

An architectural floor plan is spread out on a white table. The drawing includes a circular feature, a rectangular area labeled 'TWO CAR GARAGE', and a bedroom labeled 'BED RM 2 10' x 12''. Other labels include 'STONE WALL', 'LAUN', 'LAV', 'CLO', 'LIV', and 'BALCON ABOVE'. Dimensions like '56'-8"', '16'-0"', and '10'-0"' are visible. A desk lamp is in the top left. In the foreground, there are drafting tools: a yellow ruler, a pair of compasses, and four markers (green, blue, red, and black).

Graphic Design I Review

Updated 12-18-09

The background of the slide is a photograph of a desk. In the top left corner, there is a silver desk lamp with a glass shade. The wall behind the desk is made of reddish-brown bricks. The desk surface is covered with architectural drawings and blueprints. A large, light blue L-shaped ruler is positioned in the bottom right area. Two red and white pens are also visible on the desk. The word 'TYPOGRAPHY' is written in large, bold, black capital letters in the upper center of the image.

TYPOGRAPHY

The study of type and the arrangement of text.

Know & Recognize the 5 Lettering Types:

- 1.
- 2.
- 3.
- 4.
- 5.



TYPOGRAPHY

The study of type and the arrangement of text.

Know & Recognize the 5 Lettering Types:

1. **Serif** has a decorative tag.
2. **San Serif** is without tags.
3. **Script** is formal cursive lettering.
4. **Old English** is oldest form of lettering.
5. **Decorative** is illustrative, hand lettering, or anything else that is not easily placed.

The background of the slide is a composite image. At the top, there is a brick wall. Below it, a desk is shown with a silver desk lamp on the left. The desk surface is covered with architectural blueprints. In the bottom right corner, there is a red and white marker.

TYPOGRAPHY

The study of type and the arrangement of text.

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Name the lettering styles



TYPOGRAPHY

The study of type and the arrangement of text.

T

San serif

T

Serif

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Script

T

Decorative

T

Old English

Name the lettering styles

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is covered with a white sheet of paper. A lamp is on the left, a ruler is on the right, and a pen is at the bottom right.

TYPOGRAPHY

The study of type and the arrangement of text.

List at least 5 ways to change text:

- 1.
- 2.
- 3.
- 4.
- 5.



