

COMPUTER PRINT DESIGN – AD336

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 18
Office hours:	Class meets:

Course description: Application and principles of computer graphics as a creative technological medium. Practical tutorials in the use of Illustrator CS5 and Photoshop CS5 in the creation of graphics for fashion design. Tapping into the computer as a powerful medium for designing prints, graphics and logos on fabric.

Course objectives: Upon completion of the class, students will:

- Develop professional skills in the process of design from conceptual development to completion of final product through use of Adobe Illustrator and Photoshop.
- Conduct research on a design problem and apply research to conceptual development.
- Produce professional presentations of computer graphic concepts and ideas.
- Be able to demonstrate the ability to critique others and their own work on the techniques of computer graphic design.

Competencies assessed:

- Demonstrate ability to effectively use graphics in fashion, textile and apparel design.
- Devise a systematic approach for creating vector and raster images.

Prerequisite: Graphic Design (AD335)

Class format: Class time is divided between lecture, research and student presentations.

Required text: *Graphic Design for Fashion*; Hess, Jay and Simone Pasztorek; Laurence King Publishing, 2014, ISBN 9781780673684

Required supplemental materials: Laptop loaded with Adobe CS6 for taking notes and in-class research and work.

Standards of conduct: Complete and on-time attendance is mandatory.

- **No student can miss three or more classes and expect to pass this class.**
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
- It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.
- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.
- Late work will result in a one letter grade deduction.

Labeling Policy: All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

Incomplete: A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete.

To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Withdrawal (W/WF): The student who withdraws from a course or from the program during the first six weeks of the quarter will be assigned a "W" code for each course. The "W" code is not used in computation of the student's grade point average; however, "W" credits are counted toward total credits attempted. The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a "WF" code for each course. The "WF" code is the equivalent of a grade of "F" and is used in computing the student's grade point average.

Students wishing to withdraw from PFI must file an official status change form with the Academic Advisor.

Last day to withdraw from the class is 48 hours before class starts.

Lab Policies: Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

Plagiarism: Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

Attendance Policy: Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

Picking up Work: Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

Students with Disabilities: It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

Evaluation:

Attendance/Professionalism/Participation	10 %
Notebook	10 %
Exercises #1 & #2	10 %
Assignments (3)	30%
Final assignment	40 %
TOTAL	100 %

Grade Scale

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

COURSE CALENDAR

This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	TOPIC	ACTIVITY	ASSIGNMENTS
1/	Introductions. Tools. Terminology. Process. Objectives & goals. Digital techniques	Bring supplies to every class. LECTURE: Review of Illustrator, Photoshop and graphic design skills IN CLASS RESEARCH & WORK Computer skills: Exercise #1 <ul style="list-style-type: none"> • Photoshop: resolution, color adjustments, compositing, cropping, cloning, selecting, image manipulation, image compositing, creating atmosphere and other effects. Graphic Design Skills: Exercise #2 <ul style="list-style-type: none"> • Formal elements of design such as Focal Point, Hierarchy, Eye flow (continuation), Unity color, tone and layout, Balance using negative and positive space 	Finish exercises #1 & #2. Add to notebook. Share with instructor on week 3.
2/	Principles of design. Composition & spatial relationships.	LECTURE & IN CLASS RESEARCH: <ul style="list-style-type: none"> • Practice design, composition and spatial relationships through mood board. Assignment #1: Mood board <ul style="list-style-type: none"> • One page 11 x 17 with multiple images, graphics and typography. • Include proposed logo. • Type font in proportion Contents of Mood board: <ul style="list-style-type: none"> • Collection of images: Use images that show the culture of the brand. What do these people look like? Age, gender, what they would read. What artwork would they like? Backgrounds, models, cars, environments, etc. • Examples of the style: Patterns, posters, graphics or other visuals that are not the same type of brand but have a look and feeling you are trying to portray. Stylistic samples to give client a feel for mood: where and when brand & garment would be used. • Color/Texture: Include color swatches and 	Finish Assignment #1: Mood board for a brand to be used on a garment.

		<p>texture.</p> <ul style="list-style-type: none"> Ideas for tag-lines for the brand. 	
3/	Freehand drawing exercise	<p>PRESENTATIONS:</p> <ul style="list-style-type: none"> Share homework <p>LECTURE & DEMO</p> <ul style="list-style-type: none"> Freehand techniques Focal point, hierarchy, eye flow, contrast. <p>CLASSWORK</p> <p>Assignment #2: Illustration for a garment</p> <ul style="list-style-type: none"> Measure clothing and image size for garment. Create an original design for article of clothing 	Finish Assignment #2: A digital file showing garment with finished image.
4/	Technical drawing exercise Color and rendering	<p>PRESENTATIONS:</p> <ul style="list-style-type: none"> Share homework <p>LECTURE:</p> <ul style="list-style-type: none"> Adobe techniques for color ways Consistency in branding. <p>CLASSWORK</p> <p>Assignment #3: Colorups</p> <ul style="list-style-type: none"> Use approved image from Assignment #2. Create 5 color ups 	Finish Assignment #3: A digital file showing line up of 5 garments with different color ups of finished image – all maintaining the brand
5/	Final project	<p>PRESENTATIONS:</p> <ul style="list-style-type: none"> Share homework <p>LECTURE:</p> <p>Fabric design as brand: Lily Pulitzer, Missoni, Versace</p> <p>CLASSWORK:</p> <ul style="list-style-type: none"> Create an original print or design Show placement or use of print or design on a line of 4 articles of clothing. 	Finish Final Assignment: A digital file showing clothing line (e.g., dress, top, skirt, jacket) using print or design in consistent support of the brand.
6/	Final presentation	<p>PRESENTATIONS:</p> <p>Clothing line, brand and how print or design defines and supports the brand</p>	Notebooks, digital files due at end of class