HARRISBURG AREA COMMUNITY COLLEGE
HACCsWEBprogram

WEB 138 | VECTOR IMAGING & SVG
MIDTOWN II | CRN 26942 | SPRING 2016 | JAN. 19 - MAY 9
MONDAY NIGHT | LOCATION: MIDTOWN II Room 215

PROFESSOR:

PAUL HOLZER, MFA IN VISUAL ARTS
Email: pholzer@hacc.edu   Cell: 717-343-2626
Website: www.paulholzer.com | www.paulholzerphoto.com

Note: Call my cell number (absolute emergencies only) between
the hours of 9am and 5pm. Text messages will not be accepted.

COURSE DESCRIPTION:

Introduces the creation and editing of Web vector graphics and page
layouts using Adobe Illustrator software. This course focuses on digital
drawing tools, manipulating points and curves, layer management,
text-on-curve, filters, special effects, Web file formats, vector-raster
conversions, and exporting to animation programs. Scalable Vector
Graphics (SVG) are also featured in this course as an industry-standard
format capable of adapting to responsive websites.
Prerequisites: None.

TEXTBOOKS/SUBSCRIPTIONS:

REQUIRED: *TEXTBOOK - ADOBE ILLUSTRATOR CC CLASSROOM in a book. (2014 Release)*
ISBN-13: 978-0133905656
ISBN-10: 0133905659

PROFESSOR CONTACT INFORMATION

Paul Holzer, MFA in Visual Arts

Adjunct Professor of Web Design and Computer Information Systems

HACC Midtown Center • 1500 North 3rd Street
Midtown 2 Office 301J • Lab 215 • Harrisburg, PA 17102

717-343-2626(cell) • Email pholzer@hacc.edu
Note: Call my cell number (absolute emergencies only)
between the hours of 9am and 5pm. <u>Text messages will not be accepted.</u>
You can also post in the discussion forum: "QUESTIONS FOR PROF. HOLZER"

Sign up for the Web Department's Social Media at:

Web Program Facebook Group - https://www.facebook.com/groups/HACCsWEBprogram/
Web Program YouTube Showcase – http://www.youtube.com/haccswebprogram

Web Department's Information Site: http://www.haccswebprogram.info

Dedicated Office Hour for WEB 133:

Mondays from noon to 1 PM via chat in D2L.
Faculty Administrative Assistant • Midtown 2 Office Bay 301
Telephone 717-221-1300 ext. 1426

SUPPLEMENTAL REQUIREMENTS

1. USB drive, portable hard drive (recommended) for assignments and backup, or **dropbox**. If you use dropbox, please log out after your session.
2. Eight (8) DVD-R Discs in **paper or vinyl sleeves** .... NO PLASTIC JEWEL CASES ACCEPTED
3. ALL email communications via **HAWKmail ....** EMAIL FROM OTHER ACCOUNTS WILL BE RETURNED
4. ALL assignment submittals via DVD-ROM and FTP Account .... NO EMAIL SUBMITTALS ACCEPTED
5. ALL websites published to your FTP site at http://www.carlpetersheim.us/student_work/yourfirstname_yourlastname
6. Please bring a sketch book.
7. We will not use *Desire2Learn* for this course, except for the gradebook.

LEARNING OUTCOMES

Upon successful completion of the course the student will:

      A. Describe the benefits of vectors and scalability for web design and print
      B. Manipulate vector nodes, line segments, and curves to create precise shapes
      C. Use layers, stroke, fill, and pattern attributes for pleasing aesthetics
      D. Apply special effects using filters, macros, plug-ins, and three-dimensional simulators
      E. Create scalable, web-ready, two-dimensional vector graphics using the SVG and Shockwave Flash (SWF) output file formats
      F. Export vector objects to other image editing and animation programs

ATTENDANCE & WITHDRAWAL POLICY:

