

Flagler College
ART 204A – Image Studio
Fall Semester 2018

Name and Title: Joseph Fioramonti, Assistant Professor of Graphic Design

Credit Hours: 4 **Location:** S-5

Meeting Times: M/W, Section A: 9:00AM-10:50AM / Section B: 11:00AM–12:50AM

Office Hours & Location: MW 1-3; TR 10-11, Art Building, Room 208

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Course Description:

A studio course that focuses on digital imaging techniques for graphic design. Projects involve creating and editing vector and raster images, exploring a range of digital illustration styles, understanding copyright and other production-related issues. The course provides an introduction to several Adobe applications, including Illustrator, Photoshop and InDesign. While skills development and technical knowledge are emphasized, design theory underpins the course. Successful completion of the course will require a solid understanding of design elements and a thoughtful application of design principles.

Course Pre-requisites: ART 105 Drawing 1

Expected Student Learning Outcomes:

- Synthesize specific skills, competencies and points of view needed by professionals in the field of graphic design.
- Express distinct thoughts and arguments relevant to design principles through oral, written or visual means.
- Generate digital imagery used in graphic design solutions that have visual-verbal synergy.
- Produce vector artwork and raster graphics that exhibit proficiency in the utilization of formal, technical, perceptual, and/or conceptual skills used in visual communication.
- Be competent in utilization of relevant design software applications for creating and editing vector and raster graphics.
- Vector skills to be learned include: Bezier curves, Adobe Illustrator and InDesign tools, anchor points, paths, type manipulation, vector build methods, thumbnail sketching, conversion from hand sketching to digital, visual tension, layers, file naming and file management.
- Raster skills to be learned include: Adobe Photoshop tools, photo correction, selections, layers, smart objects and advanced compositing.
- Correctly operate the flatbed scanners and printers in the Graphic Design Lab.
- Understand the differences of image resolution and color in between monitors
- and printing processes.
- Characterize the differences between line art, monotone, grayscale, duotones, indexed color, RGB color and CMYK color.
- Understand the differences between bitmap, TIFF, EPS, JPEG, PDF and other digital file formats.
- Able to correctly calculate image size and resolution relative to the selected output.
- Identify and use typography tools to manipulate typography and combine typography with image.
- Explore a variety of illustration styles.

- Understand and apply a series of graphic design principles.
- Be able to create compositions that effectively use digital images to engage an audience.
- Understand the digital design workflow.
- Be able to find and use online resources for answering questions and solving problems.
- Understand rules of copyright that affect image use.
- Understand and be responsible for planning and following schedules to complete complex projects.

Recommended Text(s) and Supplemental Readings:

Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork Second Edition | Glitschka
 ISBN-13: 978-0134176734 ISBN-10: 0134176731

Required Online Resources

- <http://www.lynda.com>

Supplemental Online Reading:

- <http://www.designobserver.com>
- <http://voice.aiga.org>
- <http://www.idonline.com>
- <http://www.layersmagazine.com>
- <http://www.designinteract.com>

Online Resources:

Adobe Learning Resources

- <http://tv.adobe.com>

Course Requirements and Methods of Assessment:

Exercise and Projects:

Design exercises and projects are the primary portion of your coursework. All exercises will follow assigned tutorials. Projects will include the application of tutorial skills and design theory discussed in class. Students will be evaluated on delivering on deadline, fulfillment of exercise and project goals. If you miss an exercise or project deadline, you can only make it up if you have an excused absence as defined by the Flagler College Catalog.

Quizzes:

Four quizzes are scheduled and will typically consist of multiple-choice, design application and/or short-answer questions. If you miss a quiz, you can only make it up if you have an excused absence as defined by the Flagler College Catalog.

Homework:

Homework will consist of assigned exercises and projects.

Methods of Instruction:

Lecture and tutorial demonstration are the primary means of instructing students in this course. Graphic Design theory and principles will also be covered. Students are encouraged to be active classroom participants. The online Canvas site will be used to distribute course content and information.

