



AMERICAN INTERCONTINENTAL UNIVERSITY

110 MARYLEBONE HIGH ST
LONDON W1U4RY

COURSE SYLLABUS

COURSE TITLE: COMPUTER GRAPHICS I

PROGRAM: VISUAL COMMUNICATION

COURSE NUMBER: VCD 352

INSTRUCTORS NAME: FULL NAME: JAMES GOSLING

TELEPHONE NUMBER: 07866362722

EMAIL: JGOSLING@AIULONDON.AC.UK

CLASS LOCATION: B06, 28-32 AYBROOK STREET

DATE: MON 21 JULY – WED 24 SEPTEMBER 2008

COURSE LENGTH: 10 WEEKS

COURSE SCHEDULE: MON/WED 14:00 - 16:15PM

		QUARTER	
UNIT OF ACADEMIC MEASUREMENT (CHECK THE FOLLOWING BOX)		X	

LECTURE HOURS		STUDENT MANAGED LEARNING HOURS	TOTAL CREDIT HOURS	TOTAL CONTACT HOURS
50		100	5	50

COURSE DESCRIPTION:

This course utilises digital media and traditional visualisation techniques in the production of graphic art for print and screen. The course will develop skills accrued during Intro to Mac, examining closely the potential of the Macintosh as a creative and communications tool. All assignments are related to professional practise from project conception to commercial print production.

The Adobe Creative Suite [CS3 - InDesign, Photoshop, Illustrator, Acrobat] is the default software set for this class.

PREREQUISITES: NONE

CO-REQUISITES: NONE

	DESCRIPTION OF CONTENT	(CHECK ONE)	
		REQUIRED	OPTIONAL
SUGGESTED TEXTBOOK (S)	Textbook The Digital Canvas – Raimes, Jonathan ISBN 1904705766 Recommended Books Real World Print Production – McCue, Claudia ISBN 0321410181 The Complete Guide to Digital Type – Ellison, Andy ISBN 1856694720 Recommended professional Journals: Grafik, Creative Review, Eye, I.D, Print, Archive, Computer Arts, MacUser	X	X X
SUGGESTED RESOURCES & SUPPLIES	A3 Layout pad, Removable Media – USB or Firewire	X	

COURSE AIMS:

This course aims to build on introductory skills, both technical and conceptual, enabling students to undertake more ambitious computer graphics projects, developing higher levels of technical skill and imaginative application towards the production of original and engaging design solutions.

COURSE SPECIFIC PERFORMANCE OBJECTIVES:

Upon completion of this course, the student should be able to:

Knowledge and Understanding:

- Show evidence of a sound grasp of naming protocol and file management

- Demonstrate knowledge of the graphics industry and its practitioners via written assignment as accompaniments to project work

Intellectual Skills:

- Be able to incorporate the Mac as an integral part of the design process and appreciate the qualities inherent in the digital medium
- Demonstrate an analytical approach to the subject
- Demonstrate skills in creative thinking and problem solving as part of the design process
- Demonstrate the ability to express and support an original perspective on a subject related to computer graphics.

Practical Skills:

- Show evidence of capability with a range of Apple Macintosh hardware and industry standard computer graphics software
- Show competence in producing preparatory sketches using traditional and digital means

Transferable Skills:

- Demonstrate the ability to access and apply research material relevant to the area of graphic design
- Demonstrate an attention to detail in their work, including roughs and final artwork presentation, research, image quality, measurement, spelling and punctuation

EMPLOYABILITY Graphic Design and related industries.

