Computer Graphics two

3336.01

Instructor: Robert Gilbert

Instructor Office Hours:

Mon., Wed.   1:30 - 2:30 a.m.

Tues.   12:00 - 4:00 p.m.

and by appointmentt

Contact Information:

rgilbert@panam.edu

Phone: 381-2214

Office 215 B

Class Hours:

Mon., Wed.

2:45 p.m. - 5:35 p.m.

Required Books:

InDesign CS

Classroom In A Book

by Adobe

Project 1 Re-invent self as media stair

In this assignment you will create yourself as a media sensation, a famous person, a darling of popular culture. You will produce a series of collateral design to promote yourself in this new career. This will be a book cover, a brochure and a media ad.

Objective:

To work with a design direction and a client, (yourself) to create a piece of collateral design - several pieces of design that all relate to a communication agenda, using common elements and design strategies.

Process:

After a sketch process, the final pieces will be finalized using the various computer programs.

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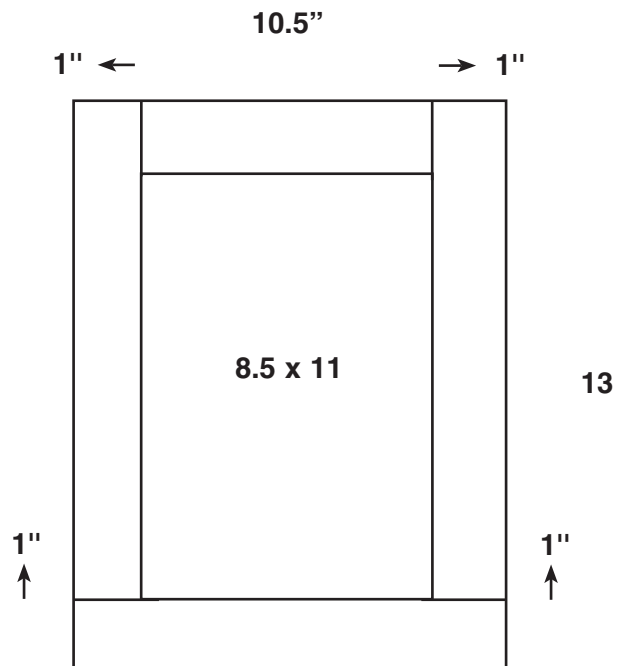2:45 p.m. - 5:35 p.m.

Required Books:

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Mounting

Use illustration board and a black paper cover. Use spray mount to adhere printouts to the board.

10.5"

1" ← → **1"**

8.5 x 11

13

1" ↑   **1"** ↑

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Project 1 Re-invent self as media stair, part one: Logo

Design a logo to represent the media entity that you are creating. Keep in mind that the logo needs to be readable at a large size and at a small size appropriate for a stationary system. After the sketch process, you will complete your logo in Illustrator. You will print both a black and white and a color version.

Objective:

To use the logo as a starting point in creating your business identity

Process:

After a sketch process, the final logo will be created in the program Illustrator.

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Project 3 Re-invent self as media stair, part two: book cover

Design a book cover that promotes yourself in your role as media sensation. Start by finding a actual book cover that you can measure, and create a layout in Indesign. Choose a cover that when opened up fully, can fit on and be printed on a 11" X 17" sheet. You will be designing the front, back, spine and side flaps. Consider the whole design, maybe images will wrap around into other areas of the design. Consider color and the mood of the piece. Dose the design speak to your purpose, dose it express your subject, or tell your story.

Objective:

To consider the story that you have created and orchestrate the images collected, the logo you have created and type chosen to tell that story. To design a multi plane document the communicates on different levels.

