

**FALL 2009 SYLLABUS**

subject to change with notice

- Course:** **GRTC 2350: Graphics for Digital Media**  
Credit 3 hrs. Intro to pixel-based & vector graphics for use in print & digital media.
- Instructor:** Ms. Monika Zarzycka  
**Phone:** 713-743-4077 office  
**Email:** mzarzycka@uh.edu;  
**Office:** 391- T2  
**Office Hours:** M: 3-5 PM; W: 4-5 PM; or by appointment
- Website:** [www.graphics.tech.uh.edu](http://www.graphics.tech.uh.edu)
- Lecture:** Section 29906 M 1:00-3:00 PM in room 102A-T  
**Lab:** Section 29908 W 1:00-4:00 PM in room 102A-T
- Open Lab:** Can Le **email:** chle3@central.uh.edu
- Prerequisite:** ITEC 1301 or demonstrated computer proficiency
- Course Goals:** This course is designed to familiarize students with vector and pixel-based terminology and concepts used in print and digital media. This course introduces students to vector and pixel-based image creation techniques. It provides student with tools to create and/or manipulate illustrations for given media. Students completing the class will have a broader overview of image generation procedures so they may design vector and pixel-based images and/or effectively communicate technically with vendors and buyers.
- Students completing the course will:
- be able to communicate vector and pixel-based terminology to non-technologically savvy people;
  - be able to create, recreate, manipulate, and save illustrations by using vector and pixel-based software programs;
  - be familiar with different graphic file formats;
  - understand the advantages and disadvantages of using vector and pixel-based illustrations;
  - be familiar with different image creation tools and techniques;
  - be familiar with different design concepts;
  - be able to create and/or manipulate a pixel-based illustration;
  - be able to create a vector illustration;

**Required Textbooks:** Reding, Elizabeth. 2010. *Adobe Photoshop CS4 Revealed*.  
Delmar Cengage Learning. ISBN13: 9781435441873

Botello, Chris. 2010. *Adobe Illustrator CS4 Revealed*.  
Delmar Cengage Learning. ISBN13: 9781435441880

**Required Tools/Materials:** Professional Portfolio Case (size: 14" x 17" or 14" x 18")  
Purchase glue and a black or a white cardboard/matt board that would be  
11" x 17" or larger, which is needed to mount your final project.

To access the instructional materials, you will need access to a computer  
that has Acrobat Reader and Flash Player installed. You can download  
Acrobat Reader from [www.adobe.com](http://www.adobe.com). You can read the instructional  
resources online or print them. However, you may not print  
the material using the equipment in the lab.

**Required Digital Storage:** You will need either Flash drive or CD for backing up and archiving  
your files. You will be given 1 GB of network storage space on the cot-  
tech.uh.edu server. Your account will be deleted at the end of the  
semester and servers do crash, so it is recommended that you frequently  
back up your work and make a final CD of your files at the end of the  
semester.

**Course Credit** GRTC 2350 is lecture/lab and is governed by the University of  
Houston policy as well as policies of the accrediting bodies. First, students  
should understand that each hour of class credit requires three hours per  
week: one hour in lecture and two hours personal study/homework. Thus,  
a three-hour course requires nine hours per week: three in class and six on  
your own. However, lab earns in-class credit at one-third the rate of  
lecture. Thus, it takes three hours of lab to earn one hour of lecture credit.  
This course requires you to spend two hours in lecture. For those two  
hours, you receive two hours of credit. The three hours of lab, counted  
together, are worth one hour of credit. Thus, you spend five hours per  
week in a three-hour lecture/lab class. You still owe the instructor a total  
of nine hours per week. Thus, you should spend four hours per week on  
your own reading, studying, and working on homework. That's the  
expectation of this course.

**Grading:** Attendance/Participation: 5%  
Midterm Exams Project: 15%  
Final Exam Project: 15%  
Memo: 5%  
Portfolio (physical and web): 60%  
    Book Chapters: 15%  
    Project Builders: 20%  
    Module Projects: 25% (M1 5%, M2 10%, M3 10%)

**Letter Grades:**

	A	94-100	A-	90-93	
B+	87-89	B	84-86	B-	80-83
C+	77-79	C	74-76	C-	70-73
D+	67-69	D	64-66	D-	60-63

**Exam Projects:**

There will be two exam projects (one midterm and one final) designed to test students' ability to use specific tools and techniques learned in the class/lab about a given program. Students will be given requirements at least a week in advance. Students are to work individually on the exam project, without the assistance of the instructor or fellow students.

