

# ARS 431 Adv. Graphic Design II {Spring 2008}

**Keith Jones, Associate Professor of Art, Graphic Design Area**

Office Hours are from 7:30 a.m. until 8:30 a.m. Monday and Wednesday

**Contact Information:** [email-joneskt@uah.edu](mailto:email-joneskt@uah.edu). My office phone number is 256.824.2590 or the Art & Art History Department at 256.824.6114 for an appointment.

**{Class: Monday-Wednesday Time: 8:30 am until 11:00 am}**

## A. General Information:

**ARS 431 Advanced Graphic Design II** An advanced-level course that emphasizes web animation, interactive media, and advanced web design. Focus is on the development of a comprehensive interactive portfolio, utilizing the latest software applications.

**Grade Assessment/Percentages:** ARS 431 is assessed through the grading of (5) projects with a value of 45%, (1) Final Project with a value of 25%, (2) tests with a value of 20%, and CRV brief, class participation, and planning with a value of 15%. Each objective is graded on a 100 points scale. **Please Note:** All student information is kept confidential in compliance with FERPA.

### Grading Breakdown:

**(5) Projects:** All scores are added together and divided by the number of projects assigned.

The averaged score is then multiplied by 45% for a value.

**(1) Final Project:** The score will be multiplied by 25% for a value.

**(2) Test:** Both scores are added and divided by the number of tests. The averaged score is multiplied by 20% for a value.

**CRV Briefs, Class Participation and Planning:** All scores are added together and divided by the number of objectives assigned.

The averaged score is multiplied by 15% for a value.

**Semester Grade:** All values are added together for a final semester grade.

**PREREQUISITE:** You must have completed Art Studio- ARS 332 or approval of the instructor. **LAB FEE:** Level 3 for the Academic Year of 2007-2008.

## B. Introduction to ARS 431:

ARS 431 emphasizes creative exploration in web design using current animation software. The course is has been developed to enhance your design and web skills. The course will teach you how to function within an animation environment.

### Goal:

The goal of ARS 431 is to teach the student industry software, creative web design, and develop skills in effective web animation for more than one application. This course will teach you planning for animation and logistics of action scripting. ARS 431 is designed to develop your skills in graphic design, and the understanding of animation as an industry tool.

## C. Attendance Policy, Critique, and Classroom Policy:

Roll is taken by signing in each day. It is the student's responsibility to inform the professor of any late arrivals. Please wait until lecture is finished to sign in as tardy.

For every three absences you will lose 5 points on your final semester grade.

Three tardy arrivals to class will equal (1) absence.

You are required to attend and participate in all critiques on time. Students who do not attend critique will be considered late with their project. Late arrivals will not be accepted as being on time nor will they be allowed to post work for critique.

**Breaks:** Breaks are allowed anytime after lecture. Students who do not return after break in a reasonable time frame will be considered absent.

**Lecture:** I will begin at 8:30 am with lecture. The second half of class will be studio work time. If you are tardy, please do not disrupt the class or walk in front of me during lecture. Please be prepared for class with all materials ready for each work period.

Please do not surf on the web, talk to your neighbor, or work on projects during lecture. There will one warning before you are asked to leave class for the day.

**Special Note-Cross platform with PC's:** The main platform of the graphic design industry is the Macintosh. Students are responsible for late work due to crossing platforms issues or problems. All projects will be deleted from all computers in the graphic design lab at the end of the semester.

## D. Deadlines and late work:

All work is due at the call of deadline by the professor. Work that is late will lose (15) points for each day the project is late up to three days. Work will not be accepted after three days. All late work will have to be turned in to the professor personally.

## E. Grade Allocation:

Students are expected to work five or more hours outside of class to meet assignment objectives. Details will be covered pertaining to our lock system on the lab.

**Expectations to meet:** Excel in design philosophy, creative thinking, and craftsmanship for this course level.

### Grade Distribution and Expectations:

- A's: 100 to 90 Works that demonstrate **superior to excellent** skill level in all areas.
- B's: 89 to 80 Works that demonstrate **excellent to above average** skill level in all areas.
- C's: 79 to 70 Works that demonstrate **an average** skill level, craftsmanship, and understanding of materials.
- D's: 69 to 65 Works that demonstrate **a deficient** skill level, craftsmanship, and understanding of materials.
- F's: 64 to 0 Works that **fail in** skill, conceptual thinking, craftsmanship, and understanding of materials.

