



New York City College of Technology
 GRA 1111 • Section D308 Syllabus • Spring 2014
 Tuesdays: 11:30 - 2:00 PM • Room G204
 Professor Tanya Goetz, Phone: 718-260-5823 • Office: G205
 Office hours: Tuesdays 4:00 to 6:00 PM
 E-mail: tgoetz@citytech.cuny.edu

GRA1111/Graphic Communications Workshop: Course Overview & Objectives

This course introduces students to core concepts in the graphic communications field including typography, color theory, design and production terminology, reproduction processes, file formats and substrates. During the semester, students will complete three pages of their own ePortfolio web site. Lectures will provide students with a historical perspective of the graphic communications field as well as discussing current practices and future trends. This course will enable students to:

- explain the impact of printing on the western world and express an understanding of how changes in technology, such as the development of the internet, alter society and influence design
- Describe different types of printing technologies and digital file formats used in the industry
- demonstrate knowledge of the terminology of professional typography and apply that knowledge in developing their design concepts
- hone research skills by using the library's electronic databases to find articles & information related to the industry
- understand the basic principles of Color Theory and image reproduction
- encourage articulate and meaningful presentation and discussion skills
- understand the production stages of a project: pre-production, production and post-production
- gain an awareness of the graphic arts field and the design world by exploring industry, museum and association web sites, reviewing books as well as periodicals, and by attending two field trips

Required Texts and Materials:

The required text for this class is *Digital Media Primer* by Yue-Ling Wong, 2nd edition. (Pearson Education, 2012). We will also be rereviewing select images and text from classic children's books such as Lewis Carroll's *Alice in Wonderland*. The electronic version of *Alice in Wonderland* is available free at Project Gutenberg http://www.gutenberg.org/wiki/Main_Page. I will also be assigning readings from industry periodicals, web sites, blogs and other sources.

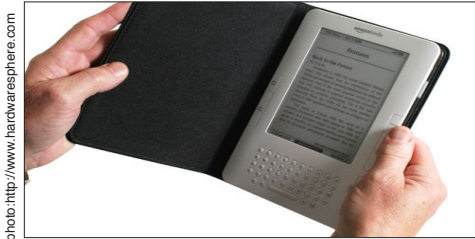
All students are required to have a flash drive, a ruler and a graphic arts loupe.

Grade Allocation:	20% Quizzes	15% Classroom Participation
	25% OpenLab ePortfolio Site	25% Final Exam
	15% Homework	

- Homework must be handed in on the date posted on Blackboard. Late homework will adversely affect your grade.
- Homework should be typed, not hand-written, and be submitted with the following information at the top of each page: First Initial/Last Name//Section #/Assignment. **Digital Files submitted should follow this naming convention.**
- After the 2nd week of class, writing assignments should be submitted electronically in PDF or .rtf format. The Visual Quotation project must be submitted in PDF. Rubrics for the eportfolio project and for other assignments will be distributed during our first class. **Be sure to backup all homework files.**
- In addition to contributing to class discussions, students must comment on items posted on our class's openlab site.

Attendance (College) and Department Policies:

- Attendance will be taken at the beginning of each class. Students arriving after the roll is taken will be marked late. Two late arrivals equal one absence per our department's policy.
- Only two absences are allowed as stated in the Student Handbook on page 13. After two absences, a student may be withdrawn because of unsatisfactory attendance (WU). If you miss a class, or know you will be missing a class, you should email me as soon as possible.
- NO Cell phones and NO electronic devices may be used in class.



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Academic Integrity Standards:

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property show 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. Please refer to the college's Student Handbook, pages 77-80. You can also refer to the CUNY Academic Integrity Standards Policy at <http://www.citytech.cuny.edu/aboutus/collegePolicies.shtml> for more information.

Navigating our Blackboard Classroom:

Students are required to use Blackboard throughout the semester. Every student must maintain an e-mail link to the online Blackboard application. We will be using Blackboard during class to access presentations, web sites and other resources. All homework assignments will also be posted on our class's site and quizzes/exams will be taken on Blackboard. If you are not familiar with Blackboard, you should attend one of the workshops offered at the college. **It is your responsibility to regularly check the announcements and review materials posted in Blackboard between class meetings.**

Course Outline (Topics subject to change)

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| <ol style="list-style-type: none"> 1. 01/28: Orientation/The Message & the Mediums: Gutenberg to Google Part I: Focus is on the relationship between emerging technologies, design and society 2. 02/04: Gutenberg to Google Part II: Desktop Publishing & beyond 3. 02/11: What's in a Letter? Intro to Typography/ Professional terminology & Classifications 4. 02/18: Field Trip: New York Public Library Exhibit "The ABC of It" 5. 02/25: The Blank Page/Substrates & Sustainability 6. 03/04: Design Principles & Digital Imaging 7. 03/11: Is An Apple Really Red?: Color Theory Basics & Color Spaces Demystified 8. 03/18: Color Management 9. 03/25 Digital Prepress & Asset Management 10. 04/01: Conventional Printing Processes: Offset, Gravure, Screen Printing and Flexography | <ol style="list-style-type: none"> 11. 04/08: Digital Printing and 3D Printing 04/14-4/22: No classes scheduled/Spring Break 12. 04/29: HTML & XHTML & HTML5/ OpenLab Site Due 13. 05/06: Digital Video & Interactive Design 14. 05/13: Distribution/Final Exam Review 15. 05/20: Final Exam <p>The required textbook for this class is <i>Digital Media Primer</i>, Pearson Education, @ 2012). It is available for rent on Amazon and also at the following website at http://www.mypearsonstore.com/bookstore/digital-media-primer-9780132893503?xid=PSED. As mentioned on the previous page, there will also be reading assignments from industry sources, associations and design publications. Please be sure to activate your library account on your student ID card as we will be doing research using your library's databases. Readings will be assigned weekly on our Blackboard site. This class is a writing intensive class so there will be regular writing assignments that will need to be uploaded to Blackboard or your Citytech's OpenLab site. If you have any questions, please email me at tgoetz@citytech.cuny.edu.</p> |
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