Multimedia 240 | Graphic Design for Multimedia

Section # **0395**

Jon Measures

Spring 13
Friday 9:50AM– 11:55AM Lab from 11:55AM – 1:55PM
Instructor: Jon Measures
E-mail: jonmeasures@earthlink.net | www.jonmeasures.com

Student Learning Outcome or (SLO)

Produce creative projects which demonstrate successful use of page layout software for both, print and interactive graphics, emphasizing the principles of design.

Course Description

Graphic Design for Multimedia focuses on page layout, typography and image text relationships. Students use digital layout software to create graphic design projects. An overview of the theory and history of graphic design is presented and integrated into projects.

Course Content and Scope

1. Vocabulary/Terminology
a. Elements and Principles of Design
b. Introduction to Graphic Design

2. Brief History of Graphic Design
a. Structure and Deconstruction
b. Avant-Garde Movements
c. Swiss International Style
d. Influence of Web Design on Print Graphics

3. Theory of Graphic Design
a. Typography
b. Using Grids for Structure

4. Color Theory
a. Use of Color in Graphic Design
b. Color as Applied to Layout Software Programs

5. Layout Software Basics
a. Tools
b. Drawing
c. Setting up a Document
d. Working with Pages

6. Creating a Layout
a. Working with Frames
b. Importing and Linking Graphics
c. Working with Type
d. Using Guides and Grids

7. Importing and Editing Text
a. Working with Tabs
b. Creating Tables
c. Working with Transparency

8. Printing Technology
a. Designing for Print
b. Print Preparation
c. Creating interactive PDF files
d. Exporting PDF Files

9. Multi-page Documents
a. Planning for Periodicals
b. Brochure and Catalog Design
c. Using Libraries and Master Pages

10. Graphics
a. Editorial
b. Advertising
c. Visual Identity

11. Critique: Written and Verbal Formats

Course Objectives –
On successful completion of the course students will be able to…

1. Utilize the vocabulary associated with Graphic Design techniques and concepts. Apply the elements and principles of design to a graphic design project.

2. Apply historical concepts, movements and styles to graphic design projects.

3. Integrate the theory of graphic design including typography and use of grids for structure in a design project.

4. Select color to use in a graphic design. utilize menu options in layout software program.

5. Utilize layout software basics including tools, drawing, setting up a document and working with pages while designing a project for graphic design.

6. Create a layout by working with frames, importing and linking graphics; working with type and using guides and grids as applied to a design project

7. Set up systems to import and edit text, work with tabs, create tables and work with transparencies.

8. Select appropriate functions to utilize print technology including designing for print, preparation, creating interactive PDF files and exporting PDF files.

9. Create multi-page documents such as periodicals, brochure and catalogues. utilize libraries and master pages.

10. Choose images to be used as editorial and advertising graphics.

11. Verbally analyze and appraise work of peer group using art and design specific terminology. In written format compare and contrast works by artists and designers, analyze the purpose of each work in relation to visual communication.

Course Objectives – Lab
On successful completion of the course students will be able to…

1. Know and use the tools associated with page layout software.

2. Have a good understanding of the importance of various graphic designers and their contribution to the development of graphic design.

3. Create designs for print and screen using graphics software.

4. Prepare files for print

5. Critique design projects

Recommended Texts
Adobe Classroom in a Book for InDesign CS5.5

Supplies:
Students will need to have a USB drive (thumb drive) for saving projects to or some other fprm of removable drive such as an iPod or external hard drive.
Sketchbook for thumbnails and roughs used in the development of design projects.
Basic drawing equipment; pencils, eraser.
Exacto knife, spray adhesive and matte board for mounting projects.
Paper for printing assignments.

Recommended Websites
http://tv.adobe.com
www.jonmeasures.com

Grading Policy
80% is based on homework assignments including the final project
20% will be based on class projects and class participation

Extra credit of up to 10% maybe awarded by students completing an assignment agreed upon by the instructor.

"C" average passing grade	70 – 79%
"B" above average work	80 – 89%
"A" outstanding work only	90 – 110% (including extra credit)

If you wish to Challenge a grade e-mail the instructor as soon as possible with a detailed narrative explaining why you feel the grade is inappropriate. The instructor can then set up an appointment to review all the work completed during the course an compare the to the grades that were given.

Attendance is Mandatory
Students must arrive at class on time. If students think that they maybe late or are going to miss class they should e-mail the instructor 24 hours prior to class. If you are more than 1 hour late for class it will be considered as an absent for that class. Tardiness will affect your grade. If a student misses more than three classes the instructor reserves the

right to fail the student. If you are late for more than three classes the instructor will deduct 2 points from each class thereafter. Late assignments will drop a grade, however projects that are turned in on time can be reworked for a better grade, therefore it is always prudent to turn projects in on time.

Students with Disabilities: Students with disabilities who need reasonable modifications, special assistance, or accommodations in this course should promptly direct their request to the instructor. If a student with a disability feels modifications, special assistance or accommodations offered are insufficient he/she should seek the assistance of the Director of Disabled Student Programs and Services on campus.