**Memo:**

Assume you are a art director and Professor Zarzycka is the General Manager of a full-service graphic design company. Read articles in graphic-related hard-copy or online magazines/journals. Keep reading until you find an idea or product that you think would be good for our graphic design company to buy or implement. Then, write a one-page (max) memo to Professor Zarzycka (use a traditional memo format) in the form of a REQUEST FOR AUTHORIZATION. Explain the idea you would like to foresee as a result of such a purchase or implementation. Cite costs as well as benefits. Request approval to proceed.

**Portfolio:**

Students will submit two versions of their portfolio (physical and web). Book lessons, project builders, module projects, and extra credit projects are part of the portfolio. The first part of the portfolio is due on **October 7th**; and the second part (complete portfolio) is due **December 2nd**. Please make your portfolios look professional and yet unique. Please consider the design for the cover and for the inside pages.

**Book Lessons:**

There will be a number of Books Lessons per each assigned chapter for students to complete and submit with their portfolios. Students should refer to the course schedule, which is located at the end of the syllabus, for the list of the specific book chapters that students are required to cover.

**Project Builders:**

There will be two Project Builders for the students to complete for each assigned book chapter, which are designed to apply the skills the students' have learned in the assigned chapter. . The Project Builders are included at the end of each chapter. Project Builders will be submitted in the portfolio.

**Module Projects:**

There will be three main projects assigned by the instructor during the semester to assess students' skill level and knowledge of a given software program.

**Attendance/Participation:**

Regular and punctual attendance is required of each student. **Be on time for lectures and labs!** Tardies of more than 10 minutes count as 1/2 an

absence. Students can accumulate three unexcused absences (lecture and/or lab). **There will be a grade penalty for all unexcused absences. After three unexcused absences the student will be dropped from the course.** In addition to the University's policy, it is the instructor's decision as to what will constitute an excused absence based on academic and professional growth opportunities outside the class. If there is any question as to the nature of the absence, the student should seek out the instructor prior to the absence. The lab is available at times other than the scheduled periods. It is not to be used in lieu of the normal lab time, but rather in addition to the lab time. In accordance with University policy students will be informed in advance, whenever possible, of any cancelled class meetings and are expected to wait no longer than 15 minutes for an instructor if there has been no announcement.

Excused Absences are defined as follows:

- Illness with a doctor's note
- Participation in a university function with a note from the advisor
- Death in the family with appropriate documentation

**Extra Credit:** Membership in the IGAEA UH students chapter (2 pt to final grade).  
Attendance of the IGAEA UH meetings (1 pt to final grade).  
Other opportunities will be discussed in class.

**Classroom/Lab Policies:** Please adhere to the following classroom rules:

- No cell phone use during the lecture
- No electronic devices allowed during the exam(s)
- No profanity/ obscenity
- No talking during lecture/exam unless the instructor asks a question

**Lab Policies:** The use of the Graphic Communication Technology Laboratory is a privilege afforded to those who pay Incidental Fees to maintain the lab and respect it and its contents. Please adhere to the following rules.

- Do not use the printer in the lab for anything other than class work.
- Computers are provided for your use. No laptops will be allowed.
- You are able to check out graphic tablets for the time you are in the lab (including open lab) with a proper UH ID.
- No food or drinks will be allowed in the lab. You may leave them on the table in the hallway.
- Before leaving lab each day, you will be responsible for logging off your computer and cleaning the monitor and surrounding area with a paper towel.
- Downloading of any software will be considered theft, which is a violation of the University's Academic-Honesty policy. The Department Chair will be informed of all occurrences of

software piracy. Any affected student will be suspended from class until a Departmental Hearing is called.

See <http://www.uh.edu/dos/hdbk/acad/achonpol.html> for more information.

**Late Assignments:**

There is a great deal of work for this course. You can very quickly fall behind. Unless otherwise noted, an assignment will be considered late if not turned on time, on the day it is due. **Late work will not be accepted!**

**Missed Classes:**

If you are absent on the due date, the assignment will still be late. You must make arrangements to accommodate your absence whether excused or unexcused.

**Expectations:**

Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade less than “B”. Please provide the attention, motivation and effort necessary to reach this grade expectation.

**If you meet the minimum requirements of any assignment, then you have done an average job which will earn you a “C”.** You must do more than the minimum requirements if you want to earn a higher grade.

In a creative class, some grading criteria are **subjective**. Just remember that professor Zarzycka is your client, and just as in the professional world, you will be expected to meet the approval of the client.

