

LSC Use Only

Number: _____

Submission Date: _____

Action-Date: _____

RECEIVED

FEB 19 1998

UWUCC USE Only

Number: _____

Submission Date: _____

Action-Date: _____

97-52W

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Paul Kornfeld Phone 2492

Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

X **COURSE** Advanced Communications Graphics
Suggested 20 character title

____ New Course* _____
Course Number and Full Title

X **Course Revision** CM 340 Advanced Communications Graphics
Course Number and Full Title

____ **Liberal Studies Approval+** _____
for new or existing course Course Number and Full Title

____ **Course Deletion** _____
Course Number and Full Title

X **Number and/or Title Change** CM 441 Advanced Communications Graphics
Old Number and/or Full Old Title
CM 340 Advanced Communications Graphics
New Number and/or Full New Title

X **Course or Catalog Description Change** CM 340 Advanced Communications Graphics
Course Number and Full Title

____ **PROGRAM:** ____ Major ____ Minor ____ Track

____ **New Program*** _____
Program Name

____ **Program Revision*** _____
Program Name

____ **Program Deletion*** _____
Program Name

____ **Title Change** _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

B. K. Gulsom 12/15/97
Department Curriculum Committee

John B. Smith
College Curriculum Committee

Paul Kornfeld 12/15/97
Department Chair

John B. Smith
College Dean

Mark Staley 4/10/98
Provost (where applicable)

+ Director of Liberal Studies (where applicable)

82

Part II. Description of Curriculum Change

1. New Syllabus of Record (attached)

2. Summary of proposed revision

This revision includes a course number change, a catalog description change and course content changes to reflect changes in technology.

3. Justification/ rationale for the revision

Old Course Number and Catalog Description

CM 441 - Advanced Communications Graphics

(3c-0l-3sh)

Prerequisites: CM 440, permission

Provides in-depth experiences in planning and preparing graphic materials commonly used in the communications profession; graphic materials include design, photosketching, lettering, slide titling and duplication, preparation of camera-ready art, lithographic film and master layout sheets, professional slide flat production and photocopy, large-format transparency production, color key, and color systems.

New Course Number and Catalog Description

CM 340 - Advanced Communications Graphics

(3c-0l-3sh)

Prerequisites: CM 240 or permission of the instructor

Advanced graphic concepts, production processes, and techniques for print and digital media appropriate for education, training and communications media specialists. Hands-on experiences using a variety of industrial grade software applications.

Justification/Rationale for the change.

The change in course number from a 400 level course (CM 441) to a 300 level course (CM 340) is in line with the learning experiences of other courses in the redesigned B.S. in Communications Media.

The new catalog description and syllabus of record reflect changes in the field. The original syllabus focused on graphic production processes and techniques associated with a generation of tools that included the T-square, compass, and triangle. These have been replaced by computer hardware, software applications, and new production processes.

An editorial change is made to reflect the new number of the prerequisite.

4. Old Syllabus of Record (attached)

Part III. Letters of Support

Letters from interested departments are included at the end of this document.

Part II. Description of Curriculum Change

1. Syllabus of Record

I. CATALOG DESCRIPTION

CM 340 Advanced Communications Graphics

3 credits

3 lecture

0 lab hours

(3c-0l-3sh)

Prerequisites: CM 240 or permission of the instructor

Advanced graphic concepts, production processes, and techniques for print and digital media appropriate for education, training and communications media specialists. Hands-on experiences using a variety of industrial grade software applications.

II. Course Objectives

At the conclusion of the course the students will be able to:

- Demonstrate sufficient knowledge of printing processes and on-line communications systems necessary for graphics production;
- Have knowledge of and apply graphic design concepts to producing graphics for print production and on-line communications;
- Have knowledge of and apply typographic concepts to a variety of graphics problems for print production and on-line communications;
- Demonstrate the appropriate use of illustrations and photographs; and
- Demonstrate an ability to use computer illustration (drawing/paint), image processing, desktop publishing, and on-line editing software to produce graphics for print and on-line communications.

III. Course Outline

Week #1 (3 class hours)

- Introduction and discussion of course requirements
- Overview of graphic arts industry.
- Introduction to computer hardware and software for creating graphic designs for conventional printing and on line communications.

