GIT 230

Graphic Information Technology

Digital Illustration in Publishing

Course Syllabus

Instructor:

Chad Westover

Fulton School of Engineering

The Polytechnic School

Arizona State University

Mesa, Arizona

Table of Contents

Course Information

GIT 230
Digital Illustration in Publishing
Spring 2017 – B Session (3/13 –4/28)
3 Credit Hours

Instructor Information

Chad Westover
Arizona State University

Contact Information

Office: TECH 144
Email Address: Chad.Westover@asu.edu
Phone: (480) 727-1558
Skype: ChadWestover (by appointment – email first)
Twitter: @ChadWestover

Communicating With the Instructor

This course uses a "three before me" policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:
1. Course syllabus
2. Announcements in Blackboard
3. The discussion board (or Facebook group in some classes)

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as those relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, you are welcome to contact me via email or phone. My preference is that you will try to email me first. I will usually respond to email and phone messages from 8am to 5pm on weekdays, please allow 24 hours for me to respond.

If you have a question about the technology being used in the course, please contact the UTO Help Desk for assistance (contact information is listed below).

Course Catalog Description

Raster and vector illustration in publishing.

Course Overview

This course presents an overview of digital illustration applications: Adobe Photoshop and Adobe Illustrator. The course is arranged in a series of lectures and reading assignments that develop knowledge and technical projects, creative projects and quizzes to reinforce the materials.

The emphasis of this course will be in developing hands-on experience by completing various technical and creative projects. Students will learn about the fundamentals of Adobe Photoshop for raster graphic creation and editing as well as Adobe Illustrator for vector graphics.

Course Prerequisites

None

Course Placement

N/A

Course Textbook and Materials

Required

The Design Collection CC, (ISBN: 1305263618) by Chris Botello and Elizabeth Reding. It is available at the Polytechnic bookstore. There is a digital version as well. The book comes with a supplementary files that you will be using for your labs each week.

Software

Adobe Illustrator CC and Adobe Photoshop CC (Creative Cloud)

Learning Objectives

Course Objectives

At the completion of this course students will be able to:

1. Gain skill using industry standard raster and vector illustration tools.
2. Understand the various color spaces used in digital publishing.
3. Choose the most appropriate illustration tool for the intended publishing task.
4. Choose the most effective data format for the intended publishing task.
5. Understand the uses and limitations in data compression.
6. Develop an understanding of the vocabulary used in digital illustration.

Unit Objectives

Week 1: Introductions and Photoshop Section, Chapters 1, 2 and 3
Chapter 1: Getting started
Chapter 2: Photoshop Basics
Chapter 3: Layers

Week 2: Chapters 4 and 5
Chapter 4: Selections
Chapter 5: Color

Week 3: Chapter 6
Chapter 6: Type

Week 4: Start Illustrator Section, Chapters 1, 2 and 3
Chapter 1: Getting started
Chapter 2: Text
Chapter 3: Gradients and Drawing

Week 5: Chapter 4
Chapter 4: Transform and Distort Objects

Week 6: Chapter 5
Chapter 5: Layers

Course Requirements

Online Course
This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Computer Requirements
This course requires that you have access to a computer that can access the internet. You will need to have access to, and be able to use, the following software packages:
- A web browser (Internet Explorer or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Microsoft Word
- Adobe Illustrator CC and Adobe Photoshop CC

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet
You must have an active ASU e-mail account and access to the Internet. *All instructor correspondence will be sent to your ASU e-mail account.* Please plan on checking your ASU email account regularly for course related messages. A private Facebook group will also be utilized for sharing information.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The *my*ASU/Blackboard Course Site can be accessed at http://my.asu.edu

Campus Network or Blackboard Outage
When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Attendance/Participation
Preparation for class means reading the assigned readings & reviewing all information required for that week. *Attendance* in an online course means logging into the Blackboard and on a regular basis (daily) and *participating* in the all of activities that are posted in the course.

Studying and Preparation Time
The course requires you to spend time preparing and completing assignments. A three-credit course requires 135 hours of student work. Therefore expect to spend approximately 18 hours a week preparing for and actively participating in this course.

Late or Missed Assignments
All assignments must be finished and turned in to complete the course. Unless the instructor is notified BEFORE the assignment is due and provides an opportunity for the student to submit his/her assignment late, a 25% per day point deduction will be made. Late quizzes will not be accepted.

Rewrites
Students may not submit their assignments ahead of their due date for complete review by the instructor. However, as long as the assignment is provided a minimum of three days prior to the course due date. The instructor will provide feedback on the assignment for consideration by the student.

Submitting Assignments
All assignments, unless otherwise announced by the instructor, MUST be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

Drop and Add dates
If you feel it is necessary to withdraw from the course, please see http://students.asu.edu/drop-add for full details on the types of withdrawals that are available and their procedures.

Subject to change notice
All material, assignments, and deadlines are subject to change with prior notice. It is your responsibility to stay in touch with your instructor, review the course site regularly, or communicate with other students, to adjust as needed if assignments or due dates change.

Academic Integrity
ASU expects and requires all its students to act with honesty and integrity, and respect the rights of others in carrying out all academic assignments. For more information on academic integrity, including the policy and appeal procedures, please visit http://provost.asu.edu/academicintegrity and the *Student Conduct Statement* below.

