

## **ADPR 5990 • Advanced Graphics • Fall 2009**

Dr. Betty Jones, Instructor

Office: Grady 221

Office Hours: Tuesday, 1:00-3:00

Phone: 706-542-5046 (Home); 706-340-3930 (Cell)

E-mail: [betjones@grady.uga.edu](mailto:betjones@grady.uga.edu); [bettykw.jones@gmail.com](mailto:bettykw.jones@gmail.com)

### **Class Meeting Times**

Monday: 9:05-10:55; Wednesday: 9:05-11:00 (open lab time available in the Graphics Lab on Monday from 2:30-5:00 and Friday from 9:00-Noon or in the MLC during schedule open lab hours)

### **University Honor Code and Academic Honesty Policy**

- All academic work must meet the standards contained in “A Culture of Honesty.” See [www.uga.edu/ovpi/academic\\_honesty/sect05.htm](http://www.uga.edu/ovpi/academic_honesty/sect05.htm).
- Each project must be original. A replica of any work already in print is NOT acceptable and will constitute a failure of the course.

### **Students with Disabilities**

Any student with a documented disability needing academic adjustments is requested to speak with the Disability Resource Center and the professor before the end of the first week of class. All discussions will remain confidential. This publication/material is available in alternative formats upon request. Please contact the Disability Resource Center. More information about the University’s policy and procedures can be found at <http://www.dissvcs.uga.edu>.

### **Texts\***

*Adobe Photoshop CS2 Classroom in a Book (CD Rom included)—need by October 14.*

*Adobe Illustrator CS2 Classroom in a Book (CD Rom included)—need by August 19.*

ADPR 3520 Course Packet

\*If you own a higher version of the software, purchase books suitable to your computer.

### **Study Objectives**

- To gain more advanced skills in Photoshop by completing projects with a greater level of difficulty than achieved in ADPR 3520.
- To become proficient in Illustrator.
- To complete projects in both software programs that reflect principles of design and typography and color theory learned in ADPR 3520.
- To communicate with printers to get the best deal for your client.

### **Projects**

- Finish the **Illustrator** tutorial; then complete the following projects:
  - **Three logos** for an assigned client (Baptist Heritage Council, D.C. Dawgs, ADPR, Grady Society or WNEG). You will be working in teams; however each student must submit his/her own logos. Each logo should be no more than 5” X 5.”
  - **Five greeting cards** 8 ½” X 5 ½” (family member birthday; any holiday; anniversary; get well; graduation announcement)
- Finish the **Photoshop** tutorial; then complete the following projects:
  - An **Advertising Campaign** for a fictional product including:
    - One ¾ page ad** (28 picas X 54 picas)
    - Two full page ads** (8 ½” X 11”)
    - One double page ad** (17” X 11”)
    - One billboard** (8 ½” X 4”)

## Instructor's Expectations

- **Complete the software tutorials by assigned deadlines.**
- You may use stock art from the lab. If you use Web images, they cannot be less than 100 dpi.
- **You must write ALL your own copy.** All copy must be written AP Style and must be grammatically correct. You will receive one letter grade lower than earned on any project that contains a style/grammatical/punctuation error or typo.

## Grades

- Your final grade will be determined by the following:
  - Originality, creativity of projects (**each project will be worth 100 points**)
  - Level of difficulty achieved with the software
  - Evidence of design and typography principles and color theory learned in ADPR 3520
  - Clean copy, well written in AP style, edited (free of typos and style errors)
  - Your **Class Presentation** (100 pts.)
  - **Peer Critique** during class presentation (100 pts.)
  - **Total Portfolio** (100 pts.)
  - **Attendance** (100 pts.)
  - All totals will be added together for your final percentage.
  - *All grades are final; I do not negotiate grades.*

## Attendance/Participation

- Class attendance—you will receive **100 points for attendance**; you will be given three excused absences (which means I will not deduct points from your total points if I hear from you before class, either by e-mail or phone call). If I don't hear from you before class, 10 points per absence will be subtracted from your attendance total. After the three excused absences, any absence will be considered unexcused and you will lose 10 points per absence, no matter what the excuse. While this class will have a more relaxed atmosphere, you are expected to be at your computer on time each morning. Consistent tardiness will mean one absence.
- Class Etiquette
  - Mute your cell phones, please.
  - You may listen to music via headphones during lab.
  - Please do not download fonts or change any settings on the computers.
  - If you send something to the printer, don't shut down your computer or leave the lab until it prints.
  - Always back up your work on a flash drive.