Engineering &Technology Department Attendance Policy

The faculty of the Engineering and Technology Department is concerned with the total education of the individual and his/her future opportunities in technology careers. Conceptual knowledge, skill, and proficiency are essential for successful technology employment and effective citizenship. Equally important are the qualities of dependability and responsibility. Unless advised otherwise by their instructor, students should treat their Engineering and Technology Department classes as they would a career-oriented job they want to keep. Therefore, students are expected to attend all scheduled classes and are responsible for all class-related work and assignments. Students are also expected to contact the instructor when they are absent from class, prior to or on the day of absence if possible. The determination of the attendance policy for each course is the prerogative of the instructor, as stated in the instructor's printed course syllabus, subject to the approval of the Department Chair, which will be distributed to students during the FIRST class meeting. An instructor may require the student to furnish documentation substantiating that an absence should be considered "excused." Circumstances may cause a student to be absent from a class on occasion, for example; illness, bad weather, accident, etc. The definitions of absence from the College attendance policy are as follows:

Excused absence - An absence that occurred for reasons that were: a) beyond the student's control to prevent, and b) significant enough to prohibit attendance in class. *Additionally, for the absence to be excused, the student also must also have contacted the instructor prior to or on the day of the absence.* It's important to note that, depending on the number or pattern of prior absences, an absence explained as simply 'personal' and 'family emergency' may not be considered as excused unless sufficient detail is provided to the instructor.

Unexcused absence - An absence that occurred for reasons that were: a) within the student's control to prevent, and b) not significant enough to prohibit attendance in class, even if uncontrollable. Additionally, an absence may be considered unexcused if the student does not contact the instructor about the absence within a reasonable period of time. Students shall not be penalized for absence in regularly scheduled classes, except as indicated below:

1. Students are subject to policies and procedures approved in Administrative Procedure 661. Instructors requiring physical presence and participation may reduce course grades after the student has unexcused absence of 10% of the total class hours (four unexcused class hours for a three-credit course).

2. The student is responsible for ALL class work and assignments. Instructors will provide students who have an excused absence the opportunity to make up missed reports and exams, and if feasible, participation, if an absence has been excused. It is the student's responsibility to contact the instructor regarding missed work and assignments. Instructors may require a student to furnish documentation substantiating that an absence should be considered "excused" if absences become excessive or occur at questionable times (for example, on the day of an exam).

3. The student is responsible for attendance on the day of examinations, unless otherwise excused.

4. Instructors have the right to recommend to the Division Administrator that a student be dropped for an excessive excused or unexcused absence that precludes the possibility of passing the class whereupon the student will be given a grade of "F" or "W". Excessive absence is more than 15% of the class hours (six unexcused class hours for a three-credit course).

The College is required by law to make attendance reports to the relevant agencies of students who are funded by veterans' benefits, social security payments, and various other federal, state, or private scholarship programs. Students in programs that are accredited/approved by external agencies must observe these special attendance policies delineated by the external agencies and contained in the printed course syllabus. Revised 05/19/09. Students who receive all "F" grades or a combination of all "F" and "W" grades for a term will have their eligibility recalculated at the end of the term. When this occurs, students may owe money on their account even if the term is over. Refer to AP 513, Financial Aid Satisfactory Academic Progress (FASAP) and Appeals Policy, for more details. Faculty will maintain accurate attendance records that indicate the last date attended for students receiving "W" or "F" grades who did not complete the course.

WITHDRAWAL FROM CLASS – TUITION REFUNDS

There are times when your personal or professional life may require that you withdraw from class; there is no disgrace in such a withdrawal and you should feel free to discuss the matter with the Instructor. If you need to drop the class, you must get a Drop/Add or Withdrawal slip from the Registrar, complete the form, see your Instructor for a signature, and return the form to the Registrar.

Note the following:

http://www.hacc.edu/NewStudents/RegisterOnlineGuide/Add-Drop-Deadlines.cfm.

Incomplete Grade Policy: Complete an Incomplete Grade Form with the instructor and the college requirements for completeing the Incomplete Grade. "I" becomes "F" if not
completed before 8 weeks of the following semester.

