to present your files at the beginning of the class. Failure to attend the final exam will result in an F for the final project.
- Students are allowed 1 sick day. Please communicate via email if you are ill and will be missing class. If you need to miss 2 or more classes throughout the semester, a doctor's or nurse's note is required.
- Three unexcused absences will result in a full letter grade reduction, i.e. an A will be reduced to a B.
- Four or more unexcused absences will result in a failing grade for the course.
- Do not leave before class ends. Students who leave early will be marked as unexcused.

MISSED ASSIGNMENTS

- Late or missed assignments are not accepted.
- All projects must be uploaded to eLearning prior to the deadline.
- Missed quizzes or in-class exercises cannot be made up.
ACADEMIC INTEGRITY
The Carroll University Academic Integrity Policy is located in your student handbook (www.carrollu.edu/campuslife/pdfs/handbook.pdf). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

ACCOMMODATION FOR STUDENTS WITH DISABILITIES
Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.

COURSE OUTLINE
This is a tentative project schedule based on the progress of the class. Refer to the eLearning page for assignment outlines and due dates.

Report  Designers, Trends, Inspiration

Project 1  Photoshop User Interface Design
Resolution, Raster Images, Color Modes, Swatches, Shapes, Layers, Layer Styles, Web Fonts, Text Tools, Clipping Mask, File Formats

Project 2  Photoshop Album Art Design
Smart Objects, Selection Tools, Refine Edge, Photo Editing, Layer Masks, Adjustment Layers, Brushes

Project 3  Illustrator Architectural Vector Rendering
Vector Files, Artboards, Fill & Stroke, Layers, Pen Tool, Shapes, Swatches, Alignment, Clipping Mask, Pathfinder, Image Trace

Project 4  Web Ad / Social Media
Web-ready graphics, Color Correction, Text Tool, File Format, Vector Files, Layers, Pen Tool, Shapes, Pathfinder, Type Tools & Effects, Brushes, Patterns

Final  Illustrator Portrait Rendering
Pattern Fill, Brushes, Blob Tool, Appearance Panel, Mesh Tool

FINAL EXAM
Wednesday, May 10
8:00 am