Syllabus: *ART 180 Visual Communication Design 1*

Course Information	
Course Prefix/Number: ART 180	Credit Hours: 3
Semester: FALL 2018	Course Title: Visual Communication
Class Days/Times: **MW 3:00 pm – 5:45 pm**	Design I
	Room: 402

Instructor Information:	Office location: Rm 402
Name: Victoria Taylor - Call me Vicki Phone/Voice Mail/Text : (520) 990-7457 E-mail: vtolieo@yahoo.com	Office hours: Monday and Wednesdays before and or after class

Course Description:

ART 180 Visual Communication Design I

Basic visual and Cognitive organizational processes for the practice of visual communication are presented through lectures and demonstrated through studio exercises. Includes visual perception and organization, visual problem solving and problem-solving and problem-finding techniques, and visual ideation and evolution.

Course Objectives:

During this course students will apply their growing awareness of the concepts of visual communication and organization to their own designs using the software. As they gain knowledge of the software and its applications, they will be learning a valuable contemporary skill that they can apply to portfolio presentation, business card creation, or website design, to promote their own artwork, as well as gaining a skill to apply to the commercial art workplace.

They will, by the end of the course, understand concepts underlying specific methods of visual organization and how these are used to effectively engage viewers and communicate meaning across all the mediums that use text and images, including print, digital and new media.

They will have three primary projects over the semester.

1. Create an original compositions to illustrate meaning,
2. Design an illustrative symbol conveying a Tohono O'odham place, action or meaning. For

example, a sign can designate an action in a sports complex, a wildlife corridor, a place where food is sold.
3. Design a poster promoting a local event, school activity, etc. The poster will be printed and distributed by the student to the community.
4. If time permits, students will collaborate on a web design.

Student Learning Outcomes (SLOs) :

Outcome #1 Ability to manifest ideas in material form

Measure: Portfolio review of design projects to assess for introductory evidence of the formal quality of design work using the elements and principles of design as criteria and for projects ability to communicate, visually, through iconic form.

Outcome #2 Ability to synthesize indigenous, Native, and Himdag ideas and artifacts into personal artistic style and vision.

Measure: Portfolio review of visual communication and design projects to assess for introductory level evidence of iconic, pictorial and communicative manifestation of indigenous, Native, and Himdag content.

Outcome #3 Ability to intentionally manipulate media to specific outcomes

Measure: Portfolio review of visual communication and design projects to assess for introductory level of evidence of craft, visual communication, technical facility and current aesthetic practice in design media and methods

Course Structure:

The classes will combine lecture, readings, discussion and studio work. Students will follow tutorials with the help of the instructor to understand the use of the complex digital interface, and apply themselves to creating their own designs. iPads can be used to review tutorials outside of class. Thumbnails sketches and notes in a journal or sketchbook will supplement the in class design creation. We will explore the numerous resources available to graphic designers, but stress the need for the fundamental knowledge of the contemporary software as a starting place. Students will see many examples of contemporary design on the web, with an emphasis on Native American designers wherever possible. They will come to understand the application of Visual Communication throughout the visual industry, whether in expressive practice or commercial art.

Texts and Materials:
This class will use readings posted on Canvas, handouts, and Adobe tutorials, with links to designer's work to learn more about visual communication. TOCC net id and password are required to log on to Canvas.

(June 14, 2010, version)

Reference: Graphic Design School:
BOOKS for this course

Adobe Illustrator CC 2017 Classroom in a Book
Author: Brian Wood
ISBN: 9780134663449

Adobe Photoshop CC Classroom in a Book (2017 release)
Authors: Andrew Faulkner and Conrad Chavez
ISBN: 9780134663456

Supplies: 4 Gig or 8 Gig flash drive

Evaluation and Grading & Assignments:

Grades:
20% of grade is based on Attendance and participation.
20% of grade for Project 1
20% of grade for Project 2
20% of grade for Project 3
(10% of grade for Project 4) If time allows, if not then 1 through 3 will be 25% of grade.
5% of grade for sketchbook, questions, exercises and participation

Students are expected to take notes during lectures, tutorials and films and are responsible for the content presented. They are expected to keep a journal sketchbook with notes, ideas and sketches.

Students are expected to come to class, prepared, with all necessary research, materials and prior requirements.