TYPOGRAPHY

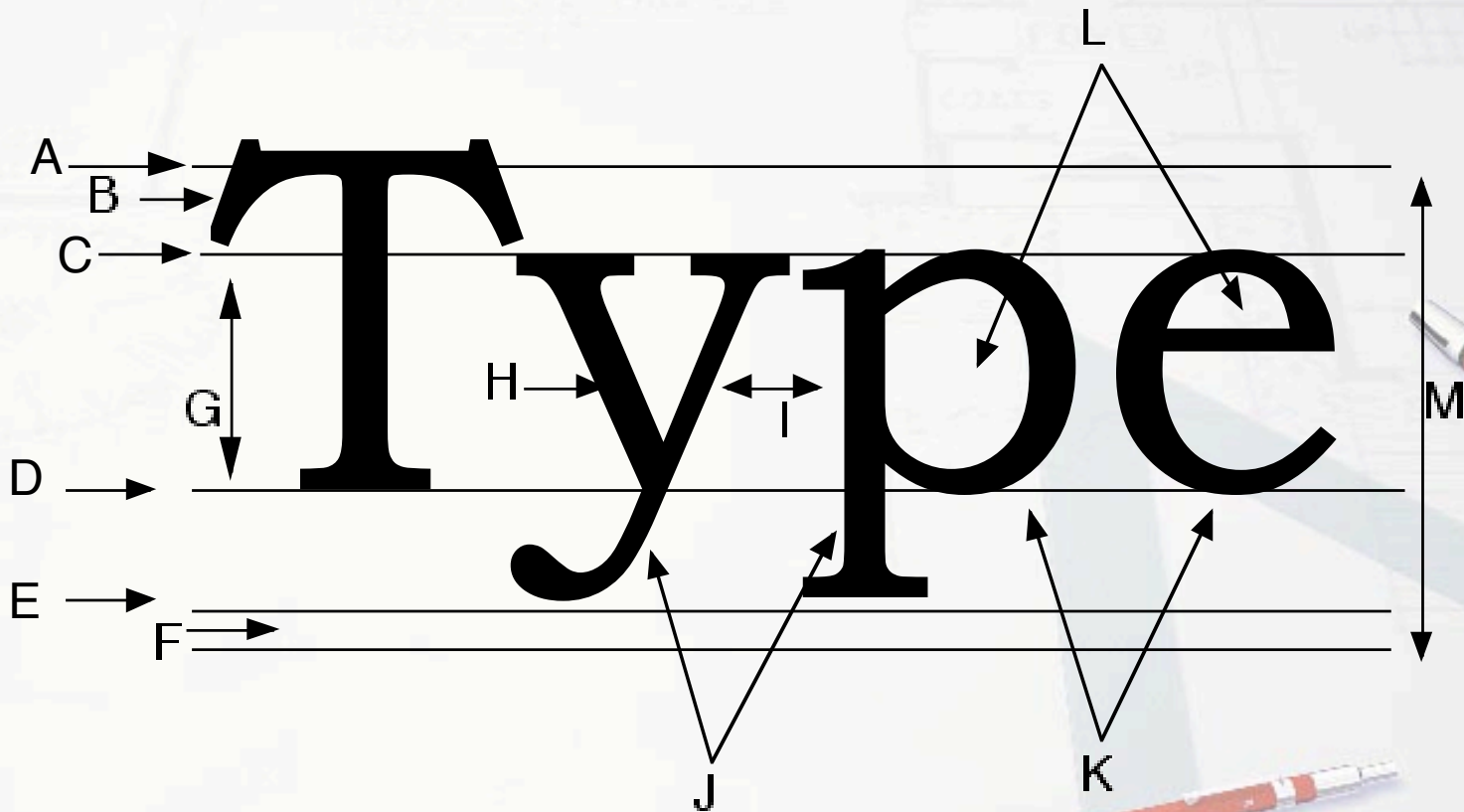
The study of type and the arrangement of text.

List at least 5 ways to change text:

- ✓ Bold
- ✓ Ultra Bold
- ✓ Italics
- ✓ Underline
- ✓ Extend
- ✓ Warp
- ✓ Condense
- ✓ Outline
- ✓ Shadow
- ✓ Curve
- ✓ All Capitals

TYPOGRAPHY

The study of type and the arrangement of text.
Know the parts of type:





TYPOGRAPHY

The study of type and the arrangement of text.
Know the parts of type:

A= Cap Line

B= Serif

C= X Height Line

D= Base Line

E= Descending Line

F= Leading Space

G= X Height

H= Stroke/ Stem

I= Pair Kerning

J= Descender

K= Bowl

L= Counter

M= Point size

A desk with a lamp, a ruler, and architectural drawings. The background is a brick wall. The desk is covered with a large sheet of paper showing architectural drawings. A desk lamp is on the left. A ruler and a pen are on the right.

TYPOGRAPHY

Be able to measure text with a pica ruler.