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Required Books:

InDesign CS

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by Adobe

Project 2 Film Production company logo for Reel Mexicans

Design a logo to represent the valley film production company, Reel Mexicans, or Association of Reel Mexicans, ARM Productions, a Rio Grande Valley Independent Talent Data Base. Keep in mind the ideas that Reel Mexicans founder, Guadalupe Ramirez has stated; the logo could contain the Mexican flag or it's colors, cactus, eagle, snake and a film reel. Weave these or some of these elements into your design. You may choose to edit or simplify these ingredients. Remember that it is the responsibility of the designer to educate the client and the public at large, as to what good, effective design. Mr. Ramirez with visit the class for our critique and you will have a chance to explain and sell your logo idea. Remember that the logo needs to be readable at a large size and at a small size appropriate for a stationary system.

Objective:

To design a logo for a actual valley creative - business entity.

Process:

After a sketch process, the final logo will be created in the program Illustrator.

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Required Books:

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Project 2 Re-invent self as media stair, part three: book interior

Design the interior of your book. Keep in mind the spirit of the message that you are promoting. Allow that to place it's mark on your design, but keep your layout clean and accessible to the reader. Your design will contain the following pages or parts:

Front end sheet page

Title page

Copyright page

Contents page or pages

Acknowledgments page or pages

Introduction pages or pages

2ea chapter heading pages (or you may want to put the chapter heading on the first pages of the chapter)

2 pages of body copy (a spread) for 2ea chapters

Objective:

To study how a book is laid out. To use the elements that you have created, the decisions you have made about type, color and vinacular to design your book. To continue on the same path set by the book cover. To design a multi page document.

This project will be printed out as a sheet of thumbnails of the pages.

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Required Books:
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Project 6 Re-invent self as media stair, part four: three fold brochure

Bring in an example of a three fold brochure so you can study it's structure. Look at how information flows across the panels and how the folds cut off and isolate the images and copy. Design a three fold brochure to advertise or promote a product, service or experience that is part of the identity that you have created. Use your logo and maybe some images from your book cover or interior. Do not use place holder type, write the copy. Think of the various aspects of visual language; color, photographic or illustrations, the light or dark of the body copy and negative space. Your brochure must contain contact information and the use of tabs. This project will be done in InDesign.

Objective:
To study and implement a small piece of communication art. To use the elements that you have created, the logo, photos and titles. To consider the flow in information and how the viewer experiences your work. To create a harmonious piece of design.

This project will be mounted on board and also presented as a dummy brochure.q

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Required Books:

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Flash Portfolio

A digital portfolio in the animation program Flash, allows a designer to send an interactive representation of their work, along with their resume and cover letter, creating a strong, professional impression to a prospective employer. This also shows the employer that the applicant has a basic understanding of this valuable skill. The Flash file will be animated in the sense that we will assign cgi or action scrips to buttons. These buttons will send the viewer to a particular set of cells to view art work when the buttons are activated. The digital representations of your work will be optimized, (saved for web) and inserted into the Flash file. You may wish to use your personal logo along with your name and contact information. Keep this presentation simple so that the emphasis is on your design and art work. Its a good idea to keep the background white. Each button will be an area of your portfolio and may have titles such as print media, logos, publications, illustrations, and personal work such as photography, drawing and painting.

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Artist Statement

Using the statements that we have found and discussed in class, as inspiration and jumping off point, write a first draft of your personal creative statement. Keep in mind the points that we discovered while reading the fine artists statements. Use these points as a guild for your writing. An artist statement can be a work of art in and of itself, a document were the contents of the personal unconscious seep forth. A statement is a way for the artist-designer to anchor and guild themselves and to share with the world what they have found to be important. Its a way to serve the community as well as to promote oneself. A personal statement of this kind takes time and inspiration. Allow yourself time for many sitting at this task. Sometimes the result of work will be just one word, but a word that will have a big impact on the piece.

Writing Points:

• PERSONAL HISTORY. How did you become involved in art and how did it evolve into an interest in communication design and expression.

• PERSONAL PHILOSOPHY. What is important about your work to you. How dose it impact, or how do you hope it will someday impact society.

• SPIRIT MENTOR. What artist or designer past or present has influenced you.

• METHODOLOGY. How do you work. How do solve problems.