Students are encouraged to bring any concerns they may have about the course and course content to the attention of the instructor BEFORE projects are due. Instructor should be notified if there is a problem with group collaboration. No team will be penalized for an individual failing to fulfill their share of an assignment.

ATTENDANCE IS ESSENTIAL! Instructor reserves the right to drop students after **4 (FOUR) absences.**

At 4 (four) absences (excused or un-excused), student must make appointment with instructor to work out a make-up plan.

Text or email Instructor **before** class when absent.

Himdag **Cultural Component:**

ART 180 Visual Communication Design I, is an essential introductory level practical and theoretical component of the TOCC Visual Art & Design Program that will implement Tohono O'Odham Himdag as a resource & inspiration that will be: on the land, in the land, of the land, and in aesthetic harmony with the cultural and physical geography of its traditional caretakers, the desert peoples. Specific Tohono O'Odham implementations for indigenous local materials, color iconography, stylistic genre and pictorial organization will be studied in the course.

Title IX

Tohono O'odham Community College faculty and all staff are dedicated to creating a safe and supportive campus. Title IX and our school policy prohibit discrimination on the basis of sex- this includes sexual misconduct; harassment, stalking, domestic and dating violence and sexual assault.
Sexual discrimination and sexual violence can undermine students' academic success and quality of life on campus and beyond. We encourage students who have experienced any form of sexual misconduct to talk about their experience and seek the support they need.

Confidential support and academic advocacy can be found with:
Christie Kelly, M.A.
Counselor/Title IX Coordinator
ckelly@tocc.edu

ADA Statement: Reasonable Disability Accommodations:
TOCC seeks to provide reasonable accommodations for all qualified individuals with disabilities. The College will comply with all applicable federal, state and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to provide an equal educational opportunity.

Policies and expectations-
1. Except in the case of an excused emergency, students are expected to attend each class.
2. Late arrivals will count against attendance record. Two late arrivals or early departures constitute one (1) absence.
3. Class participation and preparation are essential to student success.
4. Students are responsible for clean-up of their particular and general work areas.
5. Failure to clean up will result in a loss of grade points.
6. Students must read textual material, prepare for projects, and complete required research prior the class in which they will be offered.
7. Students are expected to come to class prepared for class and having done any preliminary work required as per the chronology.
8. Students are expected to stay in class ON TASK and work diligently throughout the whole time. Frequent/ continued exiting from the class during the class period will constitute one (1) absence.
9. No cell phone use is allowed during class. Use of cell phones during class, unless permitted by instructor, is a violation of the T-So:son. Unsanctioned use of cell phone during class constitutes one (1) absence.
10. Four (4) absences will lead to being dropped from the class.

11. Plagiarism (that is using another's work) is a serious offense.
12. Late work is marked down for each day of tardiness.
13. Failure to submit a project results in a grade of zero (0). An F is a better grade!
14. No work accepted after the last class.
15. Students are responsible for the safe utilization and return all tools and materials. Failure to do so will result in a fee charge for replacement of tools or withholding of grades until tools are replaced. The tools belong to the TOCC!
16. Students are required to obey all state and federal regulations. Breach of any established law that constitutes either a felony or misdemeanor will result in immediate exclusion from the class.

Course Outline: Class Schedule

Week 1-

Mon. August 20 –Lecture: Introduction | Syllabus review | Flash drive | Discussion: History of Graphic Movements and The Design Process, Graphic Symbols | What is a graphic designer, designer, an art director? | What is Raster, What is Vector? | Portfolio set up | Mac **Work:**
1. Write a paragraph on each -What's your goal? How will you measure it? What's your plan to get there? This doesn't have to be about your career, it can be about anything. It can be something you've already done or are planning to do
2. Write a short paragraph about absences and other information about the syllabus

Wed. August 22- Lecture: Design Strategy | The Creative Process | Storyboards, Inspiration Boards Open Illustrator | Getting to know the Work area | Preferences | Creating a document | Artboards | Panels | Shapes | Zoom
Make a storyboard or Inspiration board (can be on Pinterest)
Sketch 4 to 6 thumbnails of your logo for Business Card
A 50 word (at least) write-up explaining the meaning of your logo
Homework: Due Wednesday, September 5
Project 1- MAKE A BUSINESS CARD FOR YOURSELF (Logo Due OCT 10)
(Business card due OCT. 17)