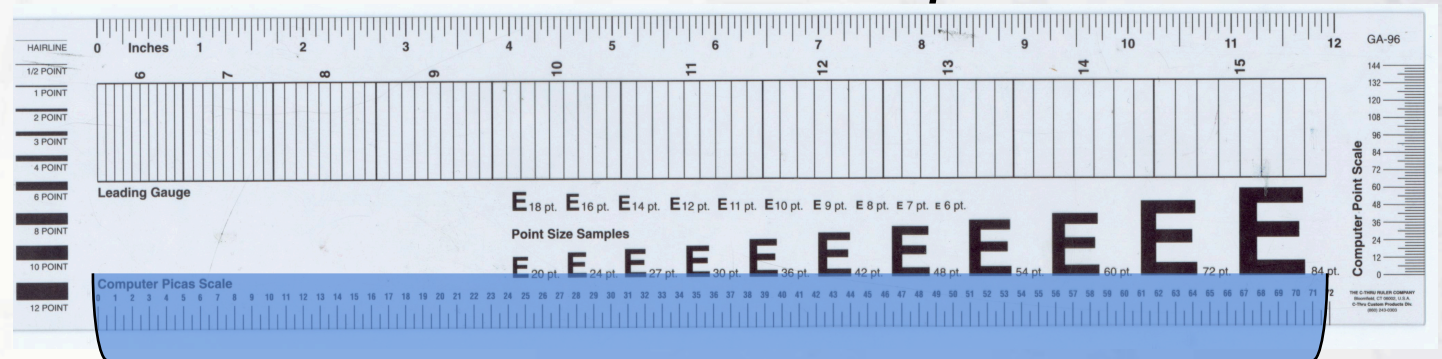
- Pica

- Point

TYPOGRAPHY

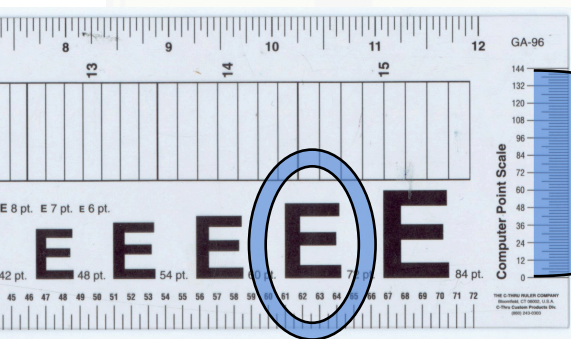
Be able to measure text with a pica ruler.

- Pica



is located on the bottom of the pica ruler and is the horizontal measurement of lettering.

- Point



is located on the short edge of the pica ruler and is the vertical height measurement of a letter from Cap line to Descending line. When in doubt, lay the see thru ruler on a Capital letter and use the sample sizes.



TYPOGRAPHY

The study of type and the arrangement of text.

Be able to recognize default fonts:

Arial

Bertram

Blackletter

Snell Roundhand

Bradley Hand

Brush Script

Cooper Black

Garamond

Helvetica

Curly MT

Palatino

STENCIL

Times New Roman

Veranda

TYPOGRAPHY

The study of type and the arrangement of text.
Be able to recognize specific names of fonts that are symbols:



Bodoni Ornamentals



Wingdings



Zapf Dingbats

A desk with a lamp, a blueprint, a pen, and a ruler. The background is a brick wall. The desk is covered with a large sheet of paper, likely a blueprint or architectural drawing, which is slightly faded. A desk lamp is positioned in the top left corner. A red pen and a white ruler are visible in the bottom right corner.

LAYOUT DESIGN

What are the 4 Steps in a Layout?

- 1.
- 2.
- 3.
- 4.

The background of the slide is a photograph of a workspace. In the top left, a silver desk lamp with a glass shade is positioned over a desk. The wall behind the desk is made of reddish-brown bricks. The desk surface is covered with architectural blueprints, showing various lines and text. A large, light blue triangular ruler is placed on the blueprints. Two pens, one red and one silver, are also visible on the desk. The overall scene is brightly lit, suggesting a professional or creative environment.

LAYOUT DESIGN

What are the 4 Steps in a Layout?

1. Research
2. Thumbnails
3. Rough Draft
4. Comprehensive Draft

A desk with a lamp, a brick wall, and architectural blueprints. The lamp is a modern, adjustable desk lamp with a white base and a silver shade. The brick wall is made of reddish-brown bricks. The blueprints are spread out on the desk, showing various architectural drawings and lines. A red pen and a white marker are also visible on the desk.