Weeks 2-5 (12 class hours)

- Desktop Publishing using programs such as QuarkXpress
 - Design concepts, elements and principles of Design
 - Working with grids
 - Layout Design
 - Flyer
 - Brochure

Weeks 6&7 (6 class hours)

- Designing with type
 - Rhythm and measurement
 - Type classification
 - Choosing typefaces
 - Legibility
 - Emphasis
 - Structural Forms
 - Alignment
 - Headings/Subheadings/Side headings
 - Indents
 - Dividing text
 - orphans/widows

Week #8 (3 class hours)

- Working with color
 - process and spot color
 - Creating palettes (CYMK) and color systems (PMS)
 - Using color to reinforce a message

Week #9&10 (6 class hours)

- Introduction to image processing tools
 - Tools (Photoshop)
 - Techniques

Week #11 (3 class hours)

- Illustration
 - introduction to drawing tools (Adobe Illustrator)

Week #12 (3 class hours)

- Printing processes

Week #13 (3 class hours)

- Introduction to Designing for on-line communications

Week #14 (3 class hours)

- Copyright and future of the industry

During the final exam period, students and faculty member will meet to review projects and discuss inclusion of projects in the students' senior portfolios.

IV. Evaluation Methods

20 % Two quizzes will be given based upon the reading assignments and lecture discussions.

Each project is designed to target design concepts and specific processes and techniques.

- | | | |
|------|------------|--|
| 10 % | Project 1. | Illustration for a training manual (illustrator) |
| 10 % | Project 2. | CD jacket design (illustrator) |
| 15 % | Project 3. | Cover Design for a Project Proposal (Photoshop) |
| 15 % | Project 4. | Exercise 1. Business card with a corporate identify symbol produced in Illustrator and imported into QuarkXPress |
| | | Exercise 2. Design concepts and color: Plan a flyer announcing the annual meeting of the Pittsburgh Chapter of Society of Broadcast Engineers (SBE). The design will include, thumbnails, a rough, and comprehensive design. (QuarkXpress) |
| | | Exercise: 3. Designing with type (QuarkXPress) |
| 15% | Project 6. | Final DPT production: Six panel Brochure. |
| 15% | Project 7. | Design an online brochure page for a training and development company. |

Grading Scale: Grades are calculated by totaling the points received on all assignments and quizzes and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

90-100%	= A
80-89%	= B
70-79%	= C
60-69%	= D
below 60%	= F

V. Required textbooks, supplemental books and readings

Pipes, Alan. Production for Graphic Designers. Englewood Cliffs, NJ: Prentice Hall 1993.

Evans, Tim. The 10 Minute Guide to HTML. Indianapolis, IN: Que Corporation, 1995.

VI. Special resource requirements

Each student will be expected to supply a ZIP disk.

VII. Bibliography

Periodicals:

HOW, Publish, Print, Advanced Imaging, Step by Step

Periodicals:

HOW, Publish, Print, Advanced Imaging, Step by Step

Books:

Adams, Michael, et.al. (1996). Printing Technology, 4th Edition. Delmar Publishers.

Behorian, Ellen and Gary Poyssiak (1995). Adobe Illustrator :Creative Techniques. Hayden books, Indianapolis, IN.

Bringhurst, Robert (1992). The Elements of Typographic Style Hartley & Marks, Vancouver:

Burns, Diane and Sharyn Venit (1994). The Official QuarkXPress Handbook. Random House, New York.

Cohen, Luanne, and Taya Wendling (1995). Design Essentials. Second Edition. Hayden books, IN.

Holmes, Nigel (1991). Designers Guide to Creating Charts and Diagrams. New York: Watson-Guptill.

Grossman, Joe (1996). Makeover Book, 2nd Edition. Ventana Press.

Lopeck, Lisa and Sheryl Hampton (1997). Adobe Seminar:Web Design. Adobe Press.

Landa, Robin (1996). Graphic Design Solutions. Delmar Publishers.

Morris, Mary (1996). HTML for Fun and Profit Sunsoft Press, CA.

McCarthy, Nancy Quark Design (1995). Berkeley, PeachPit Press, CA.

Nolan, Michael & Scott Cook (1993). QuarkXPress Design Techniques Hayden books, IN.

Parker Roger (1997). Looking Good in Print. Ventana Press,NC.

Perfect, Christopher (1992). The Complete Typographer. Little, Brown and Company, London.

