

**Web Graphics I**  
**VCAD 210 • Fall 2009**  
**Mon-Wed 1:00–3:50pm**  
**Harris Hall 225**

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Office Hours:  
Mon-Wed: 12:00-1:00pm  
Tues-Thurs: 12:00-2:00pm

**schedule**

reading assignment

[Dreamweaver]

- a 17 get your books
- a 19 intro, chapter 1
- a 24 chapter 2
- a 26 chapter 3
- a 31 chapter 4
- s 2 chapter 5
- s 7 **labor day**
- s 9 chapter 6
- s 14 chapter 7
- s 16 test

[Photoshop—handout on Blackboard]

- s 21 john jennings
- s 23 workshops 1, 2
- s 28 workshop 3
- s 30 workshop 4
- o 5 workshop 5, 6
- o 7 workshops 7, 8
- o 12 **fall break**
- o 14 test

[Illustrator—handout on Blackboard]

- o 19 workshops 1, 2
- o 21 workshop 3, 4
- o 26 workshop 5
- o 28 workshop 6, 7
- n 2 workshop 8
- n 4 workshop 9
- n 9 test

[Flash]

- n 11 Intro & chapt 1
- n 16 chapter 2, 3
- n 18 chapter 4
- n 23 chapter 5
- n 25 **thanksgiving break**
- n 30 test
- d tba final (Flash test, paper & notebooks)

the calendar is a tentative estimate and is subject to change without notice.

**Syllabus**

**overview**

Introduce the role of the computer in visual communication design, with training in the types of software and peripherals that produce painting-type (raster) and structured-type (vector) graphics for use on Internet web sites.

**course objectives**

- introduction to software used in web design
- how to integrate various types of graphics into web design
- effectively identify the impact of web design in visual communications
- how text and images can change meaning

**topics to be covered**

- Dreamweaver CS4
- Illustrator CS4
- Photoshop CS4
- Flash CS4
- hierarchy
- graphic space
- type & image

**evaluations**

The primary method of evaluation will be instructor assessments of students' process and projects, demonstrating comprehension of graphic design concepts and theories. Mandatory individual critiques will occur at midterm and finals.

- |                       |     |
|-----------------------|-----|
| • projects/tests      | 40% |
| • notebook/sketchbook | 25% |
| • Berger book         | 25% |
| • professionalism     | 10% |

**attendance**

This class will adhere to the Department of Music, Art & Design attendance policy. If you are going to be absent from class, please contact me directly. **Do not** contact the art & design office. You are allowed two (2) absences from this class during the entire semester Two (4) tardies [over ten (10) minutes late or leaving class early] are equal to one (1) absence. Any subsequent absences will result in a reduction of one (1) letter grade per occurrence. Excessive absences or tardiness will result in removal from the class.

**required materials**

a dedicated sketchbook for this course  
a dedicated 3 ring binder  
2GB or larger jump drive  
Adobe CS4 software (provided on lab computers)  
Xacto knife, extra blades, studio tack adhesive or 3M roll adhesive, 15 - 15x20 pre-cut black presentation board.

**required text (you MUST purchase these books, NO EXCEPTIONS)**

*Visual Quickstart Guide: Dreamweaver CS4* by Tom Negrino & Dori Smith  
*Visual Quickstart Guide: Flash CS4* by  
*Ways of Seeing* by John Berger

**additional reading (recommended)**

*Visual Quickstart Guide: Illustrator CS4*  
*Visual Quickstart Guide: Photoshop CS4*

**other important dates**

- o 23 last day to withdraw with a [w]
- o 12-13 fall break
- n 26-29 thanksgiving break
- n 30 classes end
- d 1 reading day

**grading scale**

	100-93	[A]	92-90	[A-]	
89-87	[B+]	86-83	[B]	82-80	[B-]
79-77	[C+]	76-73	[C]	72-70	[C-]
69-67	[D+]	66-63	[D]	62-60	[D-]
	59->	[F]			

**Definition**

“plagiarism: the act of plagiarizing; taking someone’s words or ideas as if they were your own; a piece of writing that has been copied from someone else and is presented as being your own work.”

*<http://wordnetweb.princeton.edu>*

“plagiarize: to steal and pass off (the ideas or words of another) as one’s own : use (another’s production) without crediting the source  
 intransitive verb: to commit literary theft : present as new and original an idea or product derived from an existing source.”

*<http://www.merriamwebster.com>*

**Affirmative Action/Equal Opportunity Policy**

Virginia State University does not discriminate against employees, students, or applicants on the basis of race, color, sex, disability, age, religion, national origin, or political affiliation.

if you have a disability that may or may not affect your performance in this class, please see me individually to discuss.