

Semester: Fall 2019
Meeting Day/Time: T/Th 3:30–6:00pm
Location: 240R

Email: jenny.kowalski@temple.edu
Phone: 317-260-1780
Office: 240G
Office Hours: MW 12–2pm

COURSE INFORMATION

Prerequisites: All foundation level courses or approved equivalent.

Other Required Information: All students taking classes in GAID are required to attend our studio clean up at the conclusion of the semester. You will receive more info on the clean-up via our Canvas student group.

Email and Canvas: Make sure you check your email and Canvas regularly and turn on your notifications for Canvas. Canvas is going to be the main method of communication for this course.

Office Hours: My office hours are Tuesday from 1:00–5:00 pm. If you would like to meet with me outside of class, please schedule a meeting in advance during these hours. Reach out via email if you need to schedule a meeting outside of my office hours—there is potential to meet in person or via WebEx at other times.

Contact: My email is jenny.kowalski@temple.edu. If you want to meet with me outside of class, please arrange a meeting during my office hours. If you have questions about the homework or technical issues with the programs, please post to the appropriate Canvas discussion board—you may not be the only one with that question or issue. This class is all about developing technical skills, so you are expected to try to find your own answers before asking for technical support.

COURSE OVERVIEW AND GOALS

Overview: In this course you will learn how to effectively and efficiently use Adobe Photoshop, Illustrator, and InDesign. By the time we finish you should feel comfortable using any and all of these programs to produce your own creative work. You will learn how to save yourself time and make quick decisions. You will not only learn how to use today's industry-standard technology, but also develop habits and practices that you can apply to any technical skill in the future.

Goals: Upon completion of this course, you will be able to:

- Demonstrate technical proficiency in Adobe Photoshop, Illustrator, and InDesign.
- Identify and utilize appropriate tools to execute creative work.
- Work quickly and efficiently in response to creative prompts.
- Engage in a collaborative design environment.
- Seek out new design inspiration and resources.

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GAID Major: As a sophomore, you are expected to create a body of work of the highest possible quality, meeting the established standards of the program. If you are interested in the Graphic & Interactive Design (GAID) major, you must also take GAD 2001 and apply with a portfolio. More details on this process will be available via Canvas.

Course Structure: Because the Adobe Creative Cloud software is constantly changing, this course relies on outside educational resources from Adobe and Lynda.com to ensure accurate and up-to-date information. Instead of reading a textbook, your weekly homework will be to watch and follow along with a provided list of videos, readings, and tutorials to learn the foundational skills outside of class. In-class time will be spent on exercises and projects that will grow these skills. Class time will also be an opportunity to discuss issues in design, get feedback on work, and generally ask questions. This class will meet for two 2.5 hour sessions each week. This is a very concentrated class—each class period is designed on the assumption that you have done all of the required homework. If you miss one class or week of homework you miss out on valuable knowledge and time towards developing your skills.

COURSE REQUIREMENTS

Class Participation / Professionalism: You will get the most out of this course if you are actively engaged. Class participation and professionalism take several forms. This could mean asking and/or answering questions on Canvas discussion boards, participating in in-class discussions and critiques, coming completely prepared to class, showing an ability to stay on-task, and showing professional courtesy to peers and faculty. These contributions may count favorably in your grade.

Tutorials: Each week, you will be assigned a series of videos, readings, and/or tutorials for homework. Back-to-back viewing or reading should take approximately 3 hours a week. Realistically, you should allow yourself 6–9 hours each week for the homework. It will take time to download the exercise files for each tutorial, pause and repeat the instructions as you follow along, and take breaks. While there is no direct grade for completing tutorials, the content of the tutorials will be the content of the weekly quiz. *If you do not complete the tutorials, you will be unprepared for the quizzes. You will also be unprepared for class.* You need to actively engage with, not just passively watch, these tutorials. Practice is the only way to get the skills needed in this course. It's also way more interesting to actually use the tools than to watch someone else use them. Tutorials can be played on a tablet, phone, laptop, or second monitor while you follow along on a computer. You can typically turn on subtitles and/or adjust the speed to what is best for your own learning.

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Quizzes: Weekly quizzes will be conducted through Canvas at the beginning of class. The content of the quizzes will be the most recent round of tutorials assigned for homework.

- The first day of class “pre-test” counts as a 10/10 quiz grade if you complete it.
- There will be a graded “final/post-test” at the end of the course. This will cover a broad range of material from the entire course.
- The lowest quiz grade will be dropped (excluding the pre-test and final). This is to accommodate a potential absence or other one-time difficulty. You should always make up the quiz if you need to miss class for any reason (see *Attendance Policy*).