Office for Disability Services (ODS)

Students who wish to register to receive services from the Office for Disability Services (ODS) should provide documentation of disability to Carole Kerper, ODS Director or their campus representative. Documentation requirements are determined by disabling condition. Three disability categories exist: medical disabilities, psychiatric disabilities, and learning disabilities. Attention deficit disorder is classified as a medical disability. In addition, students who are recent high school graduates may submit an evaluation report from their high school.

Documentation should be faxed to 717-780-2335 or sent to: Carole Kerper, Director, Office for Disability Services, Cooper 230, Harrisburg Area Community College, One HACC Drive, Harrisburg, PA 17110 or to the appropriate campus representative.

INSTRUCTOR POLICY REGARDING CLASS PARTICIPATION, ATTENDANCE, AND TIMELINESS

In order to be considered as participating and attending in this course, you are required to submit all homework assignments, actively participate in all group discussions/critiques, and submit all projects. Failure to meet these requirements may result in your being dropped from the class when the college goes through the confirmation of attendance process early in the semester.

A portion of your grade is allocated to Class Participation, Attendance, and Timeliness.

You should check for announcements. If you have a direct question for the instructor, use HAWKmail; please do not use any other email tool. If the instructor has important announcements before or after class, clarification for assignments, or any other timely news, he will email the entire class.

INSTRUCTOR POLICY REGARDING MAKE-UP TESTS OR PROJECTS

Quizzes, Exams, and Mid-Terms can only be delayed or rescheduled by notifying the instructor of an unavoidable problem/conflict **24 hours prior to the scheduled test**. Denial or acceptance of make-up requests is at the discretion of the instructor. Final Presentations, Final Projects, and Final Examinations cannot be delayed; you are expected to be present and no exceptions are made. If for any reason the Final Examination is delayed by the College or by inclement weather, students are expected to take the Final on the make-up day assigned by the College.

INSTRUCTOR POLICY REGARDING LATE ASSIGNMENTS
<u>No late assignments will be accepted.</u>

Homework assignments are considered "on time" if the project cd's are turned in to the professor at the beginning of the assignment due date. NOTE: Submittals by email will not be accepted or graded; you must burn your files to CD. This must occur BEFORE class starts. For full credit, you must submit an assignment on time and according to the specification. **If you're only partially finished with an assignment** by the deadline, it's better to submit what you have for partial credit than to submit nothing at all. Late assignments are only accepted in the case of **major** medical problems resulting in inpatient surgery or hospitalization. Documentation is required to obtain an extension for an assignment or a grade of "Incomplete" for the semester.

COLLEGE POLICY REGARDING ACADEMIC DISHONESTY:

ACADEMIC DISHONESTY is defined in Administrative Procedure 594. A partial description of this procedure is given below. "Academic dishonesty is defined as an intentional act of deception in which a student seeks to claim credit for the work or effort of another person, or uses unauthorized material or fabricated information in any academic work." It includes, but is not limited to:

A. Cheating - giving or receiving answers on assigned material, using materials or aids forbidden by the instructor ... unauthorized possession of examinations....
B. Plagiarism - offering someone else's work, words, or ideas as one's own or using material from another source without acknowledgement.
C. Interference – interfering without permission with the work of another student, either by obtaining, changing or destroying the work of another student.
D. Buying or selling of term papers, homework, examinations, laboratory assignments, computer programs, etc.
E. Falsifying of one's own or another's records
F. Knowingly assisting someone who engages in A - E above.
Penalties for students found to have committed academic dishonesty include, but may not be limited to, the following:

> A. Lowering of a grade or failure for a particular assignment,
> B. Lowering of a grade, failure, and/or dismissal from the course.
> C. Disciplinary probation-may include a limitation on credits, mandatory repeat of a course, etc.
> D. Suspension from a curriculum.
> E. Suspension from the College

INSTRUCTOR POLICY REGARDING ACADEMIC DISHONESTY:

Students are required to wholly create their own original graphics for this class.
• It is not permissible to download someone else's artwork and use it in any assignment unless otherwise specified.
• It is not permissible to use artwork you were taught to create in the Lynda Video Tutorials for the artwork in your projects.
• You may not use artwork/animations from another class in this course. Again, everything must be created specifically for this class.

