

MOORE COLLEGE OF ART & DESIGN

YOUNG ARTIST WORKSHOP SYLLABUS

ce@moore.edu • 215.965.4030

Course: Intro to Graphic Design, Spring 2018
Feb 10-Apr 14, 9a-12p, Sarah Peter 302
Instructor: Lula Jones, LULA@theLULAdesigns.com
Supplies: Pencil, sketchpad, USB thumb drive
Day 12: foam board, exacto knife

COURSE DESCRIPTION

Develop skills in creating impressive graphic designs for real world applications such as posters, advertising, multimedia, and online. You will have fun using imagery, color, type, and composition to express messages with individual style while learning visual communication principles valuable in many fields

COURSE OBJECTIVES

- Understand the basic principles and elements of design
- Introduction to Adobe Illustrator
- Introduction to Adobe Photoshop
- Introduction to Adobe InDesign
- Apply the learned principles and elements of design towards a finished artwork that is suitable for student's personal portfolio

EXPECTATIONS FOR STUDENT BEHAVIOR

Students are expected to follow general behaviour rules of being respectful of each other and themselves, the instructor, and the staff and facility. Inappropriate behavior will not be tolerated and Moore College reserves the right to dismiss students from class.

COURSE OUTLINE

Day 1 — Saturday, February 10, 9a-12p

- Introduction and syllabus
- Elements and principles of design
- Print vs Digital
- Positive/Negative space & pattern
- Introduce MC Escher, Joe Boruchow, and Kara Walker
- Discussion of the semester project: magazine cover 8.25"x10.75"

Day 2 — Saturday, February 17, 9a-12p

- Review of semester project and key elements
- Review of positive/negative space & pattern
- Introduction to Zentangle
- Sketch zentangle ideas on paper
- Scanner demo
- Scan chosen Zentangle designs

Day 3 — Saturday, February 24, 9a-12p

- Illustrator Lesson 1:
- Vector vs Raster graphics
 - Introduction to Illustrator
 - Pen Tool exercise
 - Learn about layers
 - Digitize Zentangle designs

Day 4 — Saturday, March 3, 9a-12p

- Illustrator Lesson 2:
- Basics of Color Theory
 - CMYK vs. RGB
 - Choose project palette, 4-6 hues
 - Discussion on Typography & Design
 - *For next class*—project text content

Day 5 — Saturday, March 10, 9a-12p

- Illustrator Lesson 3:
- Fonts and type treatments
 - Choose a font and type treatments to utilize for semester project
 - Create project header typography
 - *For next class*—photo file of self and photo file of an environment

Day 6 — Saturday, March 17, 9a-12p

- Photoshop Lesson 1:
- Introduction to Photoshop
 - File types, resolution, placing
 - Selection & erase tools

Day 7 — Saturday, March 24, 9a-12p

- Photoshop Lesson 2:
- Clipping masks
- InDesign Basics:
- Basics of work space
 - Placing, Links, Layers

Day 8 — Saturday, March 31, 9a-12p

- Substitute Instructor: Christine Bailey
- Work day
- Individual critiques from Christine

Day 9 — Saturday, April 7, 9a-12p

- Work day
- InDesign Package & Export
- Print pieces
- Cutting & mounting demonstration
- Critiques

Day 10 — Saturday, April 14, 9a-12p

- **LAST CLASS**
- **Critique, 9a-10a:** Critiques and discuss highlights of the experience as a group.
- **Friends & Family Day, 11a-12p:** Friends and family are invited to meet faculty, visit other classes, and see student artwork.

Note: Students must take home all of their work on the last day of class. Any work left behind will be discarded.