Week 2-

Mon. August 27 -Lecture:-Flash Drive due| Illustrator- | Differentiate between the various selection tools and use different selection techniques | Recognize Smart Guides | Save selections for future use | Hide and lock items | Use tools and commands to align shapes and points to each other and the artboard | Group and ungroup items | Work in Isolation mode

Wed. August 29 –
Lecture: Using Shapes to Create Artwork | Create a document with multiple artboards | Use tools and commands | Understand Live Shapes | Round corners | Work with the Shaper tool | Work with drawing modes | Pen Tool | Use Image Trace to create shapes **|** Color | Techniques for Selecting Artwork | Objects | Groups | Arrangement

Week 3-

-------------------------MONDAY, SEPTEMBER 3- LABOR DAY NO CLASSES----------

Wed. September 5- Lecture: Due: Storyboard (inspiration board) 4 to 6 thumbnails and write-up Typography | Editing and Combining Shapes and Paths | Scissors | Join paths | Knife | Eraser | Shape Builder **|** Pathfinder commands to create shapes | Create a compound path **|** Edit strokes with the Width tool **|** Outline strokes

Week 4-

Mon. September 10- Lecture Work with rulers and guides | Position objects with precision | Position and align content with Smart Guides | Move, scale, rotate, reflect, and shear objects using a variety of methods | Use the Free Transform tool to distort an object | Create a PDF | Creating an Illustration with the Drawing Tools |

Homework: START APPROVED LOGO FOR BUSINESS CARD in Illustrator
Homework: LOGO – due OCT 10
Homework: BUSINESS CARD due OCT 17

Wed. September 12- Lecture: Understand paths and anchor points | Draw curved and straight lines with the Pen tool | Edit curved and straight lines | Add and delete anchor points | Draw with the Curvature tool | Delete and add anchor points | Convert between smooth points, corner points | Create dashed lines and add arrowheads | Draw and edit with the Pencil tool | Work with the Join tool

Week 5-

Mon. September 17- Lecture: Pen tool practice, Work together

Wed. September 19- Lecture: : Using Color to Enhance Signage | Understand color modes and the main color controls | Create, edit, and paint with colors using a variety of methods | Name and save colors, and build a color palette | Work with color groups | Use the Color Guide panel | Explore the Edit Colors/Recolor Artwork features | Copy and paint appearance attributes from one object to another | Work with Live Paint

Week 6-

Mon. September 24-
Lecture: Adding Type to a Poster | Create and edit | Import text | Create columns of text | Change text attributes | Fix missing fonts | Work with Glyphs | Modify using Touch Type tool | Create and edit paragraph and character styles | Wrap type around an object | Reshape text with a warp | Create type on a path and on shapes | Create text outlines
| Work on Project

(June 14, 2010, version)

Wed. September 26- Lecture: Organizing Artwork with Layers | Layers Panel | Create, rearrange, and lock layers and sublayers | Move objects between layers | Copy and paste objects and their layers from one file to another | Merge layers into a single layer | Locate objects in the Layers panel | Isolate content in a layer | Make a layer clipping mask | Apply an appearance attribute to objects and layers

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Week 7-
---FALL BREAK---

Fall Break –Oct. 1 through Oct. 5
Have Fun and see you back to class OCT 8!

Week 8-

Mon. October 8- Lecture: Gradients, Blends and Patterns | Create and save a gradient fill | Apply and edit a gradient on a stroke | Apply and edit a radial gradient | Add colors, adjust the direction, opacity to a gradient | Blend the shapes of objects | Create smooth color blends between objects | Modify a blend and its path, shape, and color | Create and paint with patterns

Wed. October 10- Lecture: LOGO DUE | Critiques

Week 9-

Mon. October 15- Work on Business Card

Wed. October 17-BUSINESS CARD DUE with critique 1st ½ of class Lecture: Photoshop- Getting to Know the Work Area | Open image files | Tools panel | Setting options using the options bar | Zoom methods | Select, rearrange and use panels | Commands in panel and context menus | Panel and panel dock | Undo actions | Basic Photo Corrections | Resolution and Size |

