



ADV 1162

# Raster & Vector Graphics

**Course Overview**

Maximum Credits: 3.0  
Hours per week: 2 lecture, 2 lab hrs

Students will learn concepts and applied theories of digital media and the two fundamental graphic forms: raster and vector digital images and will define and describe similar and contrasting factors in each kind of image. The comparison will also recommend the best practice, specification or standard for using a specific form in a specific application. Basic digital imaging terminology, and techniques including size, resolution, color space and file elements, measurements and file formats. Students are introduced to digital imaging concepts through software such as Adobe Photoshop and Illustrator on the Macintosh operating system. Scanning and digital photography are integrated into lesson plans.

**Prerequisites**

CUNY proficiency in reading, writing and mathematics OR ENG 092R (ESOL 032R), and/or ENG 092W (ESOL 031W), as required.

**Corequisites**

ENG 092R (ESOL 032R), and/or ENG 092W (ESOL 031W), as required.

**Instructor**

S. Libby Clarke  
Email: sclarke@citytech.cuny.edu  
Office Hours (by appointment only): N1126, Monday 4-5pm, Thursday 2:30-3:30pm

**Required Text**

**Class website: <http://openlab.citytech.cuny.edu/clarkeadv1162>**

**Suggested Texts**

Photoshop CS5: Studio Techniques.  
Benn Willmore. Berkley:  
Adobe Press by Peachpit Press.  
ISBN: 0321213521

Illustrator CS5: Studio Techniques.  
Benn Willmore. Berkley:  
Adobe Press by Peachpit Press.  
ISBN: 0321213521

**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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).** Students arriving after the roll is taken will be marked "late."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 latenesses = 1 absence), a student may be asked to withdraw from the class (code W before the College drop deadline) or may be withdrawn from the class (code WU).

**Academic Integrity Standards**

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

**Grading**

Midterm .....	20%
Final .....	30%
Individual and Group Assignments .....	30%
Homework .....	10%
Class participation .....	10%



- Projects given as Homework Assignments are due at the beginning of class and must be placed on the server, or placed in a Flash Drive to be reviewed; otherwise it is consider late.
- There will be no make-ups for those who miss any Classes, the Quizzes, or the Final project.
- ANY MISSED ASSIGNMENTS WILL EARN A ZERO. Assignments received after the deadline will drop a grade at the end of the class. After that time period, any late assignment will earn a zero.
- A final CD portfolio of all projects will be handed in with the final project at the end of the semester.
- Students have the option to revisit earlier projects and revise them based on original comments.
- Make-ups: If a student finds they will not be able to present or hand in a project on the scheduled day, it is their responsibility to notify the instructor PRIOR to the due date and request alternate arrangements.
- Points will be deducted for late assignments and missed critiques.

**Statement** I reserve the right to change the syllabus or grading formula as I see fit, given the composition and progress of the class. I will notify the class as to these changes in writing in a timely fashion.

- Class Policies**
1. No Facebooking or texting during class. If you do, I reserve the right to eject you from class and give you an absences for the day.
  2. Respect your classmates as you would be respected.
  3. You will turn in homework to me via dropbox or email. When you address your email, please write the subject line as follows: **ADV 1162 Fall 12 [Your Name]**
  4. Please use your City Tech email for all school business.

**Labs** You are expected to work on projects, tests and assignments for at least four hours a week outside of class. You will find that these assignments will take a lot more than that for them to be successful. If you don't have a computer with applications at home you will need to utilize the ADGA Labs during the week or on the weekends. Check the ADGA Department Posters to find out exact hours and days for using the 6th Floor Student Lab, the Learning Center lab or the Atrium lab.

**Critiques** Each student will present his/her work for critique using appropriate design vocabulary. The critique is a neutral dialogue. Students will present their work and discuss the strengths and weaknesses, expressing what works and what doesn't work in relation to the assignment guidelines. Peer responses will be given. No personal likes or dislikes are discussed without elaborating the "why" of it. Design-specific terminology should be used at all times.

**Communication** Communication is at the heart of everything you do as a creative professional. Whether you go on to become a designer, illustrator, art director, game designer, or any one of the numerous careers that the ADGA department is preparing you for, your number one goal is to communicate, and to do it visually. To be able to communicate visually you also need to be able to communicate verbally. One of the most important and overlooked skills in our industry is to be able to express yourself clearly so that other people understand what you are saying. With that in mind you should always try to express yourself as clearly as possible in this (and all) of your classes. Think about what it is that you are trying to communicate, and whether that is understood.

Within this class you are expected to communicate with your classmates and with your professor. If you are going to miss a class it is your responsibility to let the professor know. If you are sick and miss a class when an assignment is due you will get a zero unless you contact your professor. If you have a question or are confused about something COMMUNICATE! Ask a question, send an email. Ignorance is not an excuse.

