

# COMD 1162 – RASTER & VECTOR GRAPHICS

SYLLABUS

Fall 2018

## INFORMATION

**LOCATION:** Pearl 124

**CLASS:** Tuesdays 6:00–9:20PM

**OFFICE HOURS:** By appointment

**INSTRUCTOR:** Jeremy Davis Smith

**CITY TECH EMAIL:** jdsmith@citytech.cuny.edu

**OTHER EMAIL:** jdsdsgn@gmail.com

---

### COURSE DESCRIPTION

Your learning and preparation through projects designed to teach specific skills will integrate into a more comprehensive design process. You will be introduced to approaches to solving communications problems of diverse character and increasingly practical application. A clear process for working within technical and time constraints will be emphasized. Work in this course will contribute to your professional portfolio and prepare you for a successful apprenticeship.

### MATERIALS:

- Sketch book
- File saving method (external HD, dropbox, etc.)
- Access to design tools (scanner, camera, printer, computer, Adobe suite)

### STUDENT EXPECTATIONS

Students are expected to participate in class discussions, produce work inside and outside the studio, push themselves to learn new tools and improve skills, and develop a body of work that is personal to them.

### 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.

### PROFESSIONALISM

I'm expecting a high level of professionalism from everyone in class. This includes showing up every class, and on time, but also email etiquette, describing your work, and submitting work that meets the brief.

### 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

# COMD 1162 - RASTER & VECTOR GRAPHICS

SYLLABUS

Fall 2018

---

## GRADING

- 30%** Individual & Group Assignments
- 20%** Homework / In-Class Participation
- 20%** Midterm
- 30%** Final

- 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.

# COMD 1162 - RASTER & VECTOR GRAPHICS

---

SYLLABUS

Fall 2018

## 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 8gb.
- 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 (4Color 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 TEXTS

- Real World Photoshop, latest edition, Deke McClelland, Peachpit Press
- Color Bytes, Blending the Art and Science of Color, latest edition, Jean Bourges., Chromatic 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