Pipes, Alan (1993). Production for Graphic Designers. Prentice Hall, NJ.

Soghoian, Sal (1993). The Quark XTensions Book . Hayden books, IN.

Weinmann, Elaine and Peter Lourekas (1995). Photoshop for Macintosh. Peachpit Press, CA.

Weinmann, Elaine and Peter Lourekas (1995) Illustrator for Macintosh. Peachpit Press, Berkeley, CA.

CM 441: ADVANCED COMMUNICATION GRAPHICS

Prerequisite: CM 440 or 540 or Consent of Instructor.

- I. CM 441 will provide an in-depth experience in planning and preparing graphic materials commonly used in the print media. Photosketching, lettering, introduction to type design, preparation of camera-ready art, lithographic film processes, and color keying are all presented and utilized by the student. The class will also introduce microcomputer uses for graphic design, type design, and the generation of camera-ready body copy.
- II. The class will often meet in different locations through out the semester. It will be your responsibility to attend at the proper location. Since much of the work is a "hands-on" experience; failure to attend class may result in loss of unrepeatable demonstrations and practice sessions. Supervised lab times will be provided as well as private access to necessary equipment.

III. Required Texts:

Craig, James. Production for the Graphic Designer.

Selected readings from: Proceedings, 4th Symposium on Small Computers and the Arts, October 1984.

Reading Assignments:

- A) Word Processing (Superscript) on the TRS-80 Micro-Computer.

Required Reading:

TRS-80 Handouts.

- B) Introduction to Computer Based Imaging.

Fontrix Applications Software

Required Reading:

Fontrix Handouts

Typesetting, Craig, pp., 11-65.

Type for Low Resolution Computer Graphics, handouts.

Suggested Reading:

Technical Aspects of Type, Rosen, Ben, pp., 12-18.

Typography, Nelson, Roy Paul, pp., 72-93.

- C) Single Color Mechanical - Utilizing Original Line Art or Photosketch

Required Reading:

Printing, Craig, pp., 69-77.

Mechanicals, Craig, pp., 157-172.

Suggested Reading:

(Photosketching, Minor & Frye, pp., 79 - 82.)

- D) Camera Ready Mechanical for Multiple Color Poster Utilizing a Velox

Required Reading:

Color Printing, Craig, pp., 100-113.

Halftones, Craig, pp.,

- E) Self-Mailer, Camera Ready Art

Required Reading:

Folding & Imposition, Craig, pp., 137-145.

Suggested Reading:

Approach to Design, Nelson, pp., 32-49.

Choosing the Right System, Nelson, pp., 65-68.

Miscellaneous Publications, Nelson, pp., 218-23

F & G) Four Color Mechanical and Color Keyed Design

Required Reading:

Chromatec Handouts

Review Color Printing, Craig, pp., 100 - 113.

- IV. The Course will utilize micro-computers, the process camera and dark room, and the graphics lab. Use of the Radio Shack TRS-80 computer and the Superscript word processing software will provide the basis for generating necessary camera ready body copy in conjunction with a letter quality printer. Use of the Apple II microcomputer along with the Fontrix layout and design applications software will provide the means of generating original type design for inclusion in a subsequent project.

Knowledge of equipment and supplies for the preparation of camera-ready art, process camera use and the development of kodalith films will be utilized in conjunction with the production of a color keyed final project.

V. Projects

A) Word Processing (Superscript) on the TRS-80 Micro-Computer.

Required Materials:

Two 5 1/4" single sided double density disks. (\$5.30 at OSF Computers).

Required Project:

Create camera ready body copy with the use of a letter quality printer to be utilized in a following project.

B) Introduction to Computer Based Imaging.

Fontrix Applications Software

Required Materials:

Two 5 1/4" floppy disks

Required Project:

Design a display type to be utilized in a following project.

C) Single Color Mechanical - Utilizing Original Line Art or Photosketch

Required Materials:

Transfer letters or lettering system use, Non-photo Blue Pencil, India Ink, Straight edge, Triangle, Illustration Board

D) Camera Ready Mechanical for Multiple Color Poster Utilizing a Velox.

Required Materials:

Transfer Lettering, Non-photo Blue Pencil, India Ink, Straight edge, Triangle, Illustration Board, Velox/ Duo-tone.