Course Grading

Grades and Grading Scale
Assignment of letter grades is based on a percentage of points earned. The letter grade will correspond with the following percentages achieved. All course requirements must be completed before a grade is assigned.

A	90 – 100%
B	80 – 89%
C	70 – 79%
D	60 – 69%
E	59 and below

Summary of Assignments (*subject to change*)

Item	Points	Date
Tech Project 1	20	Week 1
Tech Project 2	20	Week 1
Quiz 1		Week 1
Tech Project 3	20	Week 2
Tech Project 4	20	Week 2
Quiz 2		Week 2
Tech Project 5	20	Week 3
Creative Project 1	75	Week 3
Quiz 3		Week 3
Tech Project 6	20	Week 4
Tech Project 7	20	Week 4
Quiz 4		Week 4
Tech Project 8	20	Week 5
Creative Project 2	75	Week 5
Quiz 5		Week 5
Creative Project 3	140	Week 6
Quiz 6		Week 6

See the requirements for the specific Assignments on Blackboard.

Weekly Course Schedule

See Blackboard.

How to Succeed in this Course

- Check your ASU email regularly
- Log in to the course web site daily
- Communicate with your instructor
- Create a study schedule so that you don't fall behind on assignments

Student Conduct Statement

Students are required to adhere to the behavior standards listed in Arizona Board of Regents Policy Manual Chapter V – Campus and Student Affairs: Code of Conduct (http://www.abor.asu.edu/1_the_regents/policymanual/chap5/5Section_C.pdf), ACD 125: Computer, Internet, and Electronic Communications (http://www.asu.edu/aad/manuals/acd/acd125.html), and the ASU Student Academic Integrity Policy (http://www.asu.edu/studentaffairs/studentlife/srr/index.htm).

Students are entitled to receive instruction free from interference by other members of the class. If a student is disruptive, an instructor may ask the student to stop the disruptive behavior and warn the student that such disruptive behavior can result in withdrawal from the course. An instructor may withdraw a student from a course when the student's behavior disrupts the educational process under USI 201-10 http://www.asu.edu/aad/manuals/usi/usi201-10.html.

Appropriate classroom behavior is defined by the instructor. This includes the number and length of individual messages online. Course discussion messages should remain focused on the assigned discussion topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion. Inappropriate discussion board messages may be deleted if an instructor feels it is necessary. Students will be notified privately that their posting was inappropriate.

Student access to the course Send Email feature may be limited or removed if an instructor feels that students are sending inappropriate electronic messages to other students in the course.

Syllabus Disclaimer

The instructor views the course syllabus as an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes face-to-face, via email or in the course site Announcements. Please remember to check your ASU email and the course site Announcements often.

Technical Support Contact Information

For technical assistance 24 hours a day, 7 days a week, please contact the University Technology Office Help Desk:

> Phone: 480-965-6500
> Email: helpdesk@asu.edu
> Web: http://help.asu.edu/

For information on systems outages see the ASU systems status calendar, please visit http://syshealth.asu.edu/ and http://systemstatus.asu.edu/status/calendar.asp

Accessibility Statement

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at the Disability Resource Centers (DRC) facilitate a comprehensive range of academic support services and accommodations for qualified

students with disabilities. DRC staff coordinate transition from high schools and community colleges, in-service training for faculty and staff, resolution of accessibility issues, community outreach, and collaboration between all ASU campuses regarding disability policies, procedures, and accommodations.

Students who wish to request an accommodation for a disability should contact the Disability Resource Center (DRC) for their campus.

Tempe Campus
http://www.asu.edu/studentaffairs/ed/drc/
480-965-1234 (Voice)
480-965-9000 (TTY)

Polytechnic Campus
http://www.asu.edu/studentaffairs/ed/drc/
480.727.1165 (Voice)
480.727.1009 (TTY)

West Campus
http://www.west.asu.edu/drc/
University Center Building (UCB), Room 130
602-543-8145 (Voice)

Downtown Phoenix Campus
http://campus.asu.edu/downtown/DRC
University Center Building, Suite 160
602-496-4321 (Voice)
602-496-0378 (TTY)

GIT 230
Outcomes Matrix

	Lecture	Quizzes	Exams	Homework	Video Clips	On-Line Chat	Technical Report	Technical Presentation	Case Study	Debates	Team Activity	Capstone Activity
O1 - Develop an understanding of trade customs/business practices in the graphic information industry.	X											
O2 - Create assets for print and/or digital media outputs.		X	X	X								
O3 - Participate in teams organized to propose and implement solutions for graphic information projects.												
O4 - Demonstrate in-depth knowledge of print, web and/or media processes.	X	X										
O5 - Identify the legal and ethical ramifications of decisions concerning the creation and distribution of graphic information.	X	X		X								
O6 - Propose solutions to complex graphic information projects based on analysis of management issues, production workflow, equipment and budgets.	X											
O7 - Identify resources for lifelong learning in the graphics industries.	X	X										
O8 - Demonstrate the ability to brainstorm, solve problems for, and execute visual communication solutions.							X					X
O9 - Plan and execute cross-media products intended for print and digital media.	X			X								X
O10 - Analyze and apply methods of quality control and project management.												
O11 - Demonstrate a working knowledge of estimating and cost analysis processes and software applications.												
O12 - Implement client-centered design in cross-media campaigns.	X	X	X	X								