NNHS GRAPHIC ARTS 1,2,3
Syllabus
Graphic Arts I

Instructors: Alex Egan, aegan@naperville203.org
Instructional Coordinator: Bryan Peckhart, email: bpeckhart@Naperville203.org
Available before and after school

Course Objectives:
∙ This class is geared towards students who have an interest in the Graphic Arts industry and the skills and knowledge needed to operate in that discipline.
∙ Through a series of Lab exercises and in-class projects, you will gain a basic understanding of the software packages used to design printed pieces.
∙ Upon completion of this class students will have the basic knowledge of what is required to take a project from concept, through design, to actual print.

Class Expectations:
∙ Attendance is essential to your success. Think of this class as a 50-minute business. You will have that time to complete that day’s assignment.
∙ Late Work. If you are absent, you are allowed two days to finish up any missing work. Determining what was missed is YOUR responsibility. Work that is turned in late (After due date) will be lowered by one letter grade if turned in within 2 days, 2 letter grades if turned in within 4 days. Past 4 days without an excused absence will receive a failing grade for that assignment.
∙ If you need time outside of class to complete projects, Study Hall time may be used. See the instructor to obtain a pass. An instructor must be in the room during the requested time.
∙ Leave the following at the door: Food, beverages, candy cell phones, hats, jackets.
∙ Be in your seat and ready to begin when the bell rings.
∙ Computers and Internet access are provided for your use. Any misuse (Video games, surfing web, etc.) will be counted as a loss day for participation.
∙ Lastly, I will practice the 3 R’S: Respect, Responsibility, Resourcefulness and I expect you to do the same.
  Respect: For Staff, students (co-workers), the equipment and yourself
  Responsibility: Your grade in this class is your responsibility. In the business world, they can fire you for lack of performance, I can only grade it.
  Resourcefulness: In the business world, anything that can go wrong usually does. You must be able to think on your feet and tackle situations as they arise, and they will. BE CREATIVE!

Evaluation Process:
Quarter grades will be based on total number of earned points:

100% - 90% = A
89% - 80% = B
79% - 70% = C
Semester Grades:
- First Quarter: 42.5%
- Second Quarter: 42.5%
- Final: 15%

Week 1&2 - Introduction

- Course Objectives
- Course Outline
- Evaluation
- Portfolio Requirements Review
- Opportunities in Graphics Arts
- Illustrator Practice
- Work on Three Sheets/ Shapes, Curves, Pear
- First Binder Review

Week 3&4 - Corporate Logo Project

- Select one company as basis of project for logo project
- Scan Images/ Recreate Logo (Adobe Illustrator)

Week 5 - Corporate Logo /Business Package

- Typefaces
- Logo Design (Sketching exercises)
- B/W concepts on Computer (5 different concepts)
- Introduce Pantone Color System
- Produce 2-Color Logo example
- Business Card project
  - Different Type Faces & Sizes
  - Margins
  - Layout/ Margins
- Letterhead & Envelopes (Cohesive Look)
- Work on Logo, Business Cards, and Letterhead.
- Turn in all for grade

Week 6 - Corporate Brochure Project

- Introduce project: Tie into previous logo project
- Research paper on Company for logo (Homework Assignment, completed outside of class)
- Design Elements (C.A.R.P.)
- Pencil layouts of brochure for approval (Define Look)
- Scanning photos/ Retouching (legal rights)
- Alpha Channels

Week 7&8 - Corporate Brochure Project (continued)
• Introduce PhotoShop basics (Selection Tools)
• Introduce “In–Design”, import photos
• In–Design worksheet
• Continue to select, retouch and enhance photography
• Practice skills with PhotoShop/ InDesign creating art
• Finish Brochure Project/ Turn in for Mid Term Grade

Week 9 & 10 (Mid Term) - Mouse Pad Project

• Premiums as an advertising medium
• Produce Mouse Pad using selected software
• Layers and Effects in Photoshop
• Paint Brushes with Photoshop
• Second Portfolio Check

Week 11 & 12 Poster Project

• Large scale images
• Design and produce 2–color poster (Duotones) on 11” x 17” template
• Review new PhotoShop tools for photo enhancing (duotones)

Week 13 & 14 - CD Project

• Design CD Label & Booklet/ Insert for CD
• Can be for music or for personnel use of work completed
• Pencil concepts for approval
• Crop and Printers Marks in In–Design
• Use of selected software to print out art/ assemble mock up
• Layer Masks in PhotoShop
• Final Portfolio Review

Week 15 & 16 - T-Shirt Project

• Introduce T–Shirt Project
• Utilize layers, masks, duotones, shapes, text treatments
• Create finished piece demonstrating techniques learned in class
• All second quarter projects due for final grade

Graphic Arts II

Instructors: Alex Egan, aegan@naperville203.org
InstructionalCoordinator: Bryan Peckhart, email: bpeckhart@Naperville203.org

Available before and after school

Course Objectives:
● This class is geared towards advanced students who are pursuing further education and/or knowledge in the Graphic Arts industry and the skills and knowledge needed to operate in that discipline.
● Through a series of Lab exercises and in-class projects, you will use both in-house equipment and if needed, the services of outside vendors for the production of printed pieces.
• Upon completion of this class students should have the strong portfolio of student pieces suitable for submission for an internship or college application

**Class Expectations:**

• Attendance is essential to your success. Think of this class as a 50-minute business. You will have that time to on your projects.

