



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

Course Prefix, Number and Title: ART 106 Basic Computer Graphics

Course CRN #: 20083 Section: 20

Semester Taught (including year): Spring 2019

Credit Hours: 3hrs

Prerequisites: None

Course Time (if applicable): 4:30 pm – 5:45 pm Monday and Wednesday

Building and Room Number (if applicable): Fine Arts 206

Professor: T. Treadway

Office Location: Fine Arts 203-E

Office Hours: Monday and Wednesday: By appointment.

Tuesday and Thursday: Beckley Campus by appointment.

Email: ttreadway@concord.edu

Phone: 304-222-0116

Art Department Office (Secretary): 304-384-5275

Office Fax: 304-384-3384

College/Department Website: [Concord University Department of Fine Arts](#)

Course Description/Rationale: Basic Computer Graphics is an introductory graphic design course to help develop skills and methods in the preparation and execution of artwork for commercial reproduction. Students will review and apply basics of vector and raster artwork, and the tools that are associated with industry standard programs. Students will produce three to four major graphic design related artworks. One or two of these artworks can be used for the sophomore review for students who are enrolled as a Studio, or Advertising/Graphic Design majors. This course can also be used to satisfy the Fine Arts section of general studies.

Hardware/Software Needed (include privacy policies, if applicable): CC Adobe Suite, Microsoft Office Suite, E-mail program of choice, and Internet browsers of choice. Other programs may be used if needed throughout the course. All software is supplied in the Fine Arts Mac Lab (FA206)

Supplies:

- 8GB+ USB flash drive, or for pursuing Graphic Design Majors a 500GB+ external USB hard drive.
- Sketchpad, pencils and mars eraser

Text requirements: No textbook required. However, the student will be required to do research from the university library and the Internet. The instructor will give handouts for all projects and materials needed.

Estimated Homework Hours: Approximately 4 to 8 hours per week

Concord University Educational Goal(S):

Skills:

1. Effective inter-communication skills and literacy adapted as needed for the demands of various kinds of discourse:
 - listening and speaking
 - graphic communication
 - non-verbal communication
 - media and technology literacy
2. An ability to employ appropriate observational, logical, analytical, computational, creative, and critical thinking skills within and across academic disciplines; and to apply these skills in problem solving.

Knowledge:

6. An awareness of the aesthetic principles, methods, materials, and media employed in artistic performance and the creation of works of art and literature.

Learning Outcomes:

The successful course participant will demonstrate effective inter-communication skills and literacy adapted as needed for the demands of various kinds of discourse:

- listening and speaking
- graphic communication
- non-verbal communication
- media and technology literacy

The successful course participant will demonstrate an ability to employ appropriate observational, logical, analytical, computational, creative, and critical thinking skills within and across academic disciplines; and to apply these skills in problem solving

The successful course participant will demonstrate an awareness of the aesthetic principles, methods, materials, and media employed in artistic performance and the creation of works of art and literature.

In addition to students will learn the basics of page layout programs, and the tools that are associated with industry standard programs.

The student will:

- 1) utilize specific industry software to create basic graphic design pieces.
- 2) explore different techniques and styles with specific industry software to accomplish assignments.
- 3) develop an understanding of the basic tools/formats that are used in the printing industry today.

COURSE REQUIREMENTS

Grading Policy and Scale, Make-Up Policy, Late Work:

Evaluation of your work is based on how well you have performed the assigned task. Your instructor will judge your work as if you were working at an advertising agency or related commercial art business.

Projects will count for **80%** of the final grade. Quizzes, in-class assignments, and class participation will make up the remaining **20%** of the final grade. Class participation and professional conduct will also affect the final letter grade. Late projects not turned in on the designated due date will have the **grade reduced half a letter grade** for every class period not turned in. **All assignments must be completed to pass the course.** Students who miss quizzes or projects will be ready to take or turn in the missed assignment upon their return to the class.

No emails will be sent with grades due to FERPA Laws. All reviews and letter grades issued on assignments will be given to students during regular class time. If there is a concern of your grade, please come see me during my office hours.

Grading Scale:

A	100-91
B	90-81
C	80-71
D	70-65
F	64 or below

Course Attendance Policy:

You may miss the equivalent of one week of class (2 class periods). This does not mean, however, that you are excused from knowing about material covered in the class or information about assignments. Failure to be present for class beyond the specified time without a legitimate excuse would result in a lowering of your final grade by one half a letter grade for each unexcused absence. **Being late 4 times without a legitimate excuse will be counted as one absence.** If you are absent (or late) for a class, you shall inform your instructor on the day you return to class or when you are late (see your instructor at the end of class). Students with perfect attendance will get their lowest quiz/homework grade dropped. **If you miss 6 or more classes before midterm you will be dropped from the course.**

If you are absent more than 2 class periods in a row, I will contact student support services. They should contact you to see if assistance is needed.

