

**Course  
Syllabus**

# **Graphic Design 412 Software II**

Binghamton University

## **Arts412 Graphic Design Software II**

Instructor: Cindy Blackman  
Days/Hours: Mondays and Wednesdays:  
4:40 pm - 7:40 pm  
Classroom: Science Pod 3 (West Pod) Macintosh Lab  
Office Hours: call/email for appointment  
email: blackman@binghamton.edu  
Phone: 607-748-8748

### **Class Description:**

This course is intended to expand on the computer skills taught in ARTS305, broaden the students' aesthetic experience and complement upper level design classes. Creative thinking, exploring design concepts and using the computer as a tool in the design process will be addressed. Emphasis will be placed on collaboration, teamwork and positive evaluations of work in progress since no one can create in a vacuum.

Format will continue on the Macintosh platform using Adobe Illustrator, Photoshop and InDesign. Using a variety of design agency projects, students will learn how to use all three applications in concert to create a professional product from conception to finished files. Real world production issues will be addressed and a digital workflow will be established. Topics covered will include file application from print to web, 4 color printing, typical ad specifications, job process, exhibit production, website design and production, troubleshooting files, production terminology and communication skills.

Support will be available only for the Macintosh platform and the software listed above. Students will be expected to work either in the Macintosh computer labs or on their own Macintosh computers. Using other formats and other software to do projects is unacceptable and will be graded accordingly.

Students will be graded on projects and a final test.

### **Organization:**

This is a lecture and lab class. During the first half of class, applications, techniques and workflow will be discussed and demonstrated, followed by student work sessions where any questions/problems can be addressed individually by the instructor. Students will be graded per project as well as a final project review and final exam.

### **Prerequisite: ARTS305**

### **Course Goals/Objectives:**

- To expand students' creative problem solving abilities, explore techniques in the creation of their own designs and how to properly express their work in a digital format
- To provide a base knowledge of what is possible in digital format and how to push the envelope
- To explore the relationship between fine art and graphic design
- To prepare students for a typical design/production atmosphere
- To help students practice a digital, online workflow method

### **Required Supplies:**

- Note Pad
- Flash Drive (minimum of 2GB)
- 10 CD's or DVDs to turn in projects
- Ear buds or headphones

**Grading:**

- On per project basis
- Final exam at end of semester covering everything. Graded by percentage.

Students will be graded on project proficiency and a final exam. All assignments and grades available through Blackboard system.

**Attendance:**

Missing 4 classes will result in the deduction of one letter grade from the total grade.

**General Rules:**

- Bring all required tools and materials to class.
- No guests without prior approval from the instructor.
- No distracting noise that might disturb classmates.
- No cell phones, Ipods or MP3 players allowed during class time.
- No unnecessary materials, or garments on the work tables during class.
- No food or drink in the classroom (leave the room for a short break if necessary).
- Clean your work space before leaving for the day.
- Before leaving, copy your files to your folder on the server and backup on appropriate device.

**Expectations:**

- Be on time.
- Be prepared. When projects and due dates are assigned, they are due when stated.
- Ask questions. If you don't understand or have something constructive to contribute, speak up.
- Proof everything. There is no excuse for mis-spelled words or bad grammar. This is a college-level course and professional correspondence is expected whether it's an email message or project.
- Explore your world. You can't create in a vacuum.

\* If you need to meet with me outside of class, plan to email or phone me and arrange a mutually convenient meeting time.

Should you have any concerns or questions on the above, please feel free to discuss them with me.

**Lab Times:**

Science Pod 3, Macintosh lab area is available for working on projects:  
check schedule on outside of lab for hours available.

Fine Arts 327 lab is available anytime. You need to go to Security with your building pass and get the key.

I can be available to meet students at any of these lab times for additional help.

**Schedule (tentative):**

This class will cover several professional-level projects with turn-around times varying from 1 to 2 weeks each. The amount of projects may adjusted depending on time. A final exam will be given during the final week of class.

**POSSIBLE ARTS412 PROJECT LIST:**

- Invitation design/production/print specifications
- The value of Forms design
- Non-profit, spot color Tshirt project
- Cookbook design/production/team preparation
- Ad Redo/production
- Calendar project
- Exhibit design/production
- PDF portfolio design/production for digital and fine art