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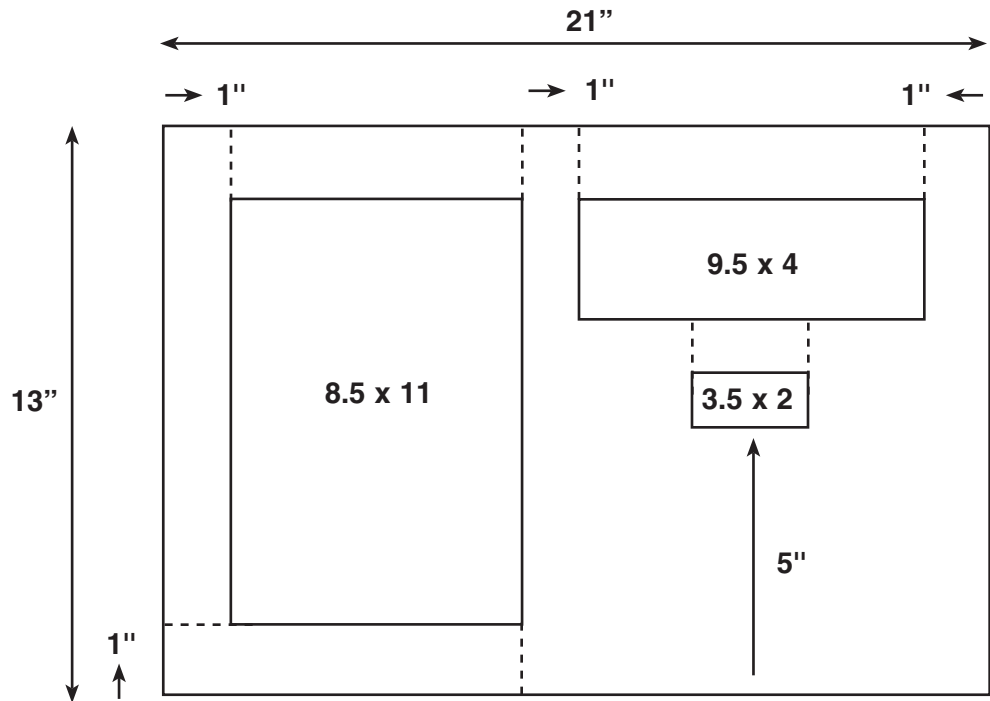
2:45 p.m. - 5:35 p.m.

Required Books:

InDesign CS

Classroom In A Book

by Adobe

Mounting The Stationary System

Use illustration board and a black paper cover. Use spray mount to adhere printouts to the board.

21"

1"   1"   1"

13"

9.5 x 4

8.5 x 11

3.5 x 2

5"

1"