Exercises: Exercises are an opportunity to practice the skills you have learned each week. These are typically assigned and completed within a single class period. Exercises will require following of instructions, attention to detail, time management, and creativity. If the allotted time is not enough to complete an exercise, turn in what you have at the end of class.

- The lowest exercise grade will be dropped. This is to accommodate a potential absence or other one-time difficulty. You should always make up the exercise if you need to miss class for any reason (see *Attendance Policy*).

Project 1: Letter Illustration Sketching and developing ideas off-screen is just as important as working within the Adobe programs. Create an illustration based on the first letter of your name (You can use your first, last, or middle name, or a nickname if you prefer). In Photoshop, you will combine your drawn sketch with at least one scanned or photographic image.

Project 2: Zoo Icons Consistency and technical proficiency are both important in design of a system. In a set of icons all the pieces must work together stylistically, and icons must work at both large and small scale. Use Illustrator to design a set of 3–5 icons (simple symbolic illustrations) for a zoo.

Project 3: Award Good design has a specific user in mind. Use Illustrator to design a badge, award, or prize for a specific recipient of your choice. The final award will be made out of a material that fits the concept, and construction should utilize a laser cutter or similar tool.

Project 4: Animated GIF Motion has become a standard element of design, particularly on the web and social media. Using source material from Temple University’s Digital Collections or similar materials in the public domain, create a unique looping GIF (with no clear beginning or ending) in Photoshop.

Project 5: Designer Presentation No matter what field you go into, you will need to be able to confidently share your work and ideas with others. Research a designer, illustrator, or studio who inspires you (guided by a recommended list) and use InDesign to create a brief presentation you will give to the class.

Project 6: Designer Book Collaboration is essential to the design process. Combine your own research and the research of your classmates to design and produce a small book of designers using InDesign. The final printed and bound book will be due on the last day of class.

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COURSE MATERIALS

Instead of a textbook, you will be using Lynda.com and Adobe Creative Cloud 2018, both free to Temple students. Some basic printing and some high-quality inkjet printing on high-quality paper will be required. Materials for individual production (materials to be laser cut and adhesives for book construction) will also be required.

GRADING & RUBRICS

Course Rubric

Assignments/Activities	% of Final Grade
Class participation / professionalism	10%
Quizzes	15%
Exercises	15%
Project 1: Letter Illustration	5%
Project 2: Zoo Icons	10%
Project 3: Award	15%
Project 4: Animated GIF	5%
Project 5: Presentation	10%
Project 6: Book	15%

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Grade Scale

Letter grades for the entire course will be assigned as follows*:

Letter Grade	Points	Percent
A	4.00	93% and higher
A-	3.67	90% – 92%
B+	3.33	87% – 89%
B	3.00	83% – 86%
B-	2.67	80% – 82%
C+	2.33	77% – 79%
C	2.00	73% – 76%
C-	1.67	70% – 72%
D+	1.33	67% – 69%
D	1.00	63% – 66%
D-	.67	60% – 62%
F	.00	Below 60%

**All final grades will be rounded to the nearest whole number, so a 92.6 will be rounded up to a 93 but a 92.4 will be a 92.

Grades can be viewed on Canvas for this course.

COURSE POLICIES

Attendance

Absence for classes that meet twice a week: more than two (2) absences from classes will result in lowering the final course grade a full letter grade (i.e. with 3 absences an A becomes B, D becomes F, etc.). Four absences will automatically result in a final grade of "F," regardless of the quality of the work. *The 2 allowable absences include illness.* If you are absent due to illness 2 times and have an additional absence for any reason you will receive a grade based upon 3 absences.

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For classes that meet once each week, one (1) absence is permitted. The final course grade will be lowered after a second absence. A third absence automatically results in a final grade of "F." Lateness will count as half of an absence or a full absence depending on the actual arrival time. *The 1 allowable absence includes illness.* If you are absent due to illness 1 time and have an additional absence for any reason you will receive a grade based upon 2 absences.

Following an absence, a student is required to bring the work that is due in the next class or be counted absent again. Students are expected to make up any missed in-class work including quizzes, exercises, and projects. Missed work is due no later than one week from the absence (If you miss on Monday you must turn in make-up work by the following Monday or it will be considered late).

Students who have ongoing health issues that may cause them to miss class in excess of the allowable number of absences, must speak with their instructors immediately. *Ongoing medical absences that exceed the allowable number are not automatically excused.*

Punctuality

For classes that meet twice weekly, arrival after the roll has been taken will result in being counted absent. See above for the policy on lateness in classes that meet once weekly.

