

Eat Your Words

Food and its connection with identity and culture.

Course Description (ADV1162 Raster and Vector)

Students will learn concepts and applied theories of digital media and the two fundamental graphic forms: raster and vector. Basic digital imaging terminology, and techniques will be explored and students will be introduced to digital imaging concepts through software.

FYLC

Students will use their writing projects from English to explore concepts of visual literacy and visual storytelling. Using the theme of food and culture, students will explore the creative process and principles of design. Ultimately students will be encouraged to discover new relationships between typographic form, space, and structure with the content from their own writing projects.

Assignment

Students will be asked to design a promotional poster for a New York farmer's market. The poster should inform New Yorkers as to the benefits of access to these markets.

Over the course of several weeks the project will be broken down into the following series of research and development stages that will eventually lead into the final piece.

Requirements

Stage 1: Research Scavenger Hunt

Scavenger Hunt: students will be partnered into groups of four and asked to visit the market that meets on Tuesdays and Thursdays, in front of the courthouse and asked to:

- Come up with ten questions they have about the markets and interview vendors
- Document their visits by taking 10 specified photographs
- Present their research on Openlab

Stage 2: Mood-board A mood-board is a collage of inspiration, reference material and research to help develop their design concept.

Stage 3: Poster development Organization of visual hierarchy with all the required visual elements. Create a few sketches to explore different possibilities for your layout.

Stage 4: Poster design The objectives is to discover new relationships between typographic form, space, and structure; and to understand how effective design creates a more coherent communication space

Proposed Common Student Learning Objectives and Gen Ed Student Learning Outcomes (SLO):

At the core of the learning community is the shared theme of food, place and identity. Projects will ask students to visually interpret and present their written work.

- Students will develop critical literacy and conceptual thinking.
- They will learn through group projects and collaboration.
- They will be asked to participate in peer-assessment and self-evaluation through in-class critiques and writing assignments.

High-Impact Learning

- Students will be working in groups to research the subject matter and to help develop and define a concept.
- They will also experience community based learning by visiting farmer’s markets and interviewing vendors.

Assessment

Assignments will be graded through a rubric that students will receive when the project is introduced.

- Students will be evaluated on aesthetic and conceptual excellence, strong process development, dynamic verbal participation, timeliness, attendance and adherence to a professional level of communication and responsibility.
- Students will be asked to write self-reflection and peer assessment pieces throughout the semester.

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	Evaluation methods and criteria
Define and use terminology, applied concepts, applied theory, and appropriate applications for digital imaging.	The student will demonstrate competency in written exercises and in-class discussions.
Describe the underlying principles and concepts that are essential for managing digital imaging.	The student will demonstrate competency in design, production and presentation of student’s original material.
Identify and determine critical comparisons among various digital imaging methodologies.	The student will demonstrate competency in the use of appropriate & accurate specifications creating both raster and vector graphics in homework and class assignments.
Use of appropriate & accurate specifications creating both raster and vector graphics.	The student will demonstrate competency in appropriate and accurate file naming and storage organization in homework and class assignments.
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.