• Requirements: Each student will be required to complete a series a instructor directed projects, as well as take on the design and manufacture of several school/ district assignments for production. Each of these projects will be taken from concept (Thumbnails / Comprehensive Drawings) to proofs, to customer review and revision, through estimation and finally production.

• If you need time outside of class to complete projects, Study Hall time may be used. See the instructor to obtain a pass. An instructor must be in the room during the requested time.

• I encourage you to share your ideas and designs with other member of the class. You produce for others to see. Bounce your idea’s off one another to help realize what is possible.

• This class will be highly self discovery. I encourage you to develop your own ideas.

• Lastly, I will practice the 3 R’S; Respect, Responsibility, Resourcefulness and I expect you to do the same.

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**Evaluation Process:**
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- 100% - 90% = A
- 89% - 80% = B
- 79% - 70% = C
- 69% - 60% = D
- 59%Below = F

Semester Grades:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Quarter</td>
<td>42.5%</td>
</tr>
<tr>
<td>Second Quarter</td>
<td>42.5%</td>
</tr>
<tr>
<td>Final Project</td>
<td>15% (Portfolio)</td>
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**Graphic Arts Two Course Outline**

**Week 1**
- Introduction, Class procedures, expectations
- Printing Methods (Lithography, Offset, Web, etc)
- Color Bars
- Illustrator Practice

**Week 1-2**
- Bird Outline project (Illustrator)
- Manipulate shapes, paths. nodes
- Use of Reflect and offset tools
- Mimic look of “Stain Glass Window”

**Week 2 & 3**
- Package label project (Illustrator)
- Manipulate type, outlines, Pantone “Spot” Colors, crop marks
- Print color separations, color bar
- Package Mock-up

**Week 4 & 5**
- Large Scale Vector Images
- Color Mock ups
● Scanning B/W Photo’s
● Pantone “Process” Colors
● Scaling Images for Output
● Digital Prints for Proofing

Week 6 & 7
● Silk-screening
● Create B/W images in Illustrator
● Use of Text Treatments Illustrator
● Silkscreen T-shirt

Week 8 & 9 (Midterm)
● Practice sheet with Type size elements, etc. (Specifying Type)
● Video on Typefaces
● Create a Menu
  ● Page layout as a 2 page spread
● Specify Type and use of Text Style sheets for text formatting
● Portfolios Due

Week 10 & 11
● POP 8-1/2” x 11” Easel
● Tri-Fold, paper folds/ gutters
● Layout with *In Design* / Two sided printing
● Comprehensive Look

Week 12 & 13
● Color Printing Standards (SWOP)
● Color corrections in Photoshop
● Color (RGB, CMYK, INDEX)
● Full page 4-color Ad
● 5 Elements of Print Advertising
● Layout with *In Design*
● Full bleed 7-7/8” x 10-1/2”, crop marks, registration
● Output .pdf for color proofing/ preflight
● Paste up on illustration boards for presentation

Week 14 & 15
● Web Page Project
● Photoshop to create images
● Fireworks for rollovers and slices
● Dreamweaver to create Webpage
● GIF Animations
● Test site in Internet Explorer

Week 16
● Final Portfolio Review & Exam

**Graphic Arts III**

**Instructors:** Alex Egan, aegan@naperville203.org
**Instructional Coordinator:** Bryan Peckhart, email: bpeckhart@Naperville203.org
Available before and after school

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Second Quarter 42.5%  
Final Project 15%  
(Portfolio Review)

Graphic Arts III
Instructor Required Projects
- Direct Mail Piece  
- Presentation Folder  
- Shopping Bag  
- 2 Color T-Shirt  
- Multi-Fold Sales Flyer  
- Famous Artist/ Gallery Poster  
- Travel Newsletter

Student Directed Pieces
In addition to the above projects, you will need to round out your portfolio with a few other projects. Some of this work will come through the school in the form of projects, but you will also need to develop student designed projects on your own. Each piece must be taken trough all concepts from design (sketches) through production (printed) and supported by production documents (separations, proofs, printing order). Think about projects you would like to tackle and how you would like to approach. All projects must be approved by the instructor in advance before any work is completed.
**Project Delivery** – For each and every project assigned, students will be required to submit all relevant pieces in a production envelope, just as you would to an actual printer to get your project run.

1. Rubric for Current Assignment
2. File Directory (See example, should be a listing of all files (Photoshop, Illustrator, In-Design) that are needed to produce actual piece
3. Production Request- This is the order form that instructs the printer how you wish the job to be run. Should include all file information, quantities, paper stock to be used, and other relevant information (See Example).
4. Dedicated file folder on network with all relevant files. This should match the file directory and contain all Fonts, Images, Page files, etc., so that when a printer opens your files they have everything they need to run your job.
5. Sketches. Copy of final sketches for your project (See example). Sketches should be clean accurate renderings of your proposed concepts. Text should be indicated with either straight or wavy lines indicating text and image placement and any overlapping areas.

**Final**- The final for Graphics III will be the presentation of a Portfolio and a Resume. The portfolio should represent 10 pieces of (in your opinion) your best work you would use to interview for a job or college application. The portfolio will be presented to members of the business/graphics community in a formal review of your work.

The resume should follow standard formats, (samples provided) and outline skills, accomplishments and future goals. Resume should be 12pt, single page Word document free of spelling and grammatical errors.