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## **Technology Intensive: GRA 3435C (1-4 Credits)**

Fall 2013 Course Syllabus

<b>Instructor:</b>	Lesli White	<b>Office:</b>	LA 220
<b>Class Meeting Days:</b>	Mon & Wed	<b>Office Hours:</b>	Mon & Wed 12:00 – 1:00 pm
<b>Class Meeting Hours:</b>	1:00 pm – 3:50 pm	<b>Telephone:</b>	(954) 236-1106
<b>Class Location:</b>	Liberal Arts Bldg Davie 340	<b>Email:</b>	lwhite2012@fau.edu

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### **Welcome**

This course serves to combine the previously named Computers in Design course and introduces 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 Objectives**

- Enable research and critical thinking
- Expand digital vocabulary and computer skills
- Explore and develop composition and methodologies
- Understand the appropriate usage of design software

### **Recommended Textbooks**

**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

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### Course Grading

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

Research	15%
Process	15%
Concept	25%
Execution	45%

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

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

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

### 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 period, an additional grade will be reduced. After the third class period, the project will not be accepted and will be given an F.

### Classroom Etiquette

***In accordance with university policy, all cell phones must be turned off during class time.*** Being late by more than 15 minutes will be considered a full absence. Class time is for course work, absolutely no social media allowed (no on line chatting, gaming, twitting, Facebook...you get the picture!)

### 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, including cheating and plagiarism, 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 to 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/chapter4/4.001\\_Code\\_of\\_Academic\\_Integrity.pdf](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf)

### Students with Disabilities

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations 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, LA 240 (954-236-1657); in Jupiter, SR 110 (561-799-8585) and follow all OSD procedures. For more information, see <http://osd.fau.edu>

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## Course Outline & Calendar

<b>Week 1:</b>	Mon Aug 26 Wed Aug 28	Course overview, introductions and student background survey Lecture: Adobe Illustrator Basics Assign Project 1: Typographic Iconography
<b>Week 2:</b>	Mon Sept 2 Wed Sept 4	<b>No Class – Labor Day</b> Studio: Individually discuss concepts for Project 1 Studio: In class time to work on Project 1
<b>Week 3:</b>	Mon Sept 9 Wed Sept 11	Interim critique: Present progress to class (Project 1) Studio: In class time to work on Project 1 and review for Quiz 1
<b>Week 4:</b>	Mon Sept 16 Wed Sept 18	Critique Project 1 Critique Project 1 (cont.) Quiz 1: Adobe Illustrator
<b>Week 5:</b>	Mon Sept 23  Wed Sept 26	Lecture: Adobe Photoshop Basics Assign Project 2: Visual Storytelling Studio: In class time to work on Project 2
<b>Week 6:</b>	Mon Sept 30  Wed Oct 2	Studio: Individually discuss concepts for Project 2 Studio: In class time to work on Project 2 Interim critique: Present progress to class (Project 2) Studio: In class time to work on Project 2 and review for Quiz 2
<b>Week 7:</b>	Mon Oct 7 Wed Oct 9	Critique Project 2 Critique Project 2 (cont.) Quiz 2: Adobe Photoshop
<b>Week 8:</b>	Mon Oct 14  Wed Oct 16	Lecture: Adobe InDesign Basics Assign Project 3: Poster Series Studio: In class time to work on Project 3
<b>Week 9:</b>	Mon Oct 21  Wed Oct 23	Studio: Individually discuss concepts for Project 3 Studio: In class time to work on Project 3 Interim critique: Present progress to class (Project 3) Studio: In class time to work on Project 3 and review for Quiz 3
<b>Week 10:</b>	Mon Oct 28 Wed Oct. 30	Critique Project 3 Critique Project 3 (cont.) Quiz 3: Adobe InDesign
<b>Week 11:</b>	Mon Nov 4  Wed Nov 6	Lecture: Adobe Fireworks Basics Assign Project 4: Narrative Website Studio: In class time to work on Project 4
<b>Week 12:</b>	Mon Nov 11 Wed Nov 13	<b>No Class – Veteran's Day</b> Studio: Individually discuss concepts for Project 4
<b>Week 13:</b>	Mon Nov 18 Wed Nov 20	Studio: In class time to work on Project 4 Interim critique: Present progress to class (Project 4)
<b>Week 14:</b>	Mon Nov 25 Wed Nov 27	Studio: In class time to work on Project 4 Studio: In class time to work on Project 4
<b>Week 15:</b>	Mon Dec 2 Wed Dec 4	Critique Project 4 Critique Project 4 (cont.)
<b>Week 16:</b>	Mon Dec 9 Wed Dec 11	Review for Quiz 4 Quiz 4: Adobe Fireworks

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

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## Project Outlines

### Project 1: **Typographic Iconography**

Create a set of black and white icons using one single typeface. Use the appropriate tools in Adobe Illustrator to cut letters into pieces. Do not distort or change the underlying path of the letters. You can copy and reuse parts of the letters. Create a system of eight icons that work together as a system with a similar scale and level of detail. Your icons can represent men, women, children, aliens, athletes, robots, animals, or any other creative or abstract idea.

### Project 2: **Visual Storytelling**

Choose from the list and using Adobe Photoshop create five sequential images that visually tell a story pertaining to how the chosen subject sees and relates to its surroundings. Establish the setting and mood for the story by considering lighting, camera viewpoint, texture, and color. Take photographs, scan and manipulate images, found objects or drawings.

Subject List:

- A fly
- An ant
- A cat at night
- A child that is lost
- A person who has a phobia

### Project 3: **Poster Series**

Take a stand on a social issue of your choice and create a series of three posters to communicate your message. Use Adobe InDesign to create original artwork and integrate or juxtapose imagery and type in unexpected ways. A successful poster will grab the viewers attention by causing laughter, reflection, protest, recoil or motivation. At its most effective, the poster is a dynamic tool for change.

### Project 4: **Narrative Website**

Create a mock up of an on line site that is devoted to a single musician or genre of music of your choice. The content is up to you, but it is recommended to keep your focus as specific as possible. Using Adobe Fireworks, this project should be an informative and educational exploration of the musician/music you choose, featuring links on history, tour dates, contact information, and any other relevant information that should be included.

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