COURSE OUTLINE:

TOPIC AND DATE	DESCRIPTION OF CONTENT	TIME (IN CONTACT HOURS)
1	Introduction to course, hardware and software/ Reading of the syllabus/ Diagnostic – assignment briefing, strict production specifications versus open subject/ Instruction – run through of Photoshop, Illustrator, and InDesign set up Homework – Initial ideas and visuals for diagnostic project/ Practice class techniques	2.25
2	Diagnostic – initial ideas review - the importance of design variations for honing a solution/ Designing within given limitations, from concept to visuals/ Addressing standard design production workflow/ Demonstration and instruction – manipulating type in page layout application environment Homework – Hone multiple ideas and render in proportion via thumbnail visuals	2.25
3	Diagnostic – concept development review/ Post-production workflow, from preflight to print to presentation/ Homework – Final concept in actual size comp variations	2.25

4- 5	<p>Diagnostic – one to one production requirements/ Occasional demonstrations in Photoshop and Illustrator – type and image/</p> <p>Preview/ Assignment 2 - Conceptual imaging - image analysis and manipulation</p> <p>Homework – on-going production of final concept/ prepare for on-screen critical review</p>	2.25
6	<p>Diagnostic – on-screen review/ Discussion of possible improvements – student contributions required/ Demonstration – Using page layout application as 'sketch pad'</p> <p>Homework – Prepare final Diagnostic presentation for grading/ Gather material for second assignment</p>	2.25
7	<p>Diagnostic – submit final artwork for grading</p> <p>Assignment 2 – Conceptual Imaging/ Briefing – research diversity, image processing and experimentation within imposed limitations of brief/ Written component</p> <p>Re-introduction to Photoshop/ Resolution explained/ Filter effects - building filter index</p> <p>Homework – Initial research/ ideas/ visuals/ Filter index</p>	2.25
8	<p>Assignment 2 – Conceptual Imaging/ Research strands explored/ More complex filters explained and deployed/ Lateral approach to image filtering</p> <p>Homework – Complete filter index/ prepare for presentation of preliminary findings</p>	2.25
9	<p>Assignment 2 – Conceptual Imaging/ Review of initial ideas – assessing images for inherent qualities/ Development of ideas without standard visualization techniques – through group analysis of filter processing and concurrent research</p> <p>Homework – Honing found image choices and filtering results/ Quiz on textbook – preparation</p>	2.25
10 & 11	<p>Quiz on textbook contents</p> <p>Assignment 2 – Conceptual Imaging/ Matching conceptual vision to image processing results/ One to one assessment and technical assistance/ Demonstration – Photoshop brushes/ Demonstrations – Image processing in Illustrator – vector tracing and rasterizing artwork</p> <p>Homework – Project development/ Employing techniques discovered in class/ Preparing three alternative images for review</p>	4.50
12	<p>Assignment 2 – Conceptual Imaging/ On-screen review – appraisal of three artwork variations</p> <p>Assignment 3 – Page layout/ Preview</p> <p>Homework – Project development/ Employing techniques discovered in class</p>	2.25

13	Assignment 2 – Conceptual Imaging/ Preflighting artwork for large format printing/ Resolution manipulation – upsampling, interpolation, image sharpening / Paper choices Assignment 3 – Page layout/ Further information Homework – Prepare final artwork and support work/ Gathering images/ reference for Assignment 3	2.25
14	Assignment 2 – Conceptual Imaging/ Submit final artwork folio and digital files Assignment 3 – Page Layout/ Briefing – designing and layout manipulation within limits of an existing grid / Instruction – Bezier manipulation and the Pen tool/ Clipping Paths – from Photoshop to InDesign Homework – Gathering layout examples/ Object reference/ Initial conceptual ideas	2.25
15	Assignment 3 – Page Layout/ Review of initial ideas and reference/ Double Page Spread jargon/ Reverse engineering existing layout/ Document set up – layers, guides, rules/ Thumbnail sheet for sketch variations Homework – Composing accompanying objects text/ Taking measures for layout/ Layout variations – concept development	2.25
16	Assignment 3 – Page Layout/ Typesetting – analysis and text reconstruction of existing spread/ Homework – Concept development – thumbnail variations	2.25
17	Assignment 3 – Page Layout/ Review concept development/ Display text – Imaging type with bitmap tiffs/ Homework – Review current setup – amendments and adjustments/ Design variations honed to 3 possible approaches to final DPS design	2.25
18	Assignment 3 – Page Layout/ Remaining DPS features construction/ Using page layout application as sketchbook/ Manipulating existing components to serve your vision/ Artworking DPS variations Homework – Artworking DPS variations	2.25
19	Assignment 3 – Page Layout/ Preparing images of quality in Photoshop/ Artworking DPS variations Homework – Artworking DPS variations	2.25
20	Assignment 3 – Page Layout/ Artworking DPS variations Homework – Artworking DPS variations/ Preparing folio and digital files for final review and submit	2.25

