

Fall 2006 Calendar for Communication Graphics 3303

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Catalog course description: COMM 3303. COMMUNICATION GRAPHICS History, current practice, principles and trends in typography, imaging, pre-press and production, sheet finishing, bindery, paper and ink, logo design, advertising layout, publication design, and computer layout, design, and publishing.

ALL EXAMS ARE PROVIDED ELECTRONICALLY TO CONSERVE PAPER. BRING SCANTRON AND PENCILS FOR QUIZZES AND TESTS.

WK	DATE	Class Topic	Learning Outcomes	catalog description	Assignment to start on class day listed, some due on same day, most due start of next class	Due today!
1	Aug 28 & 30	Orientation "Welcome to a day in the life of a graphic artist"	Learn class objectives and goals. Learn Mac server network navigation learn how to download & save all handouts. Learn how to save a document on Mac server		Download all handouts. Read Top 10 Ad Styles handout. Find one ad for each style listed. Find 2 ad styles that are new style types, such as "split screen"	Monday class will have access to additional learning tools for this assignment.
2	Sept 4 & 6	Monday Holiday-Labor Day. Top 10 Ad Styles and new styles	Learn the most popular advertising design styles in use and how to use them for your own starter designs.	trends in advertising layout	Bring several magazines to class that you can tear the pages out. Pick one you normally read, get one you would probably never read. Find one ad for each style listed on handout. In-class review of ad style selections, find new ones if your choice does not meet the requirements. Top 10 layout style samples put in sheet protectors, & correctly identified	Monday class will have access to additional learning tools for this assignment.
3 Quiz 1	Sept 11 & 13	<u>Quiz: ad layouts</u> Typography Basics Quark XPress or InDesign page layout programs	Learn terminology of typography from ancient writing to computers. Learn what fonts you have on your machine, sort them into style categories.	principles and trends in typography	Create font sampler sheet categorizing the fonts you have on your computer. This is for your portfolio. Learn how to save documents as PDF so you can open and print at home.	Cover Page, Font Sampler and 10 magazine ads in mini portfolio
4	Sept 18 & 20	Beginning Page Layout on computer Portfolio Project: Select your client product	Learn the tools and basics of working with Quark or InDesign to create documents, utilizing layout styles and typography	pre-press and production, computer layout	Start 10 rough layouts in Quark, using ad styles you selected as the starting point of your design. Save in your Graphics folder, one of these layouts will be used in another assignments. Index card survey due at end of class.	Index card survey

5 Quiz 2	Sept 25 & 27	Quiz: typography Intermediate Page Layout on computer select product for Portfolio Project	Learn more typographic techniques, style sheet creation & useage for multipage documents. Learn how to import images, creating multi page documents.	pre-press and production, computer layout	Select product for Portfolio project. Brainstorms for name ideas and product design. Rough color pencil sketches of product name/logo ideas due next class. Ideas will be presented in class. Rough sketches of product package should be started. Collect packaging samples.	Thumbnail print showing all 10 layouts from Quark printed at end of class
6	Oct 2 & 4	Color models and printing methods bring color pencils & sketch pads	Learn why monitors, desktop color printers and printing presses all use different color models. Learn about current printing press machinery & how it affects design choices Identify what ink & printing method produced your packaging samples.	production, sheet finishing, bindery, paper and ink	1. Small group "Show and Tell" about your product logo ideas. Be ready to revise & improve your initial designs. Comp color sketches due after midterm. 2. Bring several empty product packages to class, along with magnifying glass.	rough color pencil sketches of product name/logo Package samples
7 TEST	Oct 9 & 11	MIDTERM EXAM 100 questions, bring Scantron & pencil	Find out what you really learned & remembered! This test will cover: ad styles, vocabulary terms, typography, basic computer layout, color ink & printing presses.		Before next class: download the Adobe Illustrator DEMO at home. You will have 30 days before it self destructs. Work on color comps of logo and start basic sketches for packaging.	just the test this week
8	Oct 16 & 18	vector graphics Adobe Illustrator basics	Vector graphic PostScript® language. Overview of all Illustrator tools and basic commands. Create basic graphics using simple shapes. More typography! Scan your logo sketches and use as trace template for vector drawing	logo design, pre-press and production, computer layout	Logo Comp will be scanned and placed in Illustrator to trace & create vector image.	Comp color logo due.
9	Oct 23 & 25	vector graphics Adobe Illustrator intermediate	More cool techniques in Illustrator that you can use to complete your Logo drawing.	logo design, pre-press and production, computer layout	Work on completing logo. Before next class: download the Adobe Photoshop DEMO at home. You will have 30 days before it self destructs.	bw print of initial logo drawing
10 Quiz 3	Oct 30 & Nov 1	Quiz over Adobe Illustrator Intro to Pixel graphics Adobe Photoshop Basics	Quiz, then Photoshop intro. Learn the differences between .bmp, .gif, .jpg, .tiff, RGB and CMYK. Basic intro to photo retouching, color corrections, simple Fx filters.	imaging	Friday Nov 3 last day to drop class with W. Saturday Jam Session: Nov 4, from 10am to 10pm: more time to get help and work on your package projects.	

11	Nov 6 & 8	Pixel graphics Adobe Photoshop Intermediate	Learn how to create clipping paths, and what effect they have in other programs like Illustrator and Quark. Learn about Layering, composite images, image resolution conversions, RGB to CMYK conversion and more.	imaging	select the images you will use on final package, create single composite image. Convert to CMYK for final packaging Start sketches for Texas Monthly ad based on one of the 10 layout styles	composite image print
12 Quiz 4	Nov 13 & 15	Quiz over Photoshop Bring it all together: using multiple applications to create a single project	Learn how to import images into page layout program to create <i>Texas Monthly</i> magazine advertisement for your product.	pre-press and production, computer layout	Based on layout sketches, Create ad to meet printer specifications. See handout for complete details on advertising requirements for <i>Texas Monthly</i> .	Layout sketches to build <i>Texas Monthly</i> ad. BW Print due at end of class.
13	Nov 20 & 22 Thanks giving eve	work on projects	finalize packaging and advertisement for color printing	pre-press and production, computer layout	Printers will be on max overload this week. If you have not printed by now, do not be surprised if there is a very long wait or technical difficulties. It happens EVERY semester!	
14	Nov 27 & 29	Final Projects Portfolio due Wednesday 9pm	Final opportunity to complete projects & print	pre-press and production, computer layout		Final Projects Portfolio due Wed. 9pm
15	Dec 4 & 6	Review for final exam "dead week"	Review for final exam: 100 questions multiple choice, PLUS essay questions AND product sample print/color identification			
16	Dec 11 & 13	Final Exam on your class night	Exam times are 8pm* till 10:45pm, or 3 hours time limit, and should be in our usual classroom. See official UTA website for scheduled times		Bring Scantron & pencils	That's all folks!

Portfolio project pages in this order:

Page	Content	Point Value
1	Cover Page	10
2	Typography sampler page-bw	10
3	10 layout magazine samples	10
4	10 layout thumbnails page-bw	10
5	Logo color pencil comp	10
6	Vector Logo from Illustrator-color	30
7	Photoshop composite image-color	15
8	<i>Texas Monthly</i> advertisement-color	30
9	product package color pencil comp	15
10	product package (label or box)-color	50
11	extra credit	10
	total portfolio value	200

Testing Values:

Quiz 1	100
Quiz 2	100
Midterm	200
Quiz 3	100
Quiz 4	100
Final Exam	200
portfolio	200

total points 1,000