

COMD 1162 | FALL 2023

Raster & Vector Graphics
Wednesday, 2:30-5:50PM
P116
Section D048

Professor Eli Neugeboren

eneugeboren@citytech.cuny.edu

Class Site:

<https://openlab.citytech.cuny.edu/comd1162fall23neugeboren/>

Office Hours:

TBD

Course Overview

In this course students will learn the basic concepts related to raster and vector graphics, the two fundamental digital graphic forms. An emphasis is put on teaching students the difference between the two fundamental digital graphic forms, and learning best uses and practices for each. Topics of discussion include: basic digital imaging terminology, techniques including size, resolution, color space, file elements, measurements, file formats, and scanning software and hardware. Technical differences in designing for print vs. designing for screen are covered. Students are introduced to digital imaging concepts through software such as Adobe Photoshop and Illustrator on the Macintosh operating system. Class projects require students to explore the meaning of communication through design and how it correlates with client satisfaction and target audience. Students will become proficient with both raster and vector applications.

3 Credits, 4 Hours (2 lecture, 2 lab) Co-requisites: ENG 0920W, ENG 0920R or CUNY certification in reading, writing and mathematics

Attendance Policy

Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade.

Academic Integrity

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.

In-Class Structure/ Timeline

- Place homework on the class server folder
- Discuss news or interesting "show and tell" type stuff from students
- Go over new in-class lesson, demo
- Give new assignment & homework (work in-class if time permits)
- Meet with students individually or in groups to review work and offer feedback

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Grading System

- MidTerm 20%
- Final 30%
- Individual and group assignments 30%
- Homework and In-Class Productivity & Participation 20%
- 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 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.

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 COMD Labs during the week or on the weekends. Check the COMD 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 your 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.



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Essentials For Class

- FLASH DRIVE/CLOUD 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/SKETCHBOOK: 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.

Suggested Texts

- Adobe Photoshop CC Classroom in a Book, by the Adobe Creative Team.
- Adobe Illustrator CC Classroom in a Book, by the Adobe Creative Team.

Additional Recommended Texts

Pocket Pal: The Handy Book of Graphic Arts Production, 20th edition, by International Paper
Real World Photoshop, latest edition, Deke McClelland, Peachpit Press
Adobe Classroom in a Book series: Illustrator and Photoshop, latest edition, Adobe Staff, Adobe Press
Desktop Publishers Survival Kit, latest edition, David Blatner, Peachpit Press
Color Bytes, Blending the Art and Science of Color, latest edition, Jean Bourges., Chromatic Press
Visual Quickstart Guides: Photoshop, Illustrator, latest edition, Peachpit Press
The Designer's Desktop Manual, latest edition, Jason Simmons, How Books
The Elements of Typographic Style, Robert Bringhurst, H&M Publishers
Thinking With Type, Ellen Lupton, Princeton Architectural Press
Vector Basic Training, Von Glitschka, New Riders
Ready to Print: Handbook for Media Designers, Kristina Nickel, Die Gestalten Verlag

ASSIGNMENTS

1. Simple Character | Illustrator

2. Self-Portrait (in-class) | Illustrator

Turn a picture of yourself into a vector portrait

2. Icons | Illustrator

Create vector icons from everyday items

3. Brand (Midterm) | Illustrator

Create a brand and logo to represent yourself

4. Basic Retouching | Photoshop

Change several elements in a photograph

5. Digital Coloring | Photoshop

Create a poster using digital compositing

6. Mapmaking (Final) | Photoshop

Create a self-portrait as your alter-ego



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Projected Schedule

Aug 29 | Week 1

Introduction: review academic policies, go over syllabus, introduction to Photoshop and Illustrator, talk about the difference between raster and vector. Introduce Project 1.

Sep 6 | Week 2

Illustrator: anchor points, paths, bezier curves. Shape tool, pen tool. Creating icons with vectors.

Project 1 due

Project 2 assigned: Icons

Sep 13 | Week 3

Illustrator: editing paths with direct selection and convert anchor, tracing with the pen tool.

Sep 20 | Week 4

Project 2 due. Peer critique of Project 2.

Project 3 assigned: Brand Exploration

Branding discussion: what is branding, how do we do it, how do we control the message.

Sep 27 | Week 5

Project 3 due. Peer critique of Project 3.

Project 4 assigned: Personal Brand

How type is different in raster and vector. Customizing your type - a few methods.

Type in Photoshop vs type in illustrator.

Oct 4 | Week 6

Illustrator: Tracing with pen tool vs Livetrace

Oct 11 | Week 7

Project 4 due. Peer critique of Project 3.

Project 5 assigned: Retouching

Photoshop: stamp tool, healing brush, selections.

Oct 18 | Week 8

Midterm Exam

Lab time once exam is finished.

Oct 25 | Week 9

Project 4 due

Project 6 assigned: Poster

Photoshop: color and adjustment layers.

Nov 1 | Week 10

Photoshop: pen tool, creating collages, seamless editing, creative masking.

Nov 8 | Week 11

Color in Photoshop & Illustrator: color pickers, swatches, etc.

Nov 15 | Week 12

Project 5 Due. Peer Critique of Project 4.

Project 6 assigned: Photo Illustration

Nov 22 | NO CLASS

Nov 29 | Week 13

In-Depth discussion of Final Project, demo liquify, some special effects

Dec 6 | Week 14

Special topics: Lecture TBA. LAB TIME

Dec 13 | NO CLASS - Reading Day

Dec 20 | Week 15

Final Project and Final Portfolio due. Peer Critique

*This is a flexible schedule and is subject to change. I will give you as much advance notice as I can about any changes that will occur. There will be a class trip or a guest speaker.

