GRAPHIC DESIGN SOFTWARE

ART 3395

Instructor Kathy Kelley
Class Time MW 8:00 A.M. — 11:00 A.M.
Location 304A Fine Arts Building

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Office Hours By appointment
Course Website www.kathykelley.net/UH/course

Project 5 Description
Organizing, Typesetting, Printing, File Saving

Forbidden Fonts

You are not allowed to use the following fonts for any assignment:

Charcoal

Chicago

Courier

Geneva

Georgia

Helvetica

Minion

Monaco

Myriad

New York

Oxford

Times

Technology Objectives

1. Learn to use document/page setups
2. Learn to work with layers
3. Learn to use various type tools
4. Learn to set type preferences, attributes
5. Learn to create graphics from type

Case Studies & Exercises

Go to www.friendsofed.com and download images for Ch 12-14 and 16. Read the chapters and complete the Case Study exercises and, when completed, save the files to Project 5 CD.

Type Tools

Use the Type, Area Type and Path Type tools. Type the following phrase using each of the type tools listed. Set the type in 18 point Futura Book and use 22 point leading where applicable. Label each example with the name of the type tool used. Print B+W. Save file to Project 4 CD.

> *Typography is the art and technique of creating and composing type.*

Embedding vs Linking

Go to www.internationalposter.com/access.cfm and download two images. Place each image on a separate layer in the same Illustrator file. Link one of the images and embed the other. Include a text description for each image that provides the artist's name, the dimensions of the artwork and the year it was created. Save file to Project 5 CD.

Book Jacket

Create a book jacket (cover, back and flaps) for your own autobiography. Research the meaning of your first name and/or last name. Create the front cover composition with the letters of your name that interprets the meaning. Consider the standard book jacket conventions for designing the rest of the jacket. Choose an actual book to define dimensions of the book jacket. Print in color, trim, put on book, and turn in. Save file as PDF for screen viewing on the web. Include file on Project 5 CD.
(Book will be returned)

Technology Reference

Foundation Illustrator 10
    Chapter 12: Layers
    Chapter 13: Creating Type
    Chapter 13: Formatting Characters
    Chapter 13: Larger Volumes of Text
    Chapter 13: Graphics from Text
    Chapter 14: Cleaning Up Artwork
    Chapter 16: Saving

Schedule

[Monday, March 1]
    Critique Postcards
    Type/Text Demo
    Read "Mac is not a Typewriter"

[Wednesday, March 3]
    Work in Class

[Monday, March 8]
    QUIZ 1 "Mac is not a Typewriter"
    Critique Book Jackets
    Due | Project 6
    Photoshop Demo