**NOTE:** + and- notations are allocated to grades.

## **F. Course Outline:**

This class will consist of lecture, terminology, hands on demonstration, class critique, and individual help. In order to optimize learning, it is important that students take notes during class. Projects are outlined on project sheet handouts. Software covered Flash. A web site has been prepared to include technical information used in class. The site is [www.ad4group.com/graphics](http://www.ad4group.com/graphics).

### **Week 1 & 2**

You will learn how to create animation by developing a banner ad for the web. During the next two weeks you will learn how to thumbnail, plan, and create an effective banner system to used in a web application. You will also learn basic action scripting to control your design.

**Project 1: Banner Ad Design.**

**Project 1 Due: Wednesday, Jan. 16, 2008**

### **Week 3 & 4**

During this series you will learn how to design for an email postcard system. This project will teach you how to create design for an email marketing push. You will learn action scripting to control movie clips, call up a URL, and create actions within a graphics system.

**Project 2: Email Postcard Design.**

**Project 2 Due: Wednesday, Jan. 30, 2008**

### **Week 5 & 6**

You will continue to work with intermediate action scripting by developing a corporate web site. This project will include movie clips and sound usage within button systems for navigation.

**Project 3: Corporate Web Site.**

**Project 3 Due: Wednesday, Feb. 20, 2008**

### **Week 7 & 8 (Week 7 Test 1)**

This project is to create an animation for the expression of art. This is a very creative project that will allow you to explore themes and develop a WOW piece. The objective is to create without barriers. Exploration will include topics for the theme and application of creative animation.

**Project 4: Art Animation Site**

**Project 4 Due: Wednesday, Mar. 12, 2008**

### **Week 9, 10 & 11**

This series will teach you how to design for high-end web applications. Lecture will include loading movie clips, developing advanced sound, and

**Project 5: Retail Web Site**

**Project 5 Due: Wednesday, Apr. 2, 2008**

### **Week 12, 13 (Test 2) & 15**

The final project is developed to teach you methods in creating an interactive CD for presentation. You will develop an electronic portfolio that can be used as accent to your current web site or become an end to your portfolio as a leave behind tool.

**Project 6: Interactive Portfolio.**

**Project a Due: Monday, Apr. 28, 2008**

**Exam Period 8:00 am-10:30 am: Final Project due Monday, April 28, 2008 at 8:30 am.**

**Work will not be accepted after this time.**

## G. Materials and Rules:

### Highly Recommended Subscriptions:

Communication Arts, Print or Equal Trade Magazines.

### Materials:

- \_\_\_\_\_ 1. Pencils (2) 4b, and (1) white.
- \_\_\_\_\_ 2. 9 x 12 inch tracing or layout pad.
- \_\_\_\_\_ 3. (1) Stick Memory Drive 1 GB or more.
- \_\_\_\_\_ 4. (1) Small pack of (5) CD's 700 MB (megabytes).
- \_\_\_\_\_ 5. (1) Number (11) X-acto knife with a (5) pack of blades
- \_\_\_\_\_ 6. 1" binder with dividers and notebook paper of your choice.
- \_\_\_\_\_ 7. Money for stock photography.
- \_\_\_\_\_ 8. Smaller container for your stuff!

Cost of materials are estimated to be \$65.00 +/-

### Sources for Materials:

Discount stores, \*Hobby Lobby, Michael's, UAH Bookstore, Alabama Art Supply, and Off Campus Bookstore. Estimated Cost Approx: \$65.00+/- . **Notice:** Special supplies may be requested during the semester.

## H. Lab Rules:

1. Please **do not** eat or Drink in Rooms 328 or 329 of the Graphic Design computer lab. Please use the lounge for food and drink.

Do not eat or leave food or drink in the halls. 2. Please keep lab clean of any mess and cut only in allocated areas.

3. Printers are to be used for class projects and academic purposes only.

4. Guest and children are not allowed to use the Graphic Design computer lab.

5. Students are responsible for removing work from computer folders. Computer files are cleaned-off during the semester.

6. **Please do not spray glue in lab.** Use only the allocated area for this task.

7. Web access is used for academic purposes only. Please do not surf or work on projects during lecture.

8. Electronic device will need to be set on vibrate.

**Emergency Only:** If you receive an emergency call, walk out in the hall to accept your call.

## I. Plagiarism and Special Note:

Is the act of stealing work or project ideas from someone in class or industry. When caught you will fail the assigned project and possibly the course depending upon the act. All accounts of plagiarism will be reported to the Administration of UAH and the Department of Art.

**Special Note:** The professor has the right to adjust the course as needed during the semester.