
TECHNOLOGY INTENSIVE:

GRA 3435C (1-4 Credits)

Fall 2014: Room 303G
Instructor: Lenny Salas Moreno
Phone: 786.301.1161

Tues & Thurs: 1:00 to 3:50
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Office Hours: Tues & Thurs 12:00 to 1:00 at 303G

WELCOME

This course serves to combine the previously named Computers in Design course and the modular Technology Intensive course that is currently listed on the new BFA Graphic Design checklist.

Useful as a requirement for the old BFA Graphic Design program, as an elective for the new BFA Graphic Design program, or as an elective in the current BA program in Studio Arts, it may also be taken by students from other disciplines that are interested in learning specific computer programs.

COURSE DESCRIPTION

This course involves the use of the computer as a powerful creative tool. The modular structure is designed specifically to emphasize the following specific Adobe CS6 design programs and their relevance when solving design problems and developing creative solutions:

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Fireworks

COURSE OBJECTIVE

- Expand graphic design knowledge, skills and design vocabulary
- Educate students on the appropriate use of software for specific design problem solving
- Educate students on the difference between vector and raster-based digital files
- Expose students to current issues regarding graphic design, digital production and creative processes
- Further explore and develop design principles and methodologies
- Reinforce the importance of image making and typography
- Enable research and critical thinking

COURSE GRADING

Projects count for 70% of the final grade for each module and are evaluated on the following criteria:

Research 15pts
Concept 25pts
Process 15pts
Execution 45pts

Quizzes count for 20% of the final grade for each module.

Attendance and participation count for 10% of the final grade for each module.

A	94-100
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	0-59

DEADLINES

On the day a project is due, it should be ready for critique at the beginning of class. A project that is not turned in on the due date will have one letter grade dropped. If the project is not turned in the following class, an additional grade will be reduced. After the third class the project will not be accepted and will be given an F.

SUPPLIES

Sketchbook or project folder, pencils, pens and USB Flash Drive.

RECOMMENDED RESOURCES

BOOKS:

Adobe Illustrator CS6 Classroom in a Book ISBN 13: 9780321822482
Adobe Photoshop CS6 Classroom in a Book ISBN 13:9780321827333
Adobe InDesign CS6 Classroom in a Book ISBN 13: 9780321822499
Adobe Fireworks CS6 Classroom in a Book ISBN 13: 9780321822444

MAGAZINES:

Communication Arts
Print
How

DESIGN WEBSITES & BLOGS:

aiga.org
underconsideration.com/fpo/
underconsideration.com/brandnew
thedieline.com
grainedit.com
formfiftyfive.com
gestalten.tv/
the creatorsproject.com

CLASSROOM ETIQUETTE

In accordance with university policy, all cell phones must be turned off during class time. Tardies exceeding ten (15) minutes will be considered a full absence for the day. It is the students' responsibility to notify the instructor if you are late but arrive within the 10-minute grace period. Class time is for course work, absolutely no social media allowed (**No on-line chatting, gaming, tweeting, facebook etc...**)

ATTENDANCE

The attendance policy permits two (2) absences per class term. Each additional absence will lower your final grade one letter. Special circumstances, including religious observances and emergencies will be discussed and accommodated in advance and on an individual basis. Incomplete grades will be granted at the discretion of the professor, and only in the case of a grave individual emergency. It is the students' responsibility to notify and see his/her instructor to make up any work due to absence.

STATEMENT OF ACADEMIC INTEGRITY

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see the Code of Academic Integrity in the University Regulations at http://www.fau.edu/regulations/chapter 4/4.001_Code_of_Academic_Integrity.pdf

STUDENTS WITH DISABILITIES

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute course work must register with the Office for Students with Disabilities (OSD) -- in Boca Raton, SU 133 (561-297-3880); in Davie, MOD 1 (954-236-1222); in Jupiter, SR 117 (561-799-8585); or at the Treasure Coast, CO 128 (772-873-3305) – and follow all OSD procedures.

COURSE OUTLINE AND CALENDAR

Week 01	Tues	08/26	Course overview, introductions and student background survey
	Thurs	08/28	Lecture: Adobe Illustrator Basics Assign Project 1: Typographic Iconography
Week 02	Tues	09/02	Studio: Individually discuss concepts for project 1
	Thurs	09/04	Class time to work on project 1
Week 03	Tues	09/09	Interim critique: present progress to class (Project 1)
	Thurs	09/11	Studio: In class time to work on project 1 and review for Quiz 1
Week 04	Tues	09/16	Critique Project 1
	Thurs	09/18	Quiz 1: Adobe Illustrator
Week 05	Tues	09/23	Lecture: Adobe Photoshop Basics. Assign Project 2
	Thurs	09/25	Class time to work on project 2.
Week 06	Tues	09/30	Studio: Individually discuss concepts for project 2
	Thurs	10/02	Studio: Review progress on project 2
Week 07	Tues	10/07	Critique Project 2
	Thurs	10/09	Quiz 2: Adobe Photoshop
Week 08	Tues	10/14	Lecture: Adobe Indesign Basics Assign Project 3
	Thurs	10/16	Class time to work on project 3
Week 09	Tues	10/21	Studio: Individually discuss concepts for project 3
	Thurs	10/23	Studio: In class time to work on Project 3
Week 10	Tues	10/28	Critique Project 3
	Thurs	10/30	Quiz 3: Adobe InDesign
Week 11	Tues	11/04	Lecture: Adobe Fireworks Basics
	Thurs	11/06	Lecture: Adobe Fireworks Basics Cont. Assign Project 4
Week 12	Tues	11/11	No Class - Veteran's Day
	Thurs	11/13	Studio: In class time to work on project 4
Week 13	Tues	11/18	Studio: Individually discuss concepts for project 4.
	Thurs	11/20	Studio: In class time to work on project 4
Week 14	Tues	11/25	Review for Quiz 4
	Thurs	11/27	Thanksgiving Break
Week 15	Tues	12/02	Quiz 4 Fireworks
	Thurs	12/04	Interim critique: present progress to class
Week 16	Tues	12/02	Studio time: In class time to work on project 4
	Thurs	12/04	Final Exam at 10:30am Critique Project 4

(Note: I reserve the right to amend, revise, or cancel a project during the course of the semester.)