Process

Work on assignments must be presented for all class critiques. If you attend class without bringing the required work you will be considered absent. If you consistently bring work to class that is substandard and shows little sign of progress, that will strongly impact on the final grade. There will be no private critiques outside of class for students who have not shown work in class. Students are required to bring the current week's work and the work from the previous week to class critiques.

Laptops and Working Files

Students must come to class with your laptop (if you have one) and all working files. If you will be using a GAID laptop in class you will need to have quick and easy access to all of your working files.

Professionalism

Professionalism contributions can include participating in critiques, how well you present your work in class, ability to receive constructive criticism, and professional courtesy to peers and faculty.

Deadlines

Project deadlines must be met. Missing a project deadline will result in the lowering of the project grade a full letter grade for every day after the due date. If a deadline is missed due to illness, you must contact your instructor immediately. NOTE: *If you have met the initial deadline for a project but wish to rework it for submission at the final critique, your final grade for the project will be based upon the quality of the reworked piece or the initial submission, whichever is higher.*

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Students in GAID courses may not check social media, send text messages or engage in any other social networking activities during class time unless specifically authorized to do so by the instructor for a specific purpose. *Students who are found doing this during class time will have it counted against them as a full absence from class.*

Progress

If you fall behind at any point during the semester, see your instructor immediately. Do not wait until the final review to inform your instructor of problems you may be having.

Incomplete Grade Policy

Incomplete (I) The temporary “Incomplete” grade will be given only for documented medical/health reasons. *They cannot be given to students who request more time to complete required work in order to improve final grades.* Students must have completed AT LEAST 51% of the work at a satisfactory level in order to be eligible for an Incomplete. Documentation of the need for the Incomplete request must be provided by a medical professional.

COURSE CALENDAR

This calendar is subject to change, consult Canvas for the most up-to-date deadlines and assignments.

WEEK ONE	
Day 1: August 27	Review of Syllabus and Course Expectations Pre-Test Project 1: Letter Illustration (Brainstorming & Thumbnail Sketches)
Day 2: August 29	DUE: Adobe Programs & Raster vs. Vector Quiz: Adobe Programs & Raster vs. Vector Discussion: Inspiration vs. Plagiarism Project 1: Letter Illustration (Sketching & Critique)
WEEK TWO	
Day 1: September 3	DUE: Photoshop Tutorials 1 Quiz: Photoshop 1 Lecture: Photoshop Inspiration Exercise: Spot the Difference
Day 2: September 5	Project 1: Letter Illustration (Finalize in Photoshop)
WEEK THREE	

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Day 1: September 10	DUE: Photoshop Tutorials 2 Quiz: Photoshop 2 Exercise: Photoshop Musical Chairs
Day 2: September 12	Exercise: "Greetings From..." Postcard
WEEK FOUR	
Day 1: September 17	DUE: Illustrator Tutorials 1 Quiz: Illustrator 1 Lecture: Icon Design Inspiration Pen Tool Game (do in class) Project 2: Zoo Icons
Day 2: September 19	Lecture: Illustrator Inspiration Project 2: Zoo Icons (Group Critique)
WEEK FIVE	
Day 1: September 24	DUE: Illustrator Tutorials 2 Quiz: Illustrator 2 Boolean Game Project 2: Zoo Icons (Colorize and Finalize)
Day 2: September 26	Project 3: Award (Brainstorming & Concept Sketches)
WEEK SIX	
Day 1: October 1	DUE: Illustrator Tutorials 3 Quiz: Illustrator 3 Project 3: Award (Group Critique) Exercise: Brush & Pattern Creation
Day 2: October 3	Project 3: Award (Refine & Bring into Illustrator)
WEEK SEVEN	
Day 1: October 8	DUE: Texture & Mockups Tutorials Quiz: Texture & Mockups Project 3: Award (Finalize & Prep for Laser Cutting) Midterm Course Evaluations (fill out in class)

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Day 2: October 10	Lecture: Texture Inspiration Exercise: Texture and Mockups
WEEK EIGHT	
Day 1: October 15	DUE: GIF/Motion tutorials Quiz: GIF/Motion Lecture: Motion Project 4: GIF (Storyboards & Group Critique)
Day 2: October 17	Project 3: Award (Physical Piece DUE) Project 4: GIF (Finalize)
WEEK NINE	
Day 1: October 22	DUE: InDesign Tutorials 1 Quiz: InDesign 1 Lecture: InDesign Inspiration Exercise: Grid Sprints
Day 2: October 24	Lecture: Typography Kerning Game Exercise: Philly Event Poster Project 5: Presentation (Select Subject)
WEEK TEN	
Day 1: October 29	DUE: InDesign Tutorials 2 Quiz: InDesign 2 Exercise: Master Pages
Day 2: October 31	Project 5: Research (Work in Class & Small Group Crit) Project 3: Photograph Award
WEEK ELEVEN	
Day 1: November 5	Project 5: Presentations DUE (Round 1)
Day 2: November 7	Project 5: Presentations DUE (Round 2) Project 6: Designer Books (Setting up the Files)
WEEK TWELVE	