Consulting with Your Instructor:

It is extremely important for you to often consult with your instructor for further instructions and information for each assignment. Never fail to ask for more information if the assignment instructions are not completely clear - this is your responsibility.

Class Participation and Work Habits:

It is necessary for you to work productively on art assignments in class for your instructor to observe and help you with ideas and techniques. Your performance in class discussion and class studio work will be evaluated and will affect your final grade. Only a professional presentation of your work will be accepted.

Special Workshops, Labs, Field Trips, Etcetera:

Due to the nature of commercial art/advertising work, we may need to meet as a class at times other than the scheduled class time, such as on Saturday or in the evenings, to work with special equipment or to go on field trips.

Suggested Reading and Observations:

It is to your advantage to be aware of excellence in design and illustration in the advertising field. You should observe outdoor advertising, POP (point of purchase) displays in department stores, ads in magazines and newspapers, illustration books and magazines, etc. In addition, you should get in the habit of reading magazines from the library such as "Communication Arts", "Art Direction", "Print", "Graphics", "Ad Week", "Advertising Age", "Air Brush Digest", and "How". Also, use your most powerful tool of the Internet. Any advertising and design material brought to class to share with the instructor and classmates will be taken into consideration for your final grade.

Methods of Instruction:

Discussion, demonstration, class and individual critiques, and studio project reviews

Methods of Assessment:

Discussions, student presentations, in-class/take-home projects, group critiques, individual consultations, quizzes, and final exam

Computer Lab Policies:

No food or drinks are allowed in the computer lab

TURN OFF CELL PHONES DURING CLASS TIME

ALL CELL PHONES SHOULD BE PUT OUT OF SIGHT

There will be no private installation of any software that is not already provided on the Mac computers.

Under no circumstances will any of the lab computers or parts of the computers leave the lab.

If any of these policies are broken student may be asked to leave class and will be counted absent that day.

Lab times and Monitor schedules will be posted within the first few weeks of class.

COURSE TIMELINE (Schedule of Assignments/Assessments/Presentations):

Class Content Covered:

Macintosh Computer Basics

Computer Memory
RAM (Random Access Memory)
Resolution
RGB vs CMYK modes

Intro to Microsoft Word

Coping
Pasting
Placing

Intro to Adobe Illustrator

Document Setup
Vector tools
Direct and Select tools
Blend tools
Mesh tools
Brush tools
Zoom tools
Color menu

Swatches menu
Image Trace menu
Links menu
Alignment menu
Gradient menu
Layers menu
Stroke menu
Transparency menu
Type menu
Paragraph menu
Object menu
Pathfinder menu
Anchor Points and Handles
Joining
Outlining and Expanding

Intro to Adobe Photoshop

Document Setup
Raster tools
Marquee tools

Magic Wand tools
Brush tools
Eraser tools
Advanced eraser tools
Cloning and healing tools
Smudge/Blur/Sharpen tools
Dodge/Burn/Sponge tools
Zoom tools
Gradient menu
Layers menu
Type menu
Paragraph menu
History menu
Opacity
Foreground/Background Color
Color sampling
Blend modes
Filters
Effects and Editing

Mini Projects: (subject to change)

- 1) Cartoon Rendering
- 2) Fruit Study
- 3) Cloning Study
- 4) Color Retouching

Projects: (subject to change)

A variety of assignments will be created in Adobe Illustrator and Adobe Photoshop. Each project will be presented on a screen to the instructor and classmates during class.

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|---------------------------------------|------------------|
| 1a) Magazine Cover Layout | 1b) Presentation |
| 2a) Space Scene | 2b) Presentation |
| 3a) Photo Manipulation (Exam project) | 3b) Presentation |

Quizzes: (*subject to change*)

Quizzes will be announced one class in advance.

- 1) Illustrator Tool Bar and Shortcuts
- 2) Photoshop Tool Bar and Shortcuts
- 3) Basic Color Mixing Theory

UNIVERSITY INFORMATION

Accessibility/Accommodations:

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty:

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code:

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Class/Online Attendance Policy:

(See Course Attendance Policy on page 2 for more specific information on this course attendance policy)

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

Emergency Alert System:

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information:

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy:

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct:

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

Sexual Harassment & Assault:

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

Technology Services:

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Syllabus Disclaimer:

"This syllabus is subject to change based on the needs of the class. Please check it regularly."

More detailed information will be given with each assignment. It is your responsibility to completely read and fully understand this syllabus. If you have any questions, feel free to ask the instructor your questions during class or set an appointment.