LAYOUT DESIGN

Before starting any project, what 4 important areas need to be addressed:

- 1.
- 2.
- 3.
- 4.

A desk with a lamp, a ruler, and markers on a brick wall background. The lamp is in the top left corner, and the ruler and markers are in the bottom right corner. The background is a brick wall.

LAYOUT DESIGN

Before starting any project, what 4 important areas need to be addressed:


1. Who is the target audience/market?
2. What has been done already?
3. Schedule your time/deadline.
4. Quote a price.



LAYOUT DESIGN

Find your notes

STEP	PURPOSE	SIZE	LEVEL OF DETAIL
Research			
Thumbnails			
Rough Draft			
Comprehensive Draft			



A desk with a lamp, a ruler, and a pen, with a brick wall in the background. The desk is covered with a white sheet of paper that has some faint, light blue sketches or diagrams on it. A silver desk lamp is positioned in the upper left corner. A large, light blue ruler is placed diagonally across the lower right portion of the paper. A red and white pen lies horizontally at the bottom of the paper. The background is a brick wall with reddish-brown bricks.

LAYOUT DESIGN

Find your article we summarized in class

List the tricks artist's use to create an
Attractive Layout:

A desk with a lamp, a ruler, and a pen, with a brick wall in the background. The lamp is a silver desk lamp with a glass shade. The ruler is a large, light blue triangular ruler. The pen is a red and white ballpoint pen. The background is a brick wall.

LAYOUT DESIGN

Find your Golden Ticket article we summarized in class

List the tricks artist's use to create an
Attractive Layout:

The background of the slide is a composite image. At the top, there is a brick wall. Below it, a desk is shown with a silver desk lamp on the left. The desk surface is covered with a light blue blueprint or architectural drawing. Two pens, one red and one silver, are lying on the desk. The overall scene is brightly lit, suggesting a workspace or classroom environment.

LAYOUT DESIGN

Find your article we summarized in class

List the tricks artist's use to create an
Attractive Layout:

- Enlarge Shapes
- Crop an Image
- Enlarge a Picture
- Use Negative Space
- Lettering
- Place Text on a Tilt
- Surround Image with Text
- Tilt an Image
- Use Solid Black area
- Use large White area
- Humor or Thought-Provoking
- Use Textured background
- Use Bright Colors

A desk setup for architectural work. In the top left, a silver desk lamp with a perforated shade is turned on. The desk surface is covered with a large sheet of white paper featuring faint architectural drawings, including floor plans and a circular diagram. A red pen and a white ruler are visible on the right side of the paper. The background is a brick wall.

LAYOUT DESIGN

How do you know if your layout is effective?

The background of the slide features a desk with a lamp on the left, a brick wall at the top, and architectural drawings on the right. Two pens are visible on the desk. The title 'LAYOUT DESIGN' is centered in a large, bold, black font.

LAYOUT DESIGN

How do you know if your layout is effective?

- Message is clear.
- Easy to read.
- Images attract.
- Dynamic layout is unique.
- Presence of Elements & Principles of Art
- Free of copyright infringement and visual plagiarism.

The background of the slide is a photograph of a workspace. At the top, there is a brick wall. Below it, a desk is visible. On the left, a desk lamp with a silver shade is turned on. In the center, a large sheet of white paper is spread out, featuring faint pencil sketches of architectural or technical drawings. On the right side of the paper, a white pen with a red stripe and a red pencil are lying on the surface. A large, light blue L-shaped ruler is also visible in the lower right quadrant of the paper.

LAYOUT DESIGN

Basic Art Review

Be able to recognize the
Elements & Principles of Art

The background of the slide features a desk with a lamp on the left, a brick wall at the top, and architectural drawings on the right. The lamp is a modern, adjustable desk lamp with a white shade and a silver base. The brick wall is made of reddish-brown bricks. The architectural drawings are blueprints with various lines and shapes. The overall scene is lit with a soft, warm light.

