

Syllabus for UWXAR104

Introduction to Graphic Design and Digital Art

NOTE: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

In UWXAR104, students are introduced to image/content creation, manipulation, editing, and management through the Adobe Suite of programs. Students will learn proper file management and workflow techniques, along with proper digital documentation and presentation of works. Students will also employ digital terminology across a wide range of disciplines and practices, including but not limited to Graphic Design, Marketing, Advertising, and Video Game Design. Students will also recognize the cultural implications of digital creation, appropriation, and distribution. By the end of the course, students will have built a solid foundation of digital knowledge and skills that will benefit them as visual creators and communicators.

This course will follow a workshop format. Each project will begin with an overview of new skill sets in Adobe Bridge, Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. The students will employ these skill sets in new projects, which are designed in an iterative format that encourages students to fold in new techniques and workflows together. Each iteration of a project will be punctuated with an in-process critique that will provide critical feedback for students.

Prerequisite(s)

None

Course Outcomes

Upon completing this course, you will be able to do the following:

- Invent within the parameters of the assigned problem using the appropriate digital tools and techniques
- Compose with an understanding of visual language, its elements, and principles, and how content is communicated through form.
- Command a vocabulary that includes terminology related to the Adobe Suite
- Incorporate directed research and content into creative work
- Use and evaluate digital techniques to explore color and composition with an understanding of organizational properties and expressive possibilities

- Apply digital media concepts, processes, and techniques to develop a formal range of skills
- Effectively communicate visual ideas using appropriate terminology in discussion, critical analysis, and critiques

Course Requirements/Components

| Topic | Activities |
|---------------------------------|--|
| Project #1 – Archive | Students will learn the basics of file management in Adobe Bridge, while building an archive of images to use over the course of the semester. |
| Project #2 - Myth | Students will learn how to edit and adjust images in Adobe Photoshop. |
| Project #3 - Remix | Students will learn how to use layer masks to isolate content, in addition to blending, filtering, effecting, and transforming images and text. |
| Project #4 – Remediation | Students will learn how to remediate images in Adobe Illustrator using two different sets of tools, first the pen tool, then the blob brush. |
| Project #5 – Icon | Students will learn how to use shapes, pathfinder, shape modes, expanding, and the appearance panel to create a cohesive set of icons that relates to a specific narrative |
| Project #6 – Calendar | Students will learn the basics of Adobe InDesign - including graphic frames, text frames, and paragraph styles. |
| Project #7 - Zine | Students will synthesize all previously gained knowledge to create a zine that follows a proposed idea. |

Critique Participation (10%)

Spark Page Updates (10%)

Assignments (65%)

Final Project (15%)

Extra Credit (7%)

Note: This course requires the use of programs within the Adobe Suite. These programs are not compatible with Chrome Books.

Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade:

| Grade | Percentage Range |
|-------|------------------|
| A | 93% - 100% |
| A- | 90% - 92% |
| B+ | 87% - 89% |
| B | 83% - 86% |
| B- | 80% - 82% |
| C+ | 77% - 79% |
| C | 73% - 76% |
| C- | 70% - 72% |
| D+ | 67% - 69% |
| D | 60% - 66% |
| F | 59% and under |