Week 10-

Mon. October 22- Lecture: Open Bridge | Straighten and Crop Image | Adjust the tonal range | Tools: Spot Healing Brush, patch, Clone | Removing artifacts in an image | Smart sharpen filter | Selection Tools | Reposition a selection marquee | Move and duplicate the contents of a selection | Use keyboard-mouse combinations | Deselect, constrain, adjust, add subtract and rotate selections using arrow keys | Use multiple selection tools to make a complex selection
Start Project 2 – Collage Advertisement --Merging 2 images together. Design an illustrative symbol conveying a Tohono O'odham place, action or meaning. For

7

Homework: A 50 word write-up explaining your illustrative symbol
Make a storyboard or an Inspiration board (can be on Pinterest)-
Sketch 6 to 8 thumbnails of your project
Due Oct. 29

Wed. October 24-Lecture: Typographic Design | Use of guides to position text | Make a clipping mask from type | Merge type with other layers | Preview fonts | Format text | Distribute text along a path | Control type and positioning using advanced features Vector Drawing Techniques | Differentiate between bitmap and vector graphics | Pen Tool | Save paths | Draw and edit shape layers | Draw custom shapes | Import and edit a Smart Object | Use Smart Guides

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Week 11-

Mon. October 29- Lecture: Due: Storyboard (inspiration board), 4 to 6 thumbnails and write-up. Start Project 2 | Layer Basics | Organize artwork on layers | Create, view, hide, rearrange and select layers | Blending modes | Resize, rotate, add a gradient, apply a filter, add text and layer effects and add an adjustment to layers | Saving a copy with flattened layers | Quick fixes - Remove red eye, Brighten an image, Adjust the features of a face | Combine images to create a panorama | Crop and straighten and fill empty areas | Blur the background using Iris Blur | Merge two images to extend depth of field | Apply optical lens correction | Move an object seamlessly | Adjust the perspective to match another image

Wed. October 31-Lecture: Advanced Compositing | Apply and edit Smart Filters | Liquefy filter | Color effects to selected areas | Filters to create various effects | History panel to return to a previous state | Upscale a low-resolution image for high-resolution printing |

Week 12-

Mon. November 5– Lecture: Painting with the Mixer Brush **|** Create and save a gradient fill | Apply and edit a gradient on a stroke | Apply and edit a radial gradient | Add colors to a gradient |Adjust the direction of a gradient | Adjust the opacity of color in a gradient | Blend the shapes of objects in intermediate steps | Create smooth color blends between objects | Modify a blend and its path, shape, and color | Create and paint with patterns |

Wed. November 7-Lecture: Masks and Channels | Create a mask to remove a subject from a background | Refine a mask | Creating quick masks to make changes to a selected area | Edit a mask using properties panel | Manipulate Puppet Warp | Saving selections as an alpha channel | View a mask using the Channels panel | Load a channel as a selection

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Week 13-

-----------------------Mon. November 12 VETERNS DAY! NO SCHOOL--------------------

Wed. November 14 –Lecture: Producing and Printing Consistent Color | Define RGB, grayscale, and CMYK color spaces for displaying, editing, and printing images | Prepare an image for printing on a PostScript CMYK printer | Proof an image for printing | Save an image as a CMYK EPS file | Create and print a four-color separation | Understand how images are prepared for printing on presses.

Week 14-

Mon. November 19 –Lecture: Work on Project

Wed. November 21 –PHOTOSHOP PROJECT DUE TODAY!! Critique 1st ½ of class| Start Project 3
Make a Vector and Raster Poster: Basket and or Pottery Poster/Ad for the school. (using Illustrator and Photoshop) DUE: Wed. December 12
Make a storyboard or an Inspiration board (can be on Pinterest)
6 to 8 thumbnail sketches Due: Mon. November 26

Week 15-

Mon. November 26- Lecture: DUE: Storyboard (inspiration) or an Inspiration board (can be on Pinterest) 6 to 8 thumbnail sketches Start Project 3

Wed. November 28 – Lecture: Demo/Illustrator intermediate tools | Work on Project 3

Week 16-

Mon. December 3- Lecture: Demo/Photoshop intermediate tools | Work on Project 3

Wed. December 5 – Lecture: Keyboard shortcuts | Work on Project 3

Week 17

Mon. December 10- Work on Project | Portfolio

Wed. December 12- LAST DAY OF CLASS! Project 3 due | Critique | Class Party

**DISCLAIMER: This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.