



Syllabus

Art 423, Advanced Artistic Problems: Communication Design Technology, course #1133
California State University Channel Islands
Fall 2003 semester

Instructor Information:

Liz King
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Office Hours: Wednesdays 10-11 am or by appointment

Course Information:

Meeting Days and Times: Monday/Wednesday 4:00–6:50 pm
Location: Art Complex, computer lab
Website address: <http://www.lizking.tv/>
Blackboard will be utilized
Units: 3

This syllabus and schedule are subject to change in the event of extenuating circumstances.

Catalog Description

Six hours laboratory per week.
Prerequisite: ART 323 or 324
Investigations into the development of advanced concepts, innovative processes and personal artistic style working in communication arts and design technology. Students achieve increased artistic depth and advanced technical proficiency leading to the development of a congruent body of work. Creation and presentation of a professional portfolio in print and interactive CD Rom is a required component of the course work.

Course Description (further elaboration)

This course will address the basic elements and principles of package design. Emphasis is on compelling and innovative graphic design solutions, compositional organization, mechanics and effective presentation. Included is the study of how products are effectively packaged in unique and aesthetically pleasing containers. A review of typography, materials and photography and their application to the package are included combined with computer animation technology using Flash to bring the product to life.

Key software applications such as Adobe Photoshop and will be used for raster image editing, Adobe Illustrator for vector image editing, and Quark for layout and Flash for animation.

1. Research the target audience, demographics, and budget by asking the “client” specific questions during meetings and creating informal questionnaires
2. Collect and gather examples of contemporary industry work to clarify conclusions in design thinking by choosing similar package design solutions that clearly show the graphic design principles in action
3. Create a concept for the package design that expresses the personality or spirit of the company/product through the creative use of concept, imagery, materials used and typography

4. Produce visual elements that are appropriate / effective in representing the client / product / service that...
 - a) represent the company, service or product in a positive way
 - b) communicates the mood, spirit and/or theme of the product and company
 - c) does not offend people
 - d) appeals to the target audience

5. Communicate concept / composition using thumbnail sketches

Prerequisites

Art 108, Art 204,205 or comparable courses


Proficient in Adobe Photoshop, Illustrator and a layout program such as Quark, knowledge of Flash helpful but not required

Methods of Presentation:

- /// Lecture
- /// Discussion
- /// Demonstration
- /// Hands-on
- /// Critiques
- /// Blackboard: <http://csuci.blackboard.com/>

I will hold you responsible for checking Blackboard and your e-mail on a regular basis. I may at times find it necessary to disseminate information using this method. As students, you will need your own e-mail account to participate in Blackboard to meet course requirements. If you do not already have one, please establish an e-mail account with any e-mail acct. provider (for example: Hotmail, Yahoo mail, etc.). (Be aware that there will be no CSUCI student e-mail accounts for this semester, but may be available in the future.)

Required materials:

- ///  1 or more 100 MB **Zip Disks** (PC formatted) to backup and transport your work.
Zip disks are versatile, portable, compatible, magnetic storage for computer files.

OR

- /// **Recordable** CD media such as a **CD-Rs** or **CD-RWs**


OR

- /// **A Flash** or **Portable hard drive**

- /// *Black poster board*
- /// **Black tape**
- /// *1 can of 3M Artists Adhesive-No 6065 (comes in a red & white can).*
- /// *1 X-acto knife with at least 5 blades*
- /// *A Ruler (preferably one that has Picas, Metric and Inches).*

Sketchbook 9x 12"

Recommended but optional materials:

 **Wacom tablet & pen** (very highly recommended for drawing) are available for purchase at academicsuperstore.com, wacom.com, or at any computer store.





 **Computer Graphics File:**

You are urged to keep an organized collection of Computer Graphics/Advertising Design. This file should be of items that are of particular interest to each student in terms of how it communicates and what it looks like. Items that possibly could be included are illustrations brochures, catalogs, invitations, wedding announcements, business cards, photographs of signs, packaging, newspaper ads etc.- it is wide open. The purpose of this is to get you to realize that there is Computer Generated Art happening everywhere and that these samples that you collect can aid you in developing your own thoughts and ideas. This sample collection should serve as inspiration for your personal growth. Any time during the semester if you wish to review your collection, I would be glad to go over it with you.

Required Textbooks:



Graphic Design Solutions, 2E, by Robin Landa, OnWord Press

Design Sense for Presentations by Margo Halverson, Proximity Learning

Recommended Textbooks:



Packaging Prototypes: Design Fundamentals (Design Fundamentals Series) by Edward Denison, Richard Cawthray

The Packaging Designer's Book of Patterns by Lászlo Roth (Author), George L. Wybenga

A History of Graphic Design by Philip Meggs

50 Trade Secrets of Great Design Packaging (Trade Secrets) by Stafford Cliff

How to Fold, Pepin Press, ISBN: 9057680394

Graphic Design Basics by Amy E. Arntson

Magazines:

- ⌘ **Computer Arts Magazine**
- ⌘ **Computer Arts Project Magazine** <http://www.computerarts.co.uk/>
- ⌘ **Communications Arts Magazine** (they have a student rate)
<http://www.commarts.com/>
- ⌘ **Print Magazine** <http://www.printmag.com/>
- ⌘ **How Magazine** <http://www.howdesign.com/>
- ⌘ **Graphis Magazine** <http://www.graphis.com/>
- ⌘ **ID Magazine** <http://www.idonline.com/>
- ⌘ **Émigré** <http://www.emigre.com/>
- ⌘ **U&LC** <http://www.itcfonts.com/ulc/default.asp?nCo=AFMT>

Organizations:

AIGA Los Angeles

The purpose of AIGA is to further excellence in communication design as a broadly defined discipline, strategic tool for business and cultural force. AIGA is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research and advance education and ethical practice.