LAYOUT DESIGN

Basic Art Review

Be able to recognize the
Elements & Principles of Art

ELEMENTS

- ✓ **Line**
- ✓ **Shape**
- ✓ **Color**
- ✓ **Texture**
- ✓ **Space (+/-, Depth)**
- ✓ **Value**
- ✓ **Form**

PRINCIPLES

- ✓ **Emphasis**
- ✓ **Movement**
- ✓ **Contrast**
- ✓ **Unity**
- ✓ **Rhythm**
- ✓ **Pattern**
- ✓ **Balance**

A desk setup for design work. In the top left, a silver desk lamp with a perforated shade is lit. The desk surface is covered with a large sheet of paper featuring a faint architectural blueprint. A red pen lies horizontally in the bottom right, and a white ruler is positioned vertically next to it. The background is a brick wall.

LAYOUT DESIGN

What is “Copyright Infringement”?

A desk with a lamp, a brick wall, and architectural blueprints. The lamp is on the left, casting light on the desk. The brick wall is in the background. The blueprints are spread out on the desk, with two pens (one red, one silver) lying on them.

LAYOUT DESIGN

What is “Copyright Infringement”?

“The unauthorized use of copyrighted material in a manner that violates one of the original copyright owner’s exclusive rights, such as the right to reproduce or perform the copyrighted work, or to make derivative works that build upon it.” *-www.freedictionary.com*

A desk with a lamp, a ruler, and a pen over a blueprint. The background is a brick wall. The desk is white, and the blueprint is a technical drawing with various lines and text. A silver desk lamp is in the top left corner. A white ruler is in the bottom right corner. A red and white pen is in the bottom right corner. The text is centered on the blueprint.

LAYOUT DESIGN

What is “Copyright Infringement”?

The slang terms are
bootleg, piracy, or theft.

A desk with a lamp, a blueprint, a pen, and a ruler. The background is a brick wall. The desk is white and has a lamp on the left, a blueprint in the center, a pen on the right, and a ruler at the bottom. The text is overlaid on the blueprint.

LAYOUT DESIGN

How do you avoid
“Copyright Infringement”?

A desk with a lamp, a brick wall, and architectural blueprints. The lamp is on the left, and the blueprints are spread out on the desk. The brick wall is in the background.

LAYOUT DESIGN

How do you avoid
“Copyright Infringement”?

- Ask for written permission.
- Take your own pictures.
- Follow the 75%-25% rule:
 - a) Change and alter 75% or more so it is unrecognizable from its original source.
 - b) Crop or use only 25% or less so it is unrecognizable from its original source.

A desk setup for design work. In the top left, a silver desk lamp with a perforated shade is lit. The desk surface is covered with a large sheet of white paper featuring faint architectural drawings, including floor plans and a circular diagram. A red pen and a silver marker are placed on the paper. The background is a brick wall.

LAYOUT DESIGN

What is “Visual Plagiarism”?

A desk with a lamp, a ruler, and a pen, with a brick wall in the background.

LAYOUT DESIGN

What is “Visual Plagiarism”?

Fooling a viewer into believing or claiming that certain material is original when it is not.

A desk with a lamp, a brick wall, and architectural blueprints. The scene is dimly lit, with the lamp providing the main source of light. The blueprints are spread out on the desk, and a pen is visible in the lower right corner.

LAYOUT DESIGN

What is “Visual Plagiarism”?

Otherwise known as
cheating.

A desk setup for architectural work. In the top left, a silver desk lamp with a perforated shade is positioned over a large sheet of paper. The paper is covered with faint architectural drawings, including floor plans and a large circular diagram. A red pen and a white ruler are visible on the right side of the paper. The background is a brick wall.

LAYOUT DESIGN

How do you avoid
“Visual Plagiarism”?



LAYOUT DESIGN

How do you avoid “Visual Plagiarism”?