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Day 1: November 12	DUE: InDesign Tutorials 3 Quiz: InDesign 3 Exercise: Typos & Style Changes
Day 2: November 14	Exercise: Writing Workshop
WEEK THIRTEEN	
Day 1: November 19	Demo: Binding a Book Project 6: Group Critique of Book
Day 2: November 21	Exercise: Rework/Revise/Expand
WEEK FOURTEEN	
Day 2: November 26	NO CLASS: FALL BREAK
Day 2: November 28	NO CLASS: FALL BREAK
WEEK FIFTEEN	
Day 1: December 3	Final/Post-Test Project 6: Designer Books (Final Work Day)
Day 2: December 5	Project 6: Designer Books DUE

RESOURCES**Access your course materials here:**<https://templeu.instructure.com/courses/62260>**Printing Options:**

GAID Computer Labs (Available During Monitor Hours) All students must go to orientation to gain access. Grad Assistant is Michele Fitzgerald: michele.fitzgerald@temple.edu

Media Output Center (Monday–Friday 9am–5pm, 2nd floor, Tyler)

(<http://tyler.temple.edu/media-output-center>)

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TECH Center (Sunday–Thursday 24 hours, Friday–Saturday 10am–7:30pm, Bell Building at 12th St. and Montgomery Ave) (<http://www.temple.edu/cs/techcenter/>)

Digital Fabrications Studio (Monday–Friday 9am–5pm, Basement, Tyler) 3-D Printing, Laser Cutting, Vinyl Cutting, Embroidery, Equipment Rental (<http://tyler.temple.edu/digital-fabrication-studios>)

Email Steve at laurence.campbell@temple.edu with any questions

Other Resources:

Databases, journal articles, and more: Temple University Libraries (<http://library.temple.edu/>)

Receive Assistance with strengthening your writing: Temple University Writing Center (<http://www.temple.edu/writingctr/>)

Obtain 24/7 technology assistance: Computer Services Helpdesk (<http://www.temple.edu/helpdesk>)

GENERAL INFORMATION

Respect and Equity

One of Tyler's priorities is to create an anti-discriminatory environment where everyone feels safe and welcome. We are firmly committed to diversity and equality in all areas of campus life. All Tyler students are encouraged to participate, speak up, and express their viewpoints in a manner that is in keeping with the principles we seek to maintain as a community: mutual respect, tolerance of difference, kindness, and compassion.

Names and Pronouns

The class list for this course is generated by the university registration system. If you use a different name or pronouns than those provided on the class list, please advise the professor now or at any time during the course.

Basic Needs

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Office of the Vice President for Student Affairs at 215.204.6556. If you are comfortable doing so, please notify the professor. This will enable them to guide you to appropriate resources.

Disability Disclosure Statement

Any student who has a need for accommodation based on the impact of a disability should contact Tyler's Academic Advisor Elizabeth Fever at 215-777-9193 privately to discuss the specific situation as soon as possible. Disability Resources and Services at 215-204-1280 at 100 Ritter Annex to coordinate reasonable accommodations for students with documented disabilities. Students must present the appropriate paperwork in order to receive special accommodations. Accommodations are limited to those documented by the office of Disability Resources and Services and presented in an official letter to the faculty member.

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Student and Faculty Academic Rights and Responsibilities

The University has a policy on Student and Faculty Academic Rights and Responsibilities which can be accessed through the following link: http://policies.temple.edu/getdoc.asp?policy_no=03.70.02

Dates for Drop/Add* and Withdrawing from a class in Fall 2019

Last day to drop/add*: Monday, September 9, 2019

Last day to withdraw from a class: Tuesday, October 22, 2019

Communication

It is important that you check your Temple University email account and Canvas course **daily**. All official University notifications will be sent to your Temple email account. If you have any issues regarding your Temple email, please contact the Help Desk at 215-204-8000 or <http://www.temple.edu/cs/helpdesk/default.asp>.

Cancellation of classes due to inclement weather

The most accurate and up-to-date information on class cancellations can be obtained by calling the University's hot line, (215) 204-1975, and by listening to Temple's radio station, WRTI, 90.1 FM or referring to Temple's website at: <http://www.temple.edu/>.

The following supplemental documents are also available in our Canvas course under files:

Backup Requirements

Plagiarism Guidelines

Designers Must Be Paid For Their Work

Design Professionalism: Properly Crediting Your Work

Gaid Student Wellness