If you are in doubt about what you may or may not use, please contact your professor for guidance.
Using artwork that is not of your own original creation in the assignments for this course may result in the application of a penalty as described under the "College Policy Regarding Academic Dishonesty" section above.

STUDENTS IN NEED OF ACCOMMODATIONS:

Students with disabilities who are in need of accommodations should contact the campus disability coordinator listed below. Coordinators for each campus are listed here:
http://www.hacc.edu/Students/DisabilityServices/Contact-Disability-Services.cfm

EEOC/PHRC Syllabus Statement
EEOC POLICY 005:
It is the policy of Harrisburg Area Community College, in full accordance with the law, not to discriminate in employment, student admissions, and student services on the basis of race, color, religion, age, political affiliation or belief, gender, national origin, ancestry, disability, place of birth, General Education Development Certification (GED), marital status, sexual orientation, gender identity or expression, veteran status, genetic history/information, or any legally

protected classification. HACC recognizes its responsibility to promote the principles of equal opportunity for employment, student admissions, and student services taking active steps to recruit minorities and women.

The Pennsylvania Human Relations Act ("PHRAct') prohibits discrimination against prospective and current students because of race, color, sex, religious creed, ancestry, national origin, handicap or disability, record of a handicap or disability, perceived handicap or disability, relationship or association with an individual with a handicap or disability, use of a guide or support animal, and/or handling or training of support or guide animals.

The Pennsylvania Fair Educational Opportunities Act ("PFEOAct") prohibits discrimination against prospective and current students because of race, religion, color, ancestry, national origin, sex, handicap or disability, record of a handicap or disability, perceived handicap or disability, and a relationship or association with an individual with a handicap or disability.

Information about these laws may be obtained by visiting the Pennsylvania Human Relations Commission website at www.phrc.state.pa.us.

HACC – Harrisburg Campus
Carole Kerper
Director, Disability Services
Cooper 230
One HACC Drive
Harrisburg, PA 17110
Phone: 717-780-2614
Fax: 717-780-2335
Email: clkerper@hacc.edu

Delayed Opening due to Inclement Weather
If HACC officially announces a Delayed Opening due to inclement weather, your class time will change as follows:

CRN	Regular Meeting Time	Delayed Meeting Time
26942	MONDAYS 6:00 PM – 9:00 PM	No evening delays, Cancellations Only

Consult your *Student Handbook* or the HACC web site for appropriate TV and radio stations.
Sign up for HACC's e2Campus Notification System to receive delay/cancellation news by text message and email.

Methodology
1. **Clear your minds before you enter class.** It's our time to learn about the software and your industry.
2. A Classroom Course: 100% Classroom, Enhancements Online
3. Hands-on Exercises and Tutorials
4. Online Video Tutorials and associated exams
5. Textbook readings and associated exercises
6. Sketching ideas before execution on the computer
7. Digital Assignments published to the Web
8. Class Discussion

Topical Outline

I. The Scalable Vector Graphics (SVG) Format (http://helpx.adobe.com/illustrator/using/svg.html)
    A. The World Wide Web Consortium Standard
    B. Benefits and Applications of the SVG Format
    C. Creating SVG Content for the Web
    D. Creating Dynamic SVG Content for the Web
    E. Adding SVG Content to a Web Site
II. The Digital Canvas
    A. Document Setup

B. Units and Colors for Web Design

C. Grids, Rulers, and Guidelines

D. Proprietary and Industry-Standard File Formats

E. Creating and Managing Layers

III. The Vector Tool Box

A. Creating Vector Lines with the Pencil and Pen Tools

B. Creating Vector Shapes

C. Creating Text Elements

D. Importing Clip Art and Stock Photos

IV. Editing and Manipulating Vector Graphics

A. Selecting, Moving, and Changing Points

B. Controlling Bezier and
Non-Uniform Rational B-Splines (NURBS) Curves

C. Changing Stroke, Fill, and Pattern Attributes

D. Creating Text-on-Curve Effects

E. Creating and Managing Groups

V. Importing and Vectorizing Raster Graphics

VI. Importing and Enhancing Vector Graphics from Other Vector Applications

A. Common Graphic Design Formats

B. Common Formats from Computer-Aided-Design (CAD),
Computer-Aided-Engineering, Computer-Aided-Manufacturing,
or Architecture applications