- Give credit to your sources.
- Use only as reference, never as your own.
- Be creative yourself.
- Follow the 75%-25% rule:
 - a) Change and alter 75% or more so it is unrecognizable from its original source.
 - b) Crop or use only 25% or less so it is unrecognizable from its original source.

A desk with a lamp, a ruler, and a pen, with a brick wall in the background. The scene is dimly lit, with the lamp providing the main source of light. The desk is covered with a white sheet of paper, and there are some faint sketches or drawings on it. The background is a brick wall.

COMPUTER TECHNIQUES

What is the difference between a raster image and a vector image?

The background of the slide is a photograph of a desk. In the top left corner, there is a silver desk lamp with a glass shade. The wall behind the desk is made of reddish-brown bricks. The desk surface is covered with a large, light-colored blueprint or technical drawing. Two red pens are lying on the desk: one is a ballpoint pen and the other is a marker. The overall scene is brightly lit, suggesting a professional or educational environment.

COMPUTER TECHNIQUES

What is the difference between a raster image and a vector image?

- **Raster image** is a row representational view of an image using pixels.
- **Vector image** is object defined by both magnitude (mathematics) and direction (relative position).

A desk with a lamp, a brick wall, and a blueprint. The lamp is on the left, and the brick wall is in the background. The blueprint is on the desk, and there are two pens on it. The text is centered on the blueprint.

COMPUTER TECHNIQUES

Which Adobe program did we use to alter raster images?

Which Adobe program did we use to alter vector images?

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is white and has a ruler and a pen on it. The lamp is on the left side of the desk.

COMPUTER TECHNIQUES

Which Adobe program did we use to alter raster images?

Photoshop

Which Adobe program did we use to alter vector images?

Illustrator

A desk with a lamp, a ruler, and pens. The background is a brick wall. The desk is white and has a lamp on the left, a ruler on the right, and two pens (one red, one white) on the right. The text is centered on the desk.

COMPUTER TECHNIQUES

Review your Photoshop “Quick Overview” handout

Be familiar with the name of the tools
and special features of both
programs.

A desk with a lamp, a brick wall, and a worksheet. The lamp is on the left, casting light on the worksheet. The brick wall is in the background. The worksheet has some faint text and a large blue arrow pointing upwards.

COMPUTER TECHNIQUES

Review your lesson worksheets and images.

- Be able to independently use both programs to create your desired intentions.
- You will be solving a problem for the performance assessment part of the final.

A desk setup with a lamp, a brick wall, and a document with faint text. The lamp is on the left, and the brick wall is at the top. The document has faint text, including "LOVE" and "COATS".

COMPUTER TECHNIQUES

Review your computer notes

- Know the shortcuts or special key functions to aide in quick production.
- You will only have an hour to complete the performance assessment part of the final.

A desk with a lamp, a brick wall, and a blueprint background. The lamp is in the top left corner, and the brick wall is at the top. The background is a light blue blueprint with faint lines and text. The text 'COMPUTER TECHNIQUES' is written in large, bold, black letters. Below it, the text 'Review your computer notes' is written in a smaller, italicized font. The main question 'What are some shortcuts for the most common computer functions?' is written in a large, bold, black font. Below the question is a list of eight computer functions, each preceded by a bullet point. The list items are: Copy, Paste, Cut, Select All, Group, Close Window, Print, and Save. The list is positioned in the center of the page. There are two pens on the desk: one is a red pen with a white cap, and the other is a white pen with a red cap. A large, light blue triangle is also visible on the desk.

COMPUTER TECHNIQUES

Review your computer notes

What are some shortcuts for the most common computer functions?

- Copy
- Paste
- Cut
- Select All
- Group
- Close Window
- Print
- Save



COMPUTER TECHNIQUES

Review your computer notes

What are some shortcuts for the most common computer functions?