Grading Standards:

Point System Summary:

- 6 Exercises x 2 final grade points each = 12% of final grade
- 6 Projects x 4 final grade points each = 24% of final grade
- 4 Quizzes x 11 final grade points each = 44% of final grade
- 1 Final Project = 20% of final grade

At the end of the semester, the final grade will be determined by calculating the percentage of acquired points vs. total possible points. For example: 950 acquired points out of 1,000 total points = 95% A.

Grading Scale:

	A 100 – 93	A- 92 – 90
B+ 89 – 87	B 86 – 83	B- 82 – 80
C+ 79 – 77	C 76 – 73	C- 72 – 70
D+ 69 – 67	D 66 – 60	F 59 – 0

Grades will be rounded. For example, if you receive 865/1000 points (86.5%), then your grade will be rounded up to a B+. If you receive 864/1000 points (86.4%), then you will receive a B.

Class Attendance Policy:

A student who has unexcused absences totaling more than 20% of the scheduled class meetings (or 5 absences) for the academic semester will not receive credit for the course. You must actively participate in class to receive credit for attendance. Students must request all excused absences through the Office of the Associate Dean of Academic Affairs or through the College Nurse and must provide appropriate documentation to obtain an excused absence. *Arriving more than 10 minutes late counts as an absence.*

Late Work Policy:

Missing an *exercise* or *task* deadline due to an **unexcused** absence will result in a zero since in-class discussions are an important part of these assignments (i.e. if you miss an exercise or task deadline due to an **unexcused** absence, it may not be “made up” at a later date). If you miss a *project* deadline due to an **unexcused** absence, the grade will be zero. **Work is due at the start of class.** Late is defined as turned in after the beginning of class and will not be accepted after the beginning of class.

Any missed deadlines due to an **excused** absence may be made up by the class meeting after the absence with no penalty; after that day has passed, there will be a 10% deduction from the overall project grade for every day that the assignment is late. You must provide documentation from the Dean’s office or Nurse for an absence to be excused.

Any questions regarding project evaluation and problems with meeting project deadlines will be handled on a one-to-one basis with the instructor. The instructor reserves the right to make changes in this syllabus with clear and timely communication to the students.

Saving Work:

It is the student’s responsibility to properly save and backup all work. Multiple copies should be saved and verified prior to leaving the studio. The teacher is in no way responsible for the work saved on the hard drives, nor is he/she bound to give an extension on work improperly saved. The hard drives will get purged regularly. Loss, theft, computer failure, etc. are not acceptable excuses **Back up all of your work**

Statement on Disabilities:

Flagler College offers special academic accommodations to students with documented disabilities. Services include alternative test administration and/or services of interpreters, note-takers and readers. In

order to receive special academic accommodations, a student must register with the Office of Services for Students with Disabilities (OSSD) located on the 2nd floor of Proctor Library and provide the required documentation of disability. Contact Lynn Francisco at 904-819-6460 or efrancisco@flagler.edu.

Academic Honesty:

Plagiarism includes taking all or part of another person's words, ideas, or artwork and presenting it as your own or not properly citing/referencing. In case of imagery, students are expected to create their own without borrowing parts and/or concepts from other images. Use of original work that was previously written for another course and then re-submitted for a new course is not plagiarism, but it is fraudulent and will be treated in the same manner as plagiarism. Cheating, plagiarism, complicity in dishonest behavior, or other falsification of academic work is a serious breach of College expectations and is

subject to immediate disciplinary action. **On the first offense in this class, a student will receive a 0 on the assignment. A second offense will result in an F in the course.** Any further infraction on the part of the student may result in termination from Flagler College. Students who are academically terminated must submit a written letter of appeal to the Dean of Academic Affairs should they wish to return to Flagler College. All relevant materials associated with the infraction are placed in the student's academic file. Students can get clarification directly from the Associate Dean of Academic Affairs.

Changes to the Syllabus:

Changes to the syllabus are at the discretion of the instructor and it is the student's responsibility to stay informed of these changes. Any changes will be posted on Canvas and announced in class.