VII. Applying Special Effects

A. Effects and Filters

B. Installing and Using Third-Party Plug-Ins

C. Macros to Automate Common Tasks

D. Applying Three-Dimensional Simulation Effects

VIII. Saving, Exporting, and Publishing Vector Images

A. Exporting Vector Objects to Raster Paint Programs

B. Exporting Vector Objects to Animation Programs

C. Exporting to Other Output File Formats

D. Exporting Scalable Vector Objects for Varied Hardware Platforms

E. Exporting Page Prototypes (Comprehensives) for Customer Review

Course Requirements and Grading Worksheet	Possible Points	Possible Percent	Your Points	Your Percent
Theory – 100 points				
Learning Outcome A – Describe the benefits of vectors and scalability for Web design				
Demonstrate Five Tools of Adobe Illustrator - Presentation to class	50	10%		%
Assignment A - Recreate illustrator's interface with a legend explaining the purpose of each tool	50	10%		%
Practicum – 375 points				
Learning Outcome B – Manipulate vector nodes, line segments, and curves to create precise shapes				
Assignment B – Map drawing over raster image	75	15%		%
Learning Outcome C – Use layers, stroke, fill, and pattern attributes for pleasing aesthetics				
Assignment C – Personal logo or logo redesign	100	20%		%
Learning Outcome D – Apply special effects using filters, macros, plug-ins, and three-dimensional simulators				
Assignment D – Avatar	75	15%		%
Learning Outcome E – Create scalable, Web-ready, two-dimensional vector graphics using the svg and swf formats				
Assignment E – CAR CATAWAY	60	12%		%
Learning Outcome G – Export vector objects to other image editing and animation programs				
Assignment G – Jazz or blues festival poster in a design period	65	13%		%
Other – 25 points				
Class Participation, Attendance, and Timeliness	25	5%		%
TOTAL	**500**	**100%**		%

LETTER GRADES

A	450-500 POINTS	90-100 %
B	400-449 POINTS	80-89%
C	350-399 POINTS	70-79%
D	300-349 POINTS	60-69%
F	0-299 POINTS	0-59%

TO CALCULATE YOUR GRADE

Divide total points earned by total possible points and multiply result by 100

Example: 420/500 = .84 x 100 = 84%
Grade = B

SCHEDULE OF ACTIVITIES	
MONDAY	C O N T E N T
January 25 WEEK 1	☐ INTRODUCTIONS ☐ Review course expectations ☐ Provide first assignment/homework *For next class…* ☐ Obtain your book, Adobe Illustrator CC, Classroom in a Book (2014 Release) for next class. ☐ Be ready to present your five Illustrator tools.
February 1 WEEK 2	☐ Review LESSON 1 of Adobe Illustrator CC, Classroom in a Book ☐ Review LESSON 13: Using Symbols to Create a Map ☐ Five tool Presentations ☐ Review ASSIGNMENT B - MAP *For next class…* ☐ Review LESSON 2 of Adobe Illustrator CC, Classroom in a Book
February 8 WEEK 3	☐ Demonstrate Illustrator features ☐ Work on Map Assignment *For next class…* ☐ Review LESSON 3 of Adobe Illustrator CC, Classroom in a Book
February 15 WEEK 4	☐ Cartesian Geometry ☐ Scalable Vector Graphics (SVG) ☐ Technical Illustration – From AutoCAD, Inventor, or Revit to Adobe Illustrator and Out Again ☐ Introduce LOGO DEVELOPMENT ☐ Review LESSON 5 of Adobe Illustrator CC, Classroom in a Book *For next class…* ☐ Review Logo Design Ideas
February 22 WEEK 5	**DVD-ROM 1 of 4 DUE at beginning of class – no exceptions or extensions** ☐ Present 10 logo ideas/sketches. ☐ Begin working on logo concepts. *For next class…* ☐ AVATARS and LOGO development

