Graphic Processes  GDES 2210
Professor Carlton Nell  Wallace 222  844-3388  nellcar@auburn.edu  office hours: wed 8 - 11

4 hr. credit  3 hr. STU (2:1)  1 hr. LEC (1:1); Pr. PATG majors only, ARTS 1120, ARTS 1210, ARTS 1220, two 1000-level Art History courses, 6 hours of University Core Curriculum. Minimum 2.5 GPA in prerequisite courses and departmental approval.

Textbooks  Quickstart Guides to Photoshop CS3, InDesign CS3 and Illustrator CS3 software

Supplies  24” metal t-square  HB, 2H, 4H pencils
24” metal pica ruler  tracing paper (18” wide roll, 11lb. sulfate, white)
45/90 triangle, 12”  rubber cement and thinner
30/60/90 triangle, 12”  rubber cement pick-up
kneaded eraser  X-acto knife and blades, #11
magic rub eraser  500 MB or 1GB USB removable storage device (for Mac)
masking tape  25 pack of recordable CD’s
proportion wheel  other supplies as needed

Description  Introduction to basic principles of printing and preparing art for printing; application of visual communication concepts, media techniques to various graphic formats; development of personal skills; emphasis upon research and conceptual development, execution, and professional presentation.

Objectives  Students should gain a basic understanding of printing principles and terminology, and elementary procedures for creative problem-solving in a visual communication context

Content/Schedule  Week 1: studio project: icons  lecture: intro to visual problem-solving
Week 2: studio project: icons  lecture: visual problem-solving cont’d
Week 3: studio project: icons  lecture: printing principles
Week 4: studio project: icons  lecture: line art vs. continuous tone
Week 5: studio project: opposites poster  lecture: printing processes
Week 6: studio project: opposites poster  lecture: halftone
Week 7: studio project: opposites poster  lecture: CS3 software
Week 8: studio project: explanatory sequence  lecture: CS3 software cont’d
Week 9: studio project: explanatory sequence  lecture: spot color
Week 10: studio project: explanatory sequence  lecture: duotone, flat-tint duotone, tritone, screen tint
Week 11: studio project: visual pun  lecture: color separation
Week 12: studio project: visual pun  lecture: mechanical, printer’s marks
Week 13: studio project: house of cards  lecture: library/special collections visit to view artists’ books, etc.
Week 14: studio project: house of cards  lecture: four-color process, proofing
Week 15: studio project: house of cards  lecture: paper, ink
Grading

After class critique of finished projects, the work will be submitted for grading. A brief explanation will accompany a letter grade for the assignment based on the following:

- creativity/process
- technique/craft/presentation
- execution

A (4.0) superior work
B (3.0) good work
C (2.0) satisfactory work, requirements met
D (1.0) poor work, minimal for credit
F (0) performance insufficient for credit

Final grades will be determined by the project grades (85%); class participation and work habits (15%). Students failing to meet a deadline, unprepared, or missing a critique will receive an F for that portion of the assignment. Accommodations will be made for missed work when involving an official university excused absence. Students may withdraw (with W on the transcript) until mid-semester. Course will comply with University plagiarism policy.

Attendance

Students will be allowed two absences. Each succeeding absence may result in a drop of one letter grade from the final grade average. Four tardies equals one absence.

Studio policies

- No food or drink at computers
- No spray glue or fixative
- No loud music (maybe Dire Straits)
- No cell phones

All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to this class. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Integrity Committee.

Students with disabilities who need accommodations are asked to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. Bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have an Accommodation Memo but need accommodations, make an appointment with The Program for Students with Disabilities, 1244 Haley Center, 844-2096 (V/TT).
Production Processes  GDES 2210
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| Schedule   | Weeks 1-4 studio project: icons  |
|           | Weeks 5-7 studio project: opposites poster |
|           | Week 8-10 studio project: explanatory sequence |
|           | Week 11-12 studio project: visual pun |
|           | Week 13-15 studio project: house of cards |