New York City College of Technology
The City University of New York

Department of Advertising Design & Graphic Arts

GRA3611 Vector Art Editing - Wednesday: 8am-11.20am
Instructor: Genevieve Hitchings
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Office:
Phone: 718-260-5823
Office Hours: Monday: 5pm-6pm and Wednesday: 11.30am-12.30pm

Course Description
An advanced course that continues to develop how to create, correct, and modify logos and logotype linework. Students will learn how to simplify path points and specify the flatness value for printer pixels to provide optimized files. Students are exposed to professional techniques and scanning toolsfor making corrections and altering art to match a client's instructions using software such as Adobe Illustrator and Streamline on the Macintosh operating system.
4 cl hrs, 3 cr

Prerequisites
Raster & Vector Graphics, AD 360, GA 508

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	**Evaluation methods and criteria**
Create various complex vector graphics.	Students will demonstrate competency with vector graphics tools by creating various types of linework.
Design and develop an overarching multi - part design project	Students will demonstrate competency by creating a series of pieces that will appear in a Presentation Deck.
Apply critical thinking skills supported by research	Students will demonstrate competency by citing various sources used in the research process.

Present a design project logically and convincingly	Students will display competency through discussions and research.
Identify and apply strategies for design in five sub disciplines: product design, packaging, corporate communications, advertising, environmental design and information graphics.	Students will display competency through discussions, research and presentation.
Reflect learning from engaging challenging resource material that a student will interpret appropriately and accurately in his/her own words and following ethical guidelines for intellectual property.	The student will demonstrate competency in citation and documentation of supporting material in reports and formal presentations.

Teaching/Learning Method
- Lectures and readings
- Software demonstrations
- Project based labs
- Research assignments
- Class blog

Required Text
None

Suggested Text:
Illustrator CS5 for Windows and Macintosh: Visual QuickStart Guide
Elaine Weinmann
Peachpit Press c2011

The Adobe Illustrator CS5 Wow! Book
Sharon Steuer
Peachpit Press c2011

Real World Adobe Illustrator CS5
Mordy Golding
Peachpit Press c2011

Attendance (College) and Lateness (Department) Policies:
A class roster roll will be taken at the beginning of each class. Only two absences may be allowed. After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked "late." Students may be notified at the earliest opportunity in class after they have been absent or late. After being absent two times or equivalent (2 lateness = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline, 4/9/08) or may be withdrawn from the class (code WU).

Academic Integrity Standards
You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Student Rights & Responsibilities," section "Academic

Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Grading

90% =	Product Design	20%
	Product Identity	20%
	Product Advertising	10%
	Product Packaging	10%
	Product Signage Display	10%
	Presentation Deck	20%
	Total:	90%

10% = Class preparation/participation/attendance
        CP/P/A   10%

Project

Students will come up with an idea for a product design or redesign, and create a comprehensive multi-piece marketing campaign to effectively introduce and establish the product in the marketplace.

The projects final presentation will be in the form of a project deck and final comps (*if appropriate*).

Class Policy:

1. If you miss a class, or know you will be missing a class, you <u>must</u> send me an email.
2. Keep and backup all the exercises and projects that you have created throughout the semester. I will ask you to burn all the files on one CD-ROM at the end of the semester and submit to me for your final grade.

Topics

WEEK	Lecture Topic	Laboratory Exercise	Homework Assignment
1 Wednesday 2.2	Overview of illustrator • Workspace • Panels • Bridge • Geometric Objects • Freehand drawing	• Review course syllabus. Research sites on the web: -> http://design-your-life.org (Julia Lupton) -> www.core77.com • Research possible product ideas	• Research websites • Project Concept – come up with an idea for a product design or redesign • Inspiration Board
2 Wednesday 2.9	Drawing skills and tools • Brushes and Symbols • Pen tool • Compound Paths & Compound Shapes • Free transform, Distort Filters • Symbols vs Scatter Brush	• Exercises with drawing tools • Inspiration Board • Product Identity -> Company/ Product Name -> Logo – symbolic meaning	• Exercises with drawing tools • Logo Design Sketches

3
Wednesday
2.16
	Color
	• Strokes, Fills, Gradients
	• Live Paint
	• Live Trace
	• Layers
	• Appearances
	• Effects
		• Exercises with drawing
		  tools, imported images
		• Product Identity –
		  marketing objectives
		-> Tag line
		-> Color scheme
		-> Typefaces
			• Refine Logo Design
			• Product Concept
			  Presentation –
			  Historical Overview
			• Product sketches

4
Wednesday
3.2
	Typography
	• Types of Type
	• Threaded Type
	• Wrapping Type
	• Creating Outlines
		• Finalize logo
		• Begin product design
		• Positioning product in
		  the market place
			• Finalize Logo
			• Refine Product
			  Design
			• Define target
			  audience

5 Wednesday 3.9	Complexity • The Blend Tool • The Mesh Tool • Gradients	Product style guide • Color scheme • Typefaces • Tagline	• Finalize Product rendering • Product style guide
6 Wednesday 3.16	Complexity • Clipping Masks • Transparency • Opacity Masks	•	• Finalize product style guide

7
Wednesday
3.23
	Live Color
	• Live color Workspace
	• Live Effects & Graphic
	  Styles
		• In class presentations
		• Begin layout of booklet
		  in InDesign
			Fine tune:
			• Logo
			• Product renderings
			• Style guide
			• Begin layout of
			  booklet in InDesign

8
MID TERM
Wednesday
3.30
	Dimensions
	• 3D
	• Perspective Grid
		• **DUE** <u>Descriptive Brief</u>
		• Brief statement of goals
		  and objectives (of both
		  product and market
		  positioning)
		• Documentation of
		  research (highlights of
		  historical context)
		• Design Concept – a
		  summary of the solution
		  for the stated goals and
		  objectives of the project
		•
			• Sketches of product
			  packaging design

9 Wednesday 4.6	Class Trip	• To be announced	• Product packaging design

10
Wednesday
4.13
	Advanced Techniques
	• Clipping Masks
	• Reflections
		• Packaging
		Research materials
		Compose packaging
		copy – all necessary text
		and information
		Packaging should be eco-
		friendly
			• Finalize packaging
			  design
			• Sketches of
			  promotional
			  material and
			  signage displays

11	Web and Animation	Advertising	• Finalize promotional

Wednesday 4.27	• Web • Mobile Devices	• Work on Ad campaign	material and signage displays • Draft of Ad campaign
12 Wednesday 5.4	Illustrator and • Photoshop • InDesign	• In class presentations	• Finalize Ad campaign • Finalize promotional material and signage displays
13 Wednesday 5.11	Production and Output	• Final production of design deck	• Final production of design deck
14 Wednesday 5.18	Final presentations.	• In class presentation	• Revised design deck • Send to print
15 Wednesday 5.25	Final corrections	• **EVERYTHING DUE** The final deck (created in InDesign) must be submitted at the end of the semester as both a digital PDF and a professionally printed and bound booklet. The size and orientation of the final piece is up to the student to determine.	