KIRK
WIDRA
M.ED

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Course: Graphic Communications in Fashion 1   **Course Number:** FS 20632

Instructor: Kirk Widra M.Ed

Prerequisites: None

Email Address: kwidra@aii.edu **Phone:** 215-567-7080 #5709

Contact Hours: 4 Per Week

Instructional Contact Hours: Lecture: 22 hrs Lab 22 hrs

Academic Credits: 3 Credits

Course Length: 12 weeks

Course Description: This course is a workshop in which students study the use of the computer as the tool of the designer. An overview of Illustrator a vector based and image manipulation program gives the students a greater understanding of the immense power and control of computer hardware and software to create graphic / marketing materials and solutions.

Institutional Learning Objectives

- Integrate creative discipline specific knowledge, skills and abilities to obtain entry level employment in chosen field
- Use critical thinking in creative and innovative problem solving and decision making
- Apply ethical responsibility and integrity to personal and professional situations
- Implement sound business practices and professionalism including career development strategies in chosen career field

Class Competencies

1. Indentify electronic environments
2. File saving and sharing
3. Image selection and manipulation
4. Using electronic images and for marketing objective
5. Operate and manage desktop computer
6. Manage files in varying formats
7. Reproduction Techniques

Required Text: Visual Quick Start Guide for Illustrator by Elaine Weinmann and Peter Lourekas, Published by Peach Pit Press or equivalent electronic text**.**

Technology Needed: Student will be responsible for computer generating graphics and manipulating images using a vector based program. Other technologies used will include scanners and printers.

Instructional Materials and References: Students will be required to gather materials based on instructor's examples and as part of research and developing of projects.

Teaching Strategies: Students will be exposed to a combination of instructional techniques including field trips, lectures, hands on demonstrations and exercises, and guest speakers. All project topics are reinforced by one of the previous techniques and are reexamined from multiple angles in order to ensure a clear understanding of material.

Requirements for Successful Completion of Course: Required attendance, consistent class participation, and the successful completion of all assignments. All projects must be completed to complete this course. Preparedness will also be considered in the determination of the final grade. If a student is continuously unprepared for class, or leaves early that will have a negative impact on the final grade

Methods of Evaluation: Projects(s) 50% | Class participation, attendance, and homework 50%

Instructor Availability Outside of Class: Please email in advance to ensure appointment time and location.

- **Day:** Monday | **Time:** 12:00 – 1:00 | **Location:** 2300 Market St. 233B

- **Day:** Wednesday | **Time:** 7:00 – 8:00 &12:00 – 1:00 | **Location:** 1622 Main 8th Floor Faculty Workspace (cube #1)

- **Day:** Thursday | **Time:** 7:00 – 8:00 &12:00 – 1:00 | **Location:** 1622 Main 8th Floor Faculty Workspace

Dates of Final Review(s): Week 5 for midterm grade and Week 11 for final grade

Estimated Homework Hours: 1-4 a week depending on needs of projects

Estimated Technology Hours: As needed

Topical Outline of Course: *Please note this outline is subject to change based on the needs of the course and or time allotted.

Wk 1: Introduction to class and instructor. Go over syllabus. Lecture on what is computer graphic design, its purpose, methods and history. Begin exploring the use of the Mac operating system and begin working on computer with vector-based images. Lecture / demonstration on the following topics

- Intro to the Mac operating system
- File management
- Setting up file for a variety of uses and applications
- Basic selection and navigation
- Creating basic shapes

Wk 2: Review information from previous week. Lecture / demonstration on the following
- Review basic shapes
- Stroke manipulation
- Line tool
- Brush filters
- Brush tool, pencil tool and blob tool

Wk 3: Review information from previous week. Lecture / demonstration on the following
- Direct selection tool
- Pen tool
- Pathfinder palette and shape builder tools
- Introduction to layers palette and layer management
- Cutting and pasting via layers
- Alignment tools

Wk 4: Review information from previous week. Lecture / demonstration on the following
- Tracing techniques
- Use of grid view
- Type tool
- Color management and building and analyzing color

Wk 5: Review information from previous week. Issue midterm exercise.
- Give students majority of class time to complete midterm

Wk 6: Review information from previous week. Lecture / demonstration on the following
- Review midterm with students
- Introduce basic 3D techniques with gradients
- Saving and file management for cross platform use

Wk 7: Review information from previous week. Lecture / demonstration on the following

- Live tracing techniques
- Expand appearance from base objects
- Symbol sprayer
- Introduce final project

Wk 8: Review information from previous week. Lecture / demonstration on the following
- Give demo of tracing techniques and organizing files for final project
- Review project with each student and discuss chosen subject matter
- Work on final in class

Wk 9: Review information from previous week. Lecture / demonstration on the following
- Work on final in class

Wk10: Review information from previous week. Lecture / demonstration on the
- Review final projects with students and issue final grade
- Overview of all material covered in class
- Provide Q and A

Cell Phone Policy: Please make sure to turn cell phones to silent when entering class. Students who continually use of cell phones during class and causing disruptions will be asked to leave class. No food or drink is permitted in computer labs.

Attendance Policy

- I am committed to a learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.

- A student who is absent for *three cumulative weeks** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-

appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.

- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom**. If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

- Students who are not marked present in <u>any</u> of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Academic Dishonesty Policy: Please note that any form or degree of academic dishonesty challenges the principles of truth and honesty which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.
3. Plagiarizing or falsifying materials or information used in the completion of any assignment.
4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.
5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student's scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student's work as your own.
8. Aiding or abetting any of the above.

The Instructor will impose the following sanctions when a student is found to have committed any of the above infractions:

1st offense = failure of class

2nd offense = suspension for two (2) quarters

3rd offense = expulsion

Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

STUDENT ACCOMMODATIONS POLICY: If you are a student who has a need for a reasonable accommodation based on a documented disability, please contact the instructor privately either before or after class to discuss the accommodation. This request ideally should be made prior to the seating of the second class of the quarter. In order to receive a reasonable accommodation, you must have the appropriate documentation on file with the Student Services Office.

CELL PHONE/ELECTRONIC DEVICE POLICY:

- o Cell phones, ipods, and other electronic devices are not to be used in the classroom during class time.
- o Cell phones are not to be used in the library.
- o All electronic devices should be muted or turned off prior to class and stored in a location other than the desk top.
- o Cell phones are typically not to be used in hallways. Loud and disruptive use of cell phones in hallways will be addressed.
- o Emergency use of cell phones is by instructor discretion.
- o Students may use cell phones in stairwells and outside of buildings.

Penalties for use of electronic devices:

1st offense: Warning given by instructor

2nd offense: Removal from class for 1 day and attendance penalty. Student will be sent to Director of Student Services' office.

3rd offense: Probation and permanent removal from class.