- Essentials for Class**
- FLASH DRIVE: or other portable storage device. This will be used to transfer your work from home and class. Image files can be large, so make sure your flash drive is at least 4gb.
  - VISUAL DIARY: A scrapbook of inspiration, tearsheets, printouts, web pages, ideas, sketches, and thoughts. Sketchbook for taking notes during technical demonstrations, brainstorming sessions, and for sketching ideas for projects. YOU WILL HAVE TO PUT PENCIL TO PAPER AND DRAW.
  - TERMINOLOGY: Print vs Web - CMYK vs RGB - Vector vs Pixel, Color: Bitmap, Grayscale, Color (4-Color Process), proper terms for tools and functions of the programs and techniques will be emphasized. There will be quizzes on proper technique and terminology.
  - SAVE, SAVE, AND SAVE AGAIN: There will be no sympathy for work lost due to not saving properly.
  - BACK UP YOUR WORK: You will lose your flash drive or it will be corrupted. Save your work in at least two places. Cloud-based services like dropbox can work as well as a computer at home.



Week	Lecture Topic and Exercises	Homework Assignment
1	<p><b>August 29</b></p> <p>Introduction: review academic policies, go over syllabus, introduction to Photoshop and Illustrator, talk about the difference between raster and vector.</p> <p>Introduce Project 1.</p> <p>Demo Photoshop and Illustrator</p>	<p><b>Project 1: Autobiography</b></p> <p>Use camera on lab computer to take a self-portrait. You will add a new background, then add some text about yourself and what you hope to get out of the semester.</p>
2	<p><b>September 5</b></p> <p>Illustrator: anchor points, paths, bezier curves. Shape tool, pen tool. Creating icons with vectors.</p> <p>Project 1 due</p> <p>Project 2 assigned: Icons</p>	<p><b>Project 2: Icons</b></p> <p>Using Illustrator, you will create a set of three icons.</p> <ul style="list-style-type: none"> <li>• Pick three things: one animal, one vegetable, one tech object.</li> <li>• Draw the items and reduce them down to essential elements.</li> <li>• Scan your drawing into the computer</li> <li>• Recreate your drawing with Illustrator</li> </ul>
3	<p><b>September 12</b></p> <p>Illustrator: editing paths with direct selection and convert anchor, tracing with the pen tool</p>	<p>Continue working on your icons</p> <p>Prepare for Quiz 1</p>
4	<p><b>September 19: Quiz 1</b></p> <p>Project 2 due. Peer critique of Project 2.</p> <p>Project 3 assigned: Personal Brand</p> <p>Branding discussion: what is branding, how do we do it, how do we control it.</p>	<p><b>Project 3: Personal Brand</b></p> <p>Create a personal brand combining at least two letters and one other item of your choice. You will be using Illustrator.</p> <ul style="list-style-type: none"> <li>• You may either customize an existing font or draw your own letters</li> <li>• Once again, draw your ideas first then recreate the drawing in Illustrator</li> </ul>
<b>September 26: No Class</b>		
5	<p><b>October 3</b></p> <p>How type is different in raster and vector. Customizing your type - a few methods.</p> <p>Type in Photoshop vs type in illustrator.</p>	<p>Continue working on your personal brand</p>
<b>October 10: No Class</b>		
6	<p><b>October 17</b></p> <p>Illustrator: Tracing with pen tool vs Livetrace</p>	<p>Continue working on your personal brand</p>
7	<p><b>October 24: Midterm</b></p> <p>Lab time once exam is finished.</p>	<p>Continue working on your personal brand</p>
8	<p><b>October 31</b></p> <p>Project 3 due. Peer critique of Project 3.</p> <p>Project 4 assigned: Retouching</p> <p>Photoshop: stamp tool, healing brush, selections.</p>	<p><b>Project 4: Photo Collage</b></p> <p>Using Photoshop and Illustrator, you will use 3 disparate images to create a composition that successfully creates a whole different mood altogether.</p> <ul style="list-style-type: none"> <li>• You must use both vector and raster images</li> <li>• You must use some typography</li> </ul>
9	<p><b>November 7: Prof. Clarke out of town</b></p> <p>Project 4 due</p> <p>Project 5 assigned: Poster</p> <p>Photoshop: color and adjustment layers.</p>	<p><b>Project 5: Election Poster</b></p> <p>Using Illustrator and Photoshop, create a poster for someone you wish was running for president.</p> <ul style="list-style-type: none"> <li>• The title must be vector</li> <li>• The background must be raster</li> </ul>
10	<p><b>November 14</b></p> <p>Photoshop: pen tool, creating collages, seamless editing, creative masking.</p>	<p>Continue working on your poster</p> <p>Prepare for Quiz 2</p>
11	<p><b>November 21: Quiz 2</b></p> <p>Color in Photoshop &amp; Illustrator: color pickers, swatches, etc.</p>	<p>Continue working on your poster</p>



Week	Lecture Topic and Exercises	Homework Assignment
12	<b>November 28</b> Project 5 Due. Peer Critique of Project 4. Project 6 assigned: Photo Illustration	<b>Project 6: Superhero!</b> Using Illustrator and Photoshop, create a self-portrait as a superhero. <ul style="list-style-type: none"><li>• Plan a costume</li><li>• Photograph yourself as the hero(ine) with some kind of power.</li><li>• You must also create a logo/icon/title in Illustrator</li></ul>
13	<b>December 5</b> In-Depth discussion of Final Project, demo liquify, some special effects	Continue to work on your superhero self-portrait.
14	<b>December 12</b> Special topics: Lecture TBA. LAB TIME	Prepare for Final Prepare CD of all projects, neatly labelled with student's name
15	<b>December 19: Final</b> Final Project and Final Portfolio due. Peer Critique	