<http://www.aigalosangeles.org/>

Required Software:



This course requires that you have access to the current versions of Photoshop, Illustrator and Quark. These are available on the computers in the computer lab for your use.



- ⌘ Adobe Photoshop 7 software for Mac or PC
- ⌘ Adobe Illustrator 10 software for Mac or PC
- ⌘ Quark 6 software for Mac or PC



If you do not have a home computer, The Art Complex here at school has a **Mac computer lab** that you will have access to by taking this course. (Please check with the lab for hours of operation).

If you are planning on buying this software check for student discounts at:

- ~~///~~ www.academicsuperstore.com
- ~~///~~ www.journeyed.com
- ~~///~~ www.campustech.com
- ~~///~~ www.gradware.com
- ~~///~~ www.studica.com

Free Trial Downloads of Software used in this class:



Adobe offers a trial copy of Photoshop 7

<http://www.adobe.com/products/photoshop/main.html>



Adobe offers a trial copy of Illustrator 10

<http://www.adobe.com/products/illustrator/main.html>

Quark offers a free, demo copy of Quark 6.

<http://www.quark.com/products/xpress/demos.html>

Methods of Evaluation:

The final student grade in this course will be based on a combination of in-class projects, homework assignments, which will include a midterm and final project, quizzes, class attendance and participation. **Full attendance and participation** is especially necessary since homework assignments must reflect successful solutions to the issues raised in class.

Students are evaluated on their projects, participation, attendance and overall continuous development. They are guided throughout their projects in technique, structure, content, and clarity of intentions as they relate to the final product. Response to critical feedback and contribution to group critiques is required as part of the process of artistic development. Projects will be evaluated based upon the successful resolution of artistic problems including elements of technical competency, artistic innovation, visual structure and aesthetics.

You are expected to spend time outside of this class on the computer practicing the concepts covered in class, be it at home or in the Computer Lab. There is no substitute for putting time in on the computer.

Your performance will be evaluated by your ability to successfully complete a series of assigned tasks **on time** (as if I was a real client expecting a completed job). Weekly assignments will be given as we progress through the course material. You are expected to complete **all** assignments. Written or practical quizzes will test you on the information you have learned about specific computer software and concepts covered in class.

- ~~///~~ Attendance/Studio Participation: 30%
- ~~///~~ Project Preparation and Development: 20%
- ~~///~~ Competency with Method and Technique: 30%
- ~~///~~ Artistic Merit of Productions: 20%

Grades will be as follows:

- A Exceptional
- B Above average
- C Average
- D Below Average
- F Failing (or project not complete)

Please note that I will be utilizing **+/- grading** to more precisely reflect your grade in this course.

**Cheating, plagiarism, or other forms of academic dishonesty will affect your grade adversely, as will non-attendance and late arrival to class and early departure from class.*

Sample Projects:

Movie design project based on a made-up feature movie.

1. Conceptualizing and copy writing text for ad campaign.
2. Movie Posters
3. Newspapers/Magazine Ads
 - ┆ DVD
 - ┆ disk label
 - ┆ case cover
 - ┆ insert
4. Packaging for movie Afterproducts
 - ┆ Toys
 - ┆ action figures etc.
5. CD for movie soundtrack
 - ┆ disk label
 - ┆ jewelcase label
 - ┆ folding insert
6. Multimedia CD promo for Movie including all of the above products.
7. Promotional Website for the Movie

Attendance:

This is important, and part of showing commitment and serious work attitude. As such, *class attendance and participation can strongly influence your grade in the course* since it reflects your dedication and commitment. Being on time is equally important, since instructions start when class starts. If you are frequently late, that will influence your grade.

*When absent, you are responsible for missed information; exchange phone numbers with other attending students.

Classroom Policy:

Absolutely no food or drink is permitted in the lab/classroom.

I will not permit students to use classroom computers for purposes other than assignments for this class. Random web surfing, checking/writing e-mail, listening to music with earphones, participating in online chat rooms, playing games online, working on assignments for other classes and disruptive talking is very distracting to the instructor and your fellow students.

Student conduct, which disrupts the learning process, shall not be tolerated and may lead to disciplinary action and/or removal from class.

Breaks:

- ✍ We will take a 15-minute break approximately midway through class, please be prompt returning from the break
- ✍ Bathroom breaks are permitted at any time

Students with Disabilities:

If you have a disability kindly identify yourself to me so that you can receive reasonable accommodation for learning and evaluation.

Holidays / No Classes:

No class Monday, Sept. 1, 2003 – Labor Day Holiday

Final Dates:

Mon. Dec. 8, 2003, 4:00-6:50 am – Art Complex, computer lab

College use of student work:

By participating in this course, you agree to allow your work to be used by CSUCI promotional purposes. These uses include, but are not limited to, display in physical and web galleries, promotional videotapes, and printed promotional pieces. You retain complete rights to your work, and CSUCI may not use your work for non-promotional purposes without your prior agreement.

Adds & Drops:

It is the responsibility of the student to add (with my signature) or drop themselves from the class. If you wish to drop the class, do so through the CSUCI Registration Office. If I note a pattern of absences, I may drop you from the class.