GRD 210 Applied 2D Graphics: Audio/Video Production

Course Description: A continuation of GRD 110, focusing on creating 2D graphics for use in on-screen video applications.

Prerequisites(s): GRD 110 (minimum grade C), and instructor consent   **Corequisite(s):** No corequisite

Lecture Hours: 2	Lab Hours: 3	Credit Hours: 3
Lab Fee: 105	Supplemental Fee: 0	Purpose:
☐ Transfer Assurance Guide Course (TAG)	☐ Transfer Module Course (TM)	
Course Format: Lec/Lab	Grading: A/B/C/F/I	
Delivery Method: □ Web □ Hybrid □ Classroom		
Semesters Offered: □ Fall □ Spring □ Summer		

Course Primary Text:

No Textbook Required	

Supplemental Materials:

Flash drive or external hard drive for saving/transporting work
Materials to print and mount design work

Course Outcomes:

This course is a continuation into the programs Photoshop and Illustrator. Students will learn additional tools and techniques within the programs and practice their design skills by completing projects specific to their major of AVP. Students will prepare images for use in After Effects, digitally correct images, prepare design materials for submitting to Film Festivals, set up files for use as story boards, and batch process files using the actions function of Photoshop.

Course Topics:

Week 1	Project 1 : Preparing Images for Motion **Assignment Parameters:** You will be taking a digital photograph and breaking up the photo's subject matter onto separate layers. Next you will use the photo-correction tools in Photoshop to recreate the image where these elements once were allowing for animation of the still in After Effects. The skills that you will need to demonstrate to complete the project are as follows: ▪ Creating, managing, duplicating and naming layers ▪ Choosing and painting colors ▪ Proficiency with basic selection tools ▪ Proficiency operating in quick mask mode ▪ Proficiency with Healing and Clone stamp tools ▪ Ability to arrange items in space ▪ Use of lock transparent pixels layer function ▪ Changing image color modes

	All students will complete these techniques on an image that will be supplied as an in class exercise. The extended project will be on an image of the student's choosing. The image should be fairly large size to ease in selecting the photograph's figures.
Week 2	Continue work on Project 1
Week 3	Project 2 : Digital Make-Up **Assignment Parameters:** You will be taking a digital photograph whose lighting could be improved. We will use layer and alpha channel techniques to soften the features of the person in the supplied photograph. Next, you apply the same technique to an image of your choice. The skills that you will need to utilize to complete the project are as follows: ▪ Creating, managing, duplicating and naming layers ▪ Choosing and painting colors ▪ Proficiency with basic selection tools ▪ Proficiency operating in quick mask mode ▪ Proficiency with Healing and Clone stamp tools ▪ Proficiency with burn and dodge techniques ▪ Ability to arrange items in space ▪ Use of lock transparent pixels layer function ▪ Changing image color modes ▪ Create alpha channels It is crucial you take notes during the demonstrations and explanations given in class. The demos will clarify some of the techniques used in the creation of this project.
Week 4	Continue Work on Project 2
Week 5	Project 3 : Abecedary Animals **Assignment Parameters:** Explore the creative use of type as a graphic with two original pieces of typographic art, creating an object using all of the letters in the name of the object at least once, and no other letters or shapes. Somewhere in the piece, the name of the object must be included. **Assignment:** Create two abecedary objects, in the style of Bembo's Zoo by Roberto deVicq de Cumptich, using Illustrator. One object's word/title must be of either three or four letters, but no more. The other may be as long as you like. Use Times New Roman on one of your words and Helvetica on the other. You will create a black and white and color version of both of your designs. **You will be turning in the following:** • One object of your choosing rendered with Times New Roman in black and white and one rendered in color • One object of your choosing rendered with Helvetica in black and white and one rendered in color • Dimensions of the project are 6x6" and are to be mounted to matte board with a 1.5" border • You can scale and rotate the letters, but DO NOT skew the letters or create outlines and edit their form • Letters can be repeated multiple times, use of type styles is acceptable, as is reflecting the characters "Bembo's Zoo." (http://www.bemboszoo.com)
Week 6	Continue Work on Project 3
Week 7	Project 4 : **Choosing Type for Film Titles** **Assignment Parameters:**

	Students will both choose type and modify type to make it visually say something about the films themselves. Choose **three** of the below listed films as titles that you will pursue in your attempt to select an appropriate typeface. **For each title you choose you will do the following:** Select two typefaces that you feel are appropriate for the film's themes Select one typeface that you feel is NOT appropriate for the film's themes Come up with TWO modified type designs that visually say something about the themes of the film. You can create outlines to modify the characters, adjust letter spacing, distort the type using envelopes or filters, etc.
Week 8	Continue Work on Project 4
Week 9	Project 5 : Illustration **Assignment Parameters:** You will be furthering your design skills by creating a stylized illustration in the program *Illustrator*. The illustration you choose to make is completely up to you; choose something you will enjoy working on. The illustration should be rendered using the pen, gradients, blend, and gradient mesh tools. This piece is not stylized, meaning that it is not necessary to attempt photo-realism. Sources for inspiration can be found at lifeinvector.com. **Assignment details:** • Research the image you would like to render • Research the tools you may use to create your illustration • Take notes during any in class demonstration of the program • Render your vector illustration • Print and mount your piece for in-class critique
Week 10	Continue Work on Project 5
Week 11	Continue Work on Project 5—Apply the Illustration to CD packaging Shotgun Project
Week 12	Project 6 : Press Kit **Assignment Parameters:** You are considering submitting your creative work to a record label or perhaps a film festival…how will you present the work? We will explore the basics of layout software *InDesign* to create our multipage press kit we can package our AVP work in. **Assignment details:** • Research the packaging possibilities for your press kit; for instance CD, DVD case sizes and types • Create concepts for the design of your press kit • Render aspects of the design in both *Photoshop* and *Illustrator* • Import the proper file types into *InDesign* to create the layouts • Package your work so that all aspects of it are visible in *InDesign* **Full Scope of Project:** • Design CD or DVD case front, back, and spine • Design CD or DVD interior booklet 4 sheets, 8 pages—this will be demonstrated in *InDesign* during class • Design the CD or DVD itself • Files are to be turned in digitally, as well as creating a hard copy inserted into a CD or DVD case
Week 13	Continue Work/Research on Project 6

| Week 14 | Continue Work on Project 6--Review |
| Week 15 | Final Critique and Exam |

Methods of Evaluation/Assessment

| 6 Projects—100 points each |
| 1 Shotgun Project—100 points |
| Final Skills Exam—100 points |

Course Keeper: Joel Knueven   Date Completed: April 11, 2019