## Supplies

- Rulers and proportion wheels will be available in the lab for your use.
- There is an AP Style book in the lab; please do not remove it from the lab.
- You will need to purchase card stock and envelopes for your greeting cards.
- You will need a new CD for downloading your final portfolio.

## Class Schedule (subject to change)

Monday, August 17	Course Introduction
Wednesday, August 19	<b>Lab:</b> Begin Illustrator Tutorials
Monday, August 24	Logo Team Meeting
Wednesday, August 26	<b>Lab:</b> Continue Illustrator Tutorials
Monday, August 31	<b>Lecture:</b> Logos

Wednesday, September 2:      **Lab:** Finish Illustrator Tutorials  
 Monday, September 7           **No Class:** Labor Day  
 Wednesday, September 9:      **Logo Sketches Due**  
   **Lab:** Begin working on Logos  
 Monday, September 14:       **Guest Speaker:** Career in Graphics Arts  
 Wednesday, September 16:    **Lab:** Continue working on Logos  
 Monday, September 21:       Team Meeting to decide on three logos to send to client  
 Wednesday, September 23:    **Lab:** Present logos to class  
   Begin sketches of Greeting Cards  
 Monday, September 28:       **Lab:** Begin working on Greeting Cards  
 Wednesday, September 30:    **Lab:** Continue working on Greeting Cards  
 Monday, October 5:           **Lab:** Continue working on Greeting Cards  
 Wednesday, October 7:        **All Greeting Cards should be printed and turned in by the end of lab.**  
 Monday, October 12:          Guest Speaker: Career in Graphic Arts  
 Wednesday, October 14:      **Lecture:** Advertising Design  
   **Lab:** Begin Photoshop Tutorial  
 Monday, October 19:         **Proposal for Ad Campaign Due**  
   **Lab:** Continue working on Photoshop Tutorial  
 Wednesday, October 21:      **Lab:** Complete Photoshop Tutorial  
 Monday, October 26:         **All Ad Campaign Sketches due**  
   **Lab:** Continue Photoshop Tutorial  
 Wednesday, October 28:      **Lab:** Begin Ads in Photoshop  
 Monday, November 2:         **Lab:** Continue working on Ads  
 Wednesday, November 4:     **Lab:** Continue working on Ads  
 Monday, November 9:         **Lab:** Continue working on Ads  
 Wednesday, November 11:    **Lab:** Continue working on Ads  
 Monday, November 16:        **Lab:** Continue working on Ads  
 Wednesday, November 18:    **All Ads should be finished and printed by the end of lab.**  
 Monday, November 23:        **No Class:** Thanksgiving Break

Wednesday, November 25:     **No Class:** Thanksgiving Break

Monday, November 30:        Guest Speaker: Printer

Wednesday, December 2:     Portfolio Presentations

Monday, December 7:         Portfolio Presentations  
CD will be turned in at the end of class.  
Complete online course evaluation (**eval.franklin.uga.edu**)

## **NO FINAL EXAM**

### **How to Access Element K**

Go to my.uga.edu

Top right corner, enter your MyID and your password.

When you enter the MyUGA site, click on elementK (top middle menu)

In the elementK site, click on Catalog for a pull down menu.

Choose Design & Media/Page Layout

Scroll down to Adobe InDesign CS2 Self-paced Courses

You should complete:

InDesign CS2: Managing the InDesign Environment and Designing Documents (Click on Course Content to begin the tutorial)

InDesign CS2: Managing Text, Color, and Transparency

InDesign CS2: Handling Page Elements, Graphics and Bezier Paths

### **An additional tutorial site:**

<http://www.blog.spoongraphics.co.uk/tutorials/create-a-rotatable-globe-in-adobe-illustrator/comment-page-1>

### **How to Save an InDesign CS3 document to open in CS2**

When you are finished working on your project in CS3, go to file/export. When the dialogue box appears, make sure you save to your flash drive. Then go to the bottom of the box to format. From the pull down menu, choose InDesign Interchange. Then click Save.

If you are working in CS4, you'll need to complete the InDesign Interchange to be able to open in CS3. Then repeat the InDesign Interchange step on a computer with CS3 to open in CS2. In all cases, you'll probably have to change some fonts that may not be compatible in the Graphics Lab.