- Copy ⌘C
- Paste ⌘V
- Cut ⌘X
- Select All ⌘A
- Group ⌘G
- Close Window ⌘W
- Print ⌘P
- Save ⌘S

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is white and has a lamp on the left, a ruler on the right, and a pen on the right. The text is centered on the desk.

COMPUTER TECHNIQUES

Review your computer notes

Use advanced Photoshop techniques in your performance assessment.



COMPUTER TECHNIQUES

Review your computer notes

Use advanced Photoshop techniques in your performance assessment.

Basic Techniques

- **Layers**
- **Selections**
- **Paint Bucket**
- **Pencil tool**
- **Opacity**
- **Retouch/Repair**
- **Filters**

Advanced Techniques

- **Masks & Channels**
- **Pen Tool**
- **Applying Gradients**
- **Create Clipping Mask**
- **Apply Vector Mask**
- **Creating Layer Comps**

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is white and has a lamp on the left, a ruler on the right, and a pen on the right. The text is centered on the desk.

COMPUTER TECHNIQUES

Review your computer notes

Use advanced Illustrator techniques in your performance assessment.



COMPUTER TECHNIQUES

Review your computer notes

Use advanced Illustrator techniques in your performance assessment.

Basic Techniques

- **Shapes**
- **Pattern stamps**
- **Selections**
- **Altering Text**
- **Opacity**
- **Group**
- **Rotate/Transform**

Advanced Techniques

- **Pen Tool**
 - **Clipping Mask**
 - **Blends**
 - **3D Effects**
 - **Pathfinder functions**
 - **Vector Templates**
- 

A desk with a lamp, a ruler, and a pen, with a brick wall in the background.

COMPUTER TECHNIQUES

Computer terminology

What is resolution and why is it important?

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is white and has a ruler and a pen on it. The lamp is on the left side of the desk.

COMPUTER TECHNIQUES

Computer terminology

What is resolution and why is it important?

- It is an array of pixels. The higher the pixel ratio, the larger the file size and the better the picture quality, for example, 300X250



COMPUTER TECHNIQUES


Computer terminology

- Be able to describe dpi or ppi:
- Know the difference between .jpg and .gif:



COMPUTER TECHNIQUES

Computer terminology

- **Be able to describe dpi or ppi:**
dpi stands for “dots per inch” and is your printer resolution.
ppi stands for “pixels per inch” and is your computer resolution.
 - **Know the difference between .jpg and .gif:**
.jpg (named after the Joint Photographic Experts Group who created the standard) is a commonly used method of compression for photographic images. Most platforms recognize this format.
.gif Graphics Interchange Format is a bitmap image format and is better-suited for simpler images such as graphics or logos with solid areas of color on the internet.
- 

The background of the slide is a photograph of a desk. In the top left corner, there is a silver desk lamp with a glass shade. The desk surface is white and has a ruler and two markers (one red, one white) on it. The background wall is made of reddish-brown bricks. The title 'COMPUTER TECHNIQUES' is centered in large, bold, black letters.

COMPUTER TECHNIQUES



Computer terminology

- Be able to describe CMYK & RGB:
- What is the RGB of solid white?
- What is the RGB of solid black?



COMPUTER TECHNIQUES

Computer terminology

- Be able to describe CMYK & RGB:
 - *Cyan, Magenta, Yellow, Black (printer)*
 - *Red, Green, Blue (monitor colors)*
 - What is the RGB of solid white?
 - $R=0, G=0, B=0$
 - What is the RGB of solid black?
 - $R=255, G=255, B=255$
- 
- 

The background of the slide is a photograph of a desk. In the top left corner, there is a silver desk lamp with a glass shade. The desk surface is covered with a white sheet of paper that has some faint, illegible text and a grid pattern. A blue ruler is placed vertically on the right side of the paper. A red and white pen lies horizontally at the bottom right of the paper. The background wall is made of reddish-brown bricks.

FINAL TEST

125 points total

- 50 pts. Multiple choice
- 25 pts. Short Essay
- 50 pts. Performance Assessment Problem