Conduct
Students will be given a warning if they are displaying inappropriate behavior during the class. The second time the student will be asked to leave the class. Cell phones must be turned of during class. Listening to music is only allowed with headphones and strictly while working on projects not during lectures and demonstrations. No food or drink is allowed in the lab except water in a bottle with a cap. Students are expected to pay attention to the instructor during lectures and demonstrations, no talking or catching up on sleep please. If you have questions raise your hand, do not simply interrupt the lecture.

Class Structure
Introduce class topic and what will be covered
Review of previous weeks class
Critique or Lecture
Demonstration in the computer
Class projects
Lab time to work on projects
Conclude class with review of what was covered
Review homework assignments for the following week

Labs
You need to be signed up to a 500 lab if you are signed up for any Multimedia classes. The lab is a 1-unit class that you pass by completing 30 hours of lab time throughout the semester. You simply have to login and out each time you use the lab. These labs are integral to the Multimedia program giving students access to equipment, software and tutors. The labs also foster a sense of community. Students can work together and tutor each other on homework assignments.
http://lamission.edu/multimedia/labs.html

WEEK-BY-WEEK CLASS BREAKDOWN

Week 1
2-8-13
Lecture
Introduction to course
Take student photographs

Discuss exactly what is meant by Graphic Design
Very brief history of graphic design
Introduce InDesign
Go over how to access various resources used in the class
Introduce Project 1 – Graphic Designer or Typographer Booklet
Setup folders for class
Homework
Research a designer or typographer and watch the intro videos listed on week 1 handout and posted on facebook page. Write the notes and find the images to use. If you want to you can begin to try and lay it out in InDesign.

Week 2
2-15-13
NO CLASS PRESIDENTS DAY

Week 3
2-22-13
Review from week 1
Introduction to using InDesign for layout
Demonstration specifically for setting up the booklet assignment
Use of grid structure and The Swiss International Style
Working with linked images
Loading fonts using Font Book
Lab time to work on booklet project
Homework
Finish booklet project

Week 4
3-1-12
Present Designer Booklets
Look at examples of experimental type
Photoshop Demonstrations for Calendar assignment
Illustrator Demonstrations for Calendar assignment
What is new in CS5.5?
Introduce Project 2 - Experimental Type Project
Homework
Work on the images of words for the Calendar

Week 5
3-8-12
Review
Demonstration of Experimental Type Project
Tabs and tables
Lab time to work on project
Homework
Work on layout for the calendar

Week 6
3-15-12

Present Project 2 on screen
Introduce Project 3 - Book Project
Individual meetings with students if time
Lab time to print the calendar project
Homework
Print and make a mock-up of the calendar project
Students define what they want to do for the book project and gather the content

Week 7
3-22-12
Turn in the Project 2 – Experimental Type
Introduce the Blurb Web site
Downloading the plug-in and color profiles for InDesign
Creating the cover and book templates
Looking at paper samples
Digital Illustration for Book Project
Homework
Work on book project. We don't have class for two weeks due to holidays. To make sure that we keep up with the schedule it's important that students manage their time well.

Week 8
3-29-12
SPRING BREAK – School is closed (I have to check if we are really of for two weeks)

Week 9
4-5-12
SPRING BREAK – School is closed

Week 10
4-12-12
Present the Book Project on screen
Exporting and uploading to Blurb
Publishing for screens
Introduce Project 4 iPad and EPUB publication
Homework
Start work on project 4 - Screen based publication

Week 11
4-19-12
Demonstration of Interactive options in InDesign
Exporting for iPads and other devises
Accessibility for people with disabilities
Individual meetings with students
Homework
Work on project 4 - Screen based publication

Week 12
4-26-12
Critique screen based publication
Individual meetings with students

Introduce Final Project, Project 5 - Visual Identity
Lecture on logo design
Illustrator demo for logo design
Using libraries in InDesign
Exporting and importing color panels from Illustrator to InDesign
Homework
Work on project 5 - Visual Identity starting with the logo design

Week 13
5-3-12
Individual meetings with students
Lecture on visual identity and creating consistency through color and type
Homework
Work on project 5 - Visual Identity

Week 14
5-10-12
Individual meetings with students
Lab time for project 5 visual identity Review creating and interactive PDF or SWF file from InDesign
Homework
Work on project 5 - Visual Identity

Week 15
5-17-12
Individual meetings with students
Lab time for project 5 visual identity
Review the main points that we have covered during the course
Homework
Work on project 5 - Visual Identity

Week 16
5-24-12
Individual meetings with students
Print and mount the Visual Identity Project ready for next week.
Homework
Work on extra credit, redo projects and finishing up Final Visual Identity.

FINALS
5-31-12
FINAL CRITIQUE
I will accept work that has been redone for a change of grade, extra credit assignments and students will present the visual identity Final Project.
Final is from 10 AM - 12:00 noon in the same lab

Projects
Class projects and class participation 40
Project 1 - Graphic Designer booklet 30
Project 2 - Experimental Type Project 30

Project 3 - Blurb book 40
Project 4 - Digital Publishing version of book project 20
Project 5 - Visual Identity 40

Extra Credit – 20