**Minimum effort = minimum grade**  
**Maximum effort = maximum grade**

**Academic Honesty:**

Cheating, plagiarism, and any other dishonest conduct will not be tolerated and appropriate action will be taken. Please refer to the student handbook for more information.

**Adds/Drops:**

Please refer to the University’s Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures.

**Incompletes:**

An “incomplete” grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond his/her control, complete one or more major assignment. If a student wishes an “incomplete”, he/she must explain the situation to the instructor in advance and make specific arrangements to complete the missing work no later than one year from the date the grade is given.

**Classroom Cleanliness:**

You will be expected to maintain a clean lab. The instructor will ask for your assistance when appropriate.

**Americans with Disabilities Act:**

Any student who may be in need of additional help under the ADA guidelines should contact the instructor directly after the first class meeting.

## COURSE SCHEDULE

DATE	LECTURE TOPIC	LAB TOPIC	DATE	LAB WORK	BOOK CHAPTERS
Week 1 08/24	Introduction & Orientation Introduction to Photoshop Working with Layers	Pixel-based Images File Formats Working with Layers	Week 1 08/26	Assigned Book Lab Lessons & Builders Monitor Calibration	A. Photoshop 1, 2
Week 2 08/31	Using Selections Correcting, Painting, Retouching Typographic Design	Working with Selections Incorporating Color Techniques Working with Type	Week 2 09/02	Assigned Book Lessons & Builders	A. Photoshop 3, 4, 5
Week 3 09/07	LABOR DAY, NO CLASS	Using Painting Tools Creating Special Effects with Filters Enhancing Specific Selections	Week 3 09/09	Assigned Book Lessons & Builders	A. Photoshop 6, 8, 9
Week 4 09/14	Channels, Masks, Paths Working with Vector Tools	Adjusting Color Using Masks, Paths, Shapes	Week 4 09/16	Assigned Book Lessons & Builders	A. Photoshop 10, 11, 12
Week 5 09/21	Performing Image Surgery Creating Images for the Web Module 1 Project	Performing Image Surgery Creating Images for the Web	Week 5 09/23	<b>Module 1 Project</b>	A. Photoshop 14, 16
Week 6 09/28	<b>MIDTERM EXAM PROJECT</b>	—	Week 6 09/30	<b>PORTFOLIOS (1st PART) MIDTERM EXAM PROJECT</b>	—
Week 7 10/05	<b>MIDTERM EXAM PROJECT DUE</b>	—	Week 7 10/07	<b>PORTFOLIOS (1st PART) DUE</b>	—
Week 8 10/12	Introduction to Illustrator Working with Text and Gradient Drawing Tools	Vector Graphics & File formats Working with Text and Gradient Drawing & Composition	Week 8 10/14	Assigned Book Lessons & Builders	A. Illustrator 1, 2, 3
Week 9 10/19	Transforming & Distorting Objects Working with Layers Patterns and Brushes	Transforming & Distorting Objects Working with Layers Patterns and Brushes	Week 9 10/21	Assigned Book Lessons & Builders	A. Illustrator 4, 5, 6
Week 10 10/26	Gradient Meshes Creating 3D Objects	Gradient Meshes Creating 3D Objects	Week 10 10/28	Assigned Book Lessons & Builders	A. Illustrator 7, 11
Week 11 11/02	Transparency, Live Color Drawing with Symbols	Transparency, Live Color Drawing with Symbols	Week 11 11/04	Assigned Book Lessons & Builders	A. Illustrator 8, 9, 10
Week 12 11/09	Trapping CMYK vs. SPOT colors	Creating 3D Objects Preparing a Documents for Prepress & Printing & for Web	Week 12 11/11	Assigned Book Lessons & Builders <b>Module 2 Project</b>	A. Illustrator 12, 13
Week 13 11/16	<b>Module 2 Project</b>	—	Week 13 11/18	<b>Module 2 Project</b>	—
Week 14 11/23	<b>MEMO IS DUE</b> Module 3 Project	—	Week 14 11/25	THANKSGIVING HOLIDAY, NO CLASS	—
Week 15 11/30	<b>Module 3 Project</b> <b>FINAL EXAM PROJECT</b>	—	Week 15 12/02	<b>COMPLETE PORTFOLIOS DUE</b> <b>MODULE 3 PROJECT DUE &amp; CRITIQUE</b>	—
Week 16 12/07	<b>OPEN LAB, NO CLASS</b>	—	—	—	—
Week 17 12/14	<b>FINAL EXAM PROJECT DUE at 2:00 P. M.</b>				