GRA 1142C

Tutorial & Project Overview

TUTORIALS

There are four tutorials that help you learn the concepts and software necessary to complete the projects assigned. Their due dates are arranged to prepare you for the projects and it is important that these are completed in a timely manner. All Tutorial instructions are located in your workbook.

Note: Tutorial numbers do not match Project numbers.

> **TUT 1: Internet & Research**
> **TUT 2: Photoshop**
> **TUT 3: Illustrator**
> **TUT 4: InDesign.**

PROJECTS

The three projects in this class are designed to give you an idea of the type of work you may be expected to do for a corporate client, so you will be using your choice of one of the five companies whose descriptions are provided for all of the projects. You must use the same company throughout the semester.

Each project will build on and interrelate with the previous projects, so it is important to keep up and complete each assignment. We will utilize three programs: Adobe Photoshop, Adobe Illustrator, and InDesign. For each project you will have specifications, research, and roughs which will be required for some projects. The instructor will act as the Art Director, and should be consulted throughout.

Below is a brief description of each project. You will be given complete directions and a grade sheet for each assignment.

Project 1

Scanning & Retouching

You will scan a provided photograph of the company building that will be also be utilized later in the Project 3. Using Adobe Photoshop, you will retouch and alter the photograph. The first steps will be to make minor corrections to clean up the image, and then the in the final steps you will add additional elements and imagery. In this project you will be learning the basics of working with raster images. Additionally, you will be applying general Macintosh skills, use various Photoshop tools, learn how to scan images, and saving files properly.

Project 2

Corporate Identity

This particular project will be split into two parts and will focus on the branding of the particular company you chose. Both parts will utilize Adobe Illustrator and get you acquainted with the basics of vector artwork. You will be learning the tools and menus of Adobe Illustrator, including how to draw with the pen tool, using text, and other basic functions.

2A: You will create a logo – in both black/white and in color – for your client company. This logo will serve as the cornerstone to the identity of your company, and therefore will require a good amount of research and brainstorming.

2B: Once your logo is designed and approved, you will create a corporate identity package (letterhead, business card, and envelope). Additionally, you will be choosing a special paper stock on which to print your project.

Project 3

Newsletter Booklet

As your third – and final – project, you will create a folded, multi-page booklet to serve as a newsletter for your client. You have the choice of sizes up to 11″ x 17″, though alternatives will be discussed in class. Text files and images will be provided to you. You will utilize the scanned photograph from Project 1 and logo you created in Project 2. You also may want to scan other photographs and, possibly, create other graphics for your layout. Though you will lay the pages out using Adobe InDesign, you will be using all of the other software covered in this course in order to prepare images and create other graphics. Overall, this booklet should match the overall style (identity) that you established in Project 2, and will also place a heavy emphasis on good typography skills. This project will require a good amount of sketching and printed proofs in order to prepare the final printed piece.