INSTRUCTIONAL METHODS:	The classes will be taught using a combination of demonstrations, one-to-one tutorials, hands-on computer sessions, field trips, and project work.
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INDICATIVE CONTENT:	<p>Vectors - computer aided drawing Rasters - image editing Text and Image - page layout Preflighting, printing, and presentation</p>															
GRADING:	<p>Diagnostic project 20%</p> <p>Digital Imaging project 30%</p> <p>Page Layout project 40%</p> <p>Demonstrate an analytical approach to the subject.</p> <p>Show evidence of a sound grasp of file management, networking and resolution issues.</p> <p>Be able to incorporate the Mac as an integral part of the design process and appreciate the qualities inherent in the digital medium.</p> <p>Show evidence of capability with a range of Apple Macintosh hardware and industry standard computer graphics software.</p> <p>Show competence in producing preparatory sketches using traditional and digital means.</p> <p>Demonstrate skills in creative thinking and problem solving as part of the design process.</p> <p>Demonstrate an attention to detail in their work, including roughs and final artwork presentation, research, image quality, measurement, spelling and punctuation.</p> <p>Written Component 10%</p> <p>Demonstrate the ability to express and support an original perspective on a subject related to computer graphics.</p> <p>Demonstrate knowledge of the graphics industry and its practitioners. Demonstrate the ability to access and apply research material relevant to the area of graphic design.</p> <p>Demonstrate an attention to detail in their work, including roughs and final artwork presentation, research, image quality, measurement, spelling and punctuation.</p> <p>Grading Scale:</p> <table data-bbox="451 1346 971 1514"> <tr> <td>70-100%</td> <td>A</td> <td>excellent – outstanding</td> </tr> <tr> <td>55-69%</td> <td>B</td> <td>good/very good</td> </tr> <tr> <td>40-54%</td> <td>C</td> <td>Satisfactory/ good</td> </tr> <tr> <td>35-39%</td> <td>D</td> <td>poor</td> </tr> <tr> <td>0-34%</td> <td>F</td> <td>fail</td> </tr> </table>	70-100%	A	excellent – outstanding	55-69%	B	good/very good	40-54%	C	Satisfactory/ good	35-39%	D	poor	0-34%	F	fail
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LIBRARY ASSIGNMENT(S):																
PORTFOLIO /CAPSTONE ASSIGNMENT:																
ATTENDANCE:	See separate sheet															

AIU LIBRARY USAGE AND RESEARCH SUPPORT:	<p>Students with valid AIU IDs are encouraged to use the AIU London Campus Library to conduct research. Telephone 0207 467 5688. These students can also be advised of currently available online databases. Other valuable London Libraries are:</p> <p>Marylebone Public Library University of Westminster Library National Art Library (in V&A museum) City Business Library Design Museum Library Institute of International Visual Arts Library (INIVA) School of African and Oriental Studies Library (SOAS)</p>
MAKE-UP WORK:	<p>Make-up: It is a student's responsibility to make-up all missed work. Students are expected to meet all deadlines. Extensions to existing deadlines are only permitted in exceptional circumstances and at the lecturer's discretion.</p>

DEPARTMENTAL POLICIES	
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INSTRUCTOR / COURSE REQUIREMENTS	<p>Deadlines – Late work without prior arrangement with lecturer or official documentation will default to a basic pass [D] grade.</p> <p>Please inform lecturer if you will be more than 5 minutes late for class either by text message or email/ 5 absences will result in a Fail grade - unnecessary repetition of class content due to consistent late attendance can delay class development and affect class dynamic and the delivery of the curriculum</p>
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REVISION DATE:	JULY 2008 JAMES GOSLING
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