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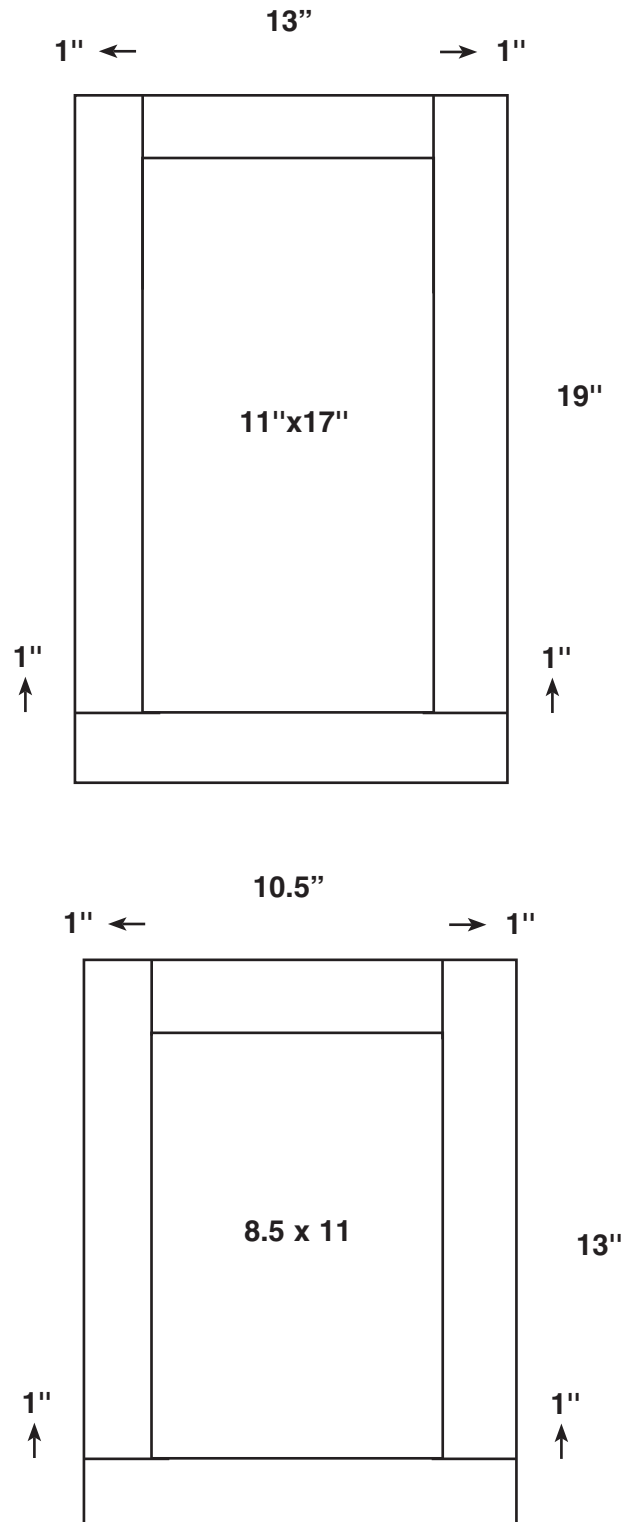2:45 p.m. - 5:35 p.m.

Required Books:

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by Adobe

Mounting

Use illustration board and a black paper cover. Use spray mount to adhere work to the board.

13"

1" ←   → 1"

11"x17"   19"

1"   1"

10.5"

1" ←   → 1"

8.5 x 11   13"

1"   1"

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Exercise 1 TEN PAGE SPREAD IN INDESIGN

Using the information that was learned in Less ion 2, Classroom In A Book, do a ten page layout in Indesign, completing the following tasks. Print as a thumbnail on one page.

Use the following guidelines:
• page, 10"X12", 4 columns, 1/2" margins, 0.22" gutter.
• use 3ea master pages

1, Footer - place page number at bottom.

2, Chapter head - design a chapter heading that you
    can individualize on the document pages.

3, Placeholder - place picture and text boxes so that
    they will appear ready made on the document pages to use.

4. Use the copy from the lesson 2 folder and the images from
    samples in the Photoshop folder.

5. Don't use document pg 1. On document pg 2 do a quick title page.

6. Start page numbering on document pg. 3, use roman numerals for
    5 pages, use Latin numerals for the rest of the documents.

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Project 2 Re-invent self as media stair, part four: Flash banner ad

Design a Flash banner ad using the tools and effects and strategies for movement and opacity that have been discussed in class. Use your logo and one image from your book project that you feel would be useful in conveying your message about your fictional stair character. Keep in mind that a banner ad is essentially a button that takes the viewer to a site where they may explore your identity further and meybe become a customer. A banner ad is a brief, seductive piece of communication design that seeks to capture the attention and imagination of the viewer and potential customer. Use the color schemes and forms that you have been using in your book cover and book interior in your banner ad to create the same feeling and ambiance as the book. Convey this to your viewer clearly. Construct your ad using the following instructions:

Stage - 468 X 60 pix (this is one of several standard sizes)
12 FPS (frames per second)
Use 100 frames on your time line
Use your logo and one bitmap image
Employ movement and alpha (Flash's term for opacity)

Objective:
To learn basic flash animation. To work with the stage, time line, library and different file formats. To employ the work of the current project; logo, color scheme and one bitmap image to create an ad that continues to convey the message of the project.

Your working file will be saved as a fla file. Your movie will be saved as a swf file, to viewed on the web.