E) Camera Ready Mechanical for Multiple Color Self-Mailer

Required Materials:

Transfer lettering, Non-photo Blue Pencil, India Ink, Straight edge, Triangle, Illustration Board, **Letter Quality Body Copy** from (A).

Techniques employed for this multiple color project will be

- 1) Design based upon a folded brochure. (Minimum of two folds.)
- 2) Back printing

F) Four color mechanical and stippled negatives

See (G)

G) (Chromatec) Color Keyed Design.

- 1) Original Design rough in color. (100% size) (From F)
- 2) Finished 4 Color Mechanical. (From F)
- 3) Kodalith Negatives Produced and Stripped. (From F)
- 4) Color Keyed proof using the Chromatec sytem.

VII Evaluation

Evaluation will be based upon the students abilities to perform the necessary tasks involved in the execution of the above projects. Half of the grade will be based upon utilizing all technical requirements necessary for each specific project including technical and conceptual development in computer usage for graphic design. The other half of the grade will be based upon the aesthetic and general appearance of each project.

- A) Body Copy from Word Processor
10% of semester grade.
50% of this grade based upon meeting sample deadline.
50% of this grade based upon use in either C.D. or E.
- B) Type Design from micro-computer design
10% of semester grade.
50% of this grade based upon meeting sample deadline.
50% of this grade based upon use in either C.D. or E.
- C) Mechanical, Single Color with Photosketch or Original Line Art
10% of semester grade.
- D) Multiple Color Mechanical with Velox
15% of semester grade.
- E) Self Mailer Mechanical; Multiple Color with Backprinting and Folds
15% of semester grade.
- F) Four Color Mechanical including Stripped Kodalith Negatives
20% of semester grade.
- G) Color Keyed Design
20% of semester grade.

VIII Calendar

Weeks 1 - 5:

- A) Word Processing (Superscripts) on the TRS-80 Micro-Computer.
Introduction to course. Instruction in use of letter quality word processing of the TRS-80 micro-computer.
Sample due at end of week three. -Hard copy and disk-
- B) Computer Based Imaging, Type Design
Introduction to use of font editing software for the Apple II microcomputer.
Sample due at end of week six. -Hard copy and disk-

Weeks 6 - 10:

- C) Single Color Mechanical - Utilizing Original Line Art or Photosketch
 - D) Mechanical for Multiple Color Poster Utilizing a Velox.
 - E) Mechanical for a Self-Mailer with back-printing.
- CRITIQUE at end of week 10.** (Floppy disks of type design and disks of body copy to be included.)

Weeks 11 - 15:

- F) Four color mechanical and stripped negatives.
- G) Color keying of original four color design. (Chromatec System)

FINAL CRITIQUE

IX Bibliography

- Birren, Faber. Color Perception in Art. New York, New York. Van Nostrand Reinhold Co., 1976.
- British Broadcasting Corporation. The Computer Program. Ten 30 minute Video tapes about the use of computers. #923 - 932.
- British Broadcasting Corporation. Making the Most of the Micro. Ten 30 minute programs about the use of micro-computers. #1094 - 1103.
- Craig, James. Production for the Graphic Designer. New York, New York. Watson-Guptill Publications, 1974.
- Data Transforms. Fontrix 1.2. Denver, Colorado. Data Transforms, 1984.
- Deken, Joseph. Computer Images, State of the Art. New York, New York. Stewart, Tabori & Chang, 1983.
- IEEE. 4th Symposium on Small Computers and the Arts. Philadelphia, PA. Proceedings from November 1984..
- Itten, Johannes. The Elements of Color. New York, New York. Van Nostrand Reinhold Co. 1970.
- Nelson, Roy Paul. Design Publication. Dubuque, Iowa. Wm. C. Brown Co., 1983.
- Poole, Lon. The Apple II Users Guide. Berkeley, California. Osborne/McGraw-Hill, 1981.
- Radio Shack. TRS-80 Model III Operation and Basic Language Reference Manual. Fort Worth, Texas, 1980.
- Rosen, Ben. TYPE & TYPOGRAPHY THE DESIGNERS HANDBOOK. New York, New York. Van Nostrand Reinhold Co., 1976.
- Rosenfelder, Lewis. Basic Faster and Better. Upland, California. IJG Inc., 1981.

- X** Brian Anderson, Office phone: 357-2493.
Office RM G-16C Stouffer Hall (until further notice)