Art Building Procedures and Maintenance - All Studios:

The Art Building is a shared creative space that needs to be respected and maintained. To keep the studios in working order and to ensure that all students have pleasant and safe working conditions and access to the time, space, and materials they need, the following guidelines must be observed.

- Before leaving the classroom, students must clean their immediate work area. This includes removing trash and putting away supplies. (For example: paint, ink, charcoal, etc. must be wiped from surfaces, spills attended to immediately, marking tape removed from floor, etc.)
- Students may not install artwork in public areas without the permission and knowledge of instructor.
- Approved installations must be removed by arranged deadlines with floor and walls returned to their original condition.
- Used knife and razor blades must be properly wrapped in cardboard and tape before they may be disposed of.
- Oil paint and solvent may only be used in Studio 4.
- Other toxic materials such as spray paint, varnish, resin, and wood stain may be used if kept on the protective mat in the outdoor sculpture garden area.
- The use of spray mount is not permitted in any area, indoors or out.
- Some courses have specific maintenance and disposal requirements for materials used and students must follow those additional guidelines provided by the course's instructor.
- Photographic and printing equipment are the property of the school and may not be removed from the printing and photo shoot areas. A certain number of light kits and cameras are available for check-out. See your instructor for assistance and return the property in original condition.
- Any defacement or removal of school property, including but not limited to intentional marking of walls or tables, or misuse of still life objects, skeletons, mirrors, mat cutters, computer mice and keyboards, and binding machines will be considered vandalism.

Students must comply with standards for studio maintenance. Those who abuse these standards will face the appropriate penalties which could include grade deductions and/or referral to Academic or Student Affairs.

Art Department Health and Safety:

- The wood shop may not be used without training from the wood shop supervisor, Russell Maycumber. All machines and tools must be used under his supervision. The wood shop is located inside Studio

3. Russell's hours and contact information are posted on the wood shop doors.
- Students who mix paint, solvents or work with wire are advised to wear safety glasses. If you do not wish to purchase them, the art department has safety glasses available for you in the Wood Shop (located on the first floor, inside Studio 3). If you cannot locate the safety glasses, ask the wood shop manager or your instructor.
 - If you decide to use a material/product/process that does not appear on the materials list for this class, you must speak with the instructor. The instructor can inform you of any hazardous/safety issues that are associated with the chosen material.
 - Practice safety with X-acto and utility knives. Always position your body to the opposite side of the hand you cut with. Practice proper Disposal of X-acto or utility blades. **DO NOT THROW BLADES IN TRASH.** Even if the blade is dull, it can still slice through the trash bag and cut someone. Attach blade to a scrap piece of foam core, or paper, and generously wrap with mask tape. Once you are assured that no sharp area of the blade is exposed, throw in trash.
 - Students may not install artwork in public areas without the permission and knowledge of instructor. Artwork is not permitted to hang or be placed in areas of the art building that block handicap access to elevator or classrooms. In addition, artwork should not be hung in areas that permit people to walk under the object and no artwork can be installed in the elevator ceiling panels.

Printing Fees

Color prints are 50 cents. B/W prints are 10 cents. Flagler College provides every student \$50 worth of prints per semester. Additional prints can be purchased through the Business Office or online. Go to <https://print.flagler.edu/> to check your balance and buy additional prints. Printing is available for both Windows and Macintosh systems; however, you must visit the Technologies Services department, on the third floor of the Proctor Library, to have Macintosh printing activated. It is important that you check your print balance on a regular basis.

Course Schedule:

Weeks 1-5: Vector Art

- Adobe Illustrator
- Exercises 1–3
- Projects 1–3
- Quizzes 1 & 2

Weeks 6-9: Raster Art

- Adobe Photoshop
- Exercises 4–6
- Projects 4–5
- Quiz 3

Weeks 10-14: Composition

- Adobe InDesign
- Project 6
- Quiz 4

Weeks 15-16: Final Project

- Final Project Book
- Final Presentation