SCHEDULE OF ACTIVITIES	
MONDAY	*C O N T E N T*
February 29 WEEK 6	☐ Review AVATAR progress ☐ Review Logo designs progress *For next class…* ☐ Review LESSON 9 "Blending Colors and Shapes"
March 14 WEEK 7	☐ Introduce ASSIGNMENT E - CAR CUTAWAY ☐ Wrap up AVATARS ☐ Blend tool exercises - creating a metallic surface *For next class…* ☐ Review LESSON 10 "Using Brushes to Create a Poster"
March 21 WEEK 8	**DVD-ROM 2 of 4 DUE** at beginning of class – no exceptions or extensions ☐ Class Pot Luck ☐ Design presentations *For next class…* ☐ Review Lesson 7 - Adding Type to a Poster - Adobe Illustrator CC Classroom in a Book
March 28 WEEK 9	☐ Introduce Poster Assignment ☐ Review poster designs that were influenced by art periods. Review imagery and typography styles. *For next class…* ☐ Review Lesson 11 - Adobe Illustrator CC Classroom in a Book Exploring Creative Uses of Effects and Graphic Styles
April 4 WEEK 10	☐ Begin poster designs. *For next class…* ☐ Prep posters for draft presentations.

SCHEDULE OF ACTIVITIES	
MONDAY	CONTENT
April 11 WEEK 11	☐ Poster design thumbnail approvals. *For next class…* ☐ Select a car and engine to cutaway. ☐ Poster design **draft** presentations.
NO CLASS MARCH 7 - MARCH 13	
April 18 WEEK 12	**DVD-ROM 3 of 4 DUE** at beginning of class – no exceptions or extensions ☐ Poster design execution in Adobe Illustrator. ☐ Continue car cutaway assignment.
April 25 WEEK 13	☐ Continue working on car cutaway assignment ☐ OPTIONAL: Start stationery package for logo design project (Extra Credit Assignment)
May 2 WEEK 14	☐ We will select individual projects to enhance for your portoflio.

SCHEDULE OF ACTIVITIES	
MONDAY	CONTENT
May 9 WEEK 15	**DVD-ROM 4 of 4 DUE** at beginning of class – no exceptions or extensions ☐ Class Pot Luck ☐ Present final projects. ☐ Review the course and feedback.

COMPACT DISC CONTENTS		
Disc	Top Level Folders	Second Level Folders
DVD 1 of 4 MONDAY *FEBRUARY 22*	🗁 **web138_yourlastname_dvd1**	🗁 **yourlastname_assignment_b**
DVD 2 of 4 MONDAY *MARCH 21*	🗁 **web138_yourlastname_dvd2**	🗁 **yourlastname_assignment_c**
DVD 3 of 4 MONDAY APRIL 18	🗁 **web138_yourlastname_dvd3**	🗁 **yourlastname_assignment_d** 🗁 **yourlastname_assignment_a**
DVD 4 of 4 MONDAY MAY 9	🗁 **web138_yourlastname_dvd4**	🗁 **yourlastname_assignment_e** 🗁 **yourlastname_assignment_f**

* Folders from previous DVD should remain unchanged.
None of the folders or files should be zipped.
Any deviations from this folder structure will result in a reduced grade.

ALL DVDs MUST BE "FINISHED" & TESTED…A DVD-ROM PLAYABLE ON ANY DEVICE
They must be submitted in a paper or vinyl sleeve. Plastic jewel cases not accepted.
The discs will not be returned. They will be archived as records of your semester grade.

If you will be absent from class on the due date, you MUST either send the DVD with a classmate,
or send by U.S. Mail (media rate) with a postmark no later than the due date. No exceptions.

HACC Midtown |Paul Holzer MID2-301J | 1500 North 3rd Street | Harrisburg, PA 17102

Note: DVD 4 can NOT be mailed and reach me in time for a grade. Hand-deliver only.

Labeling your Assignment Discs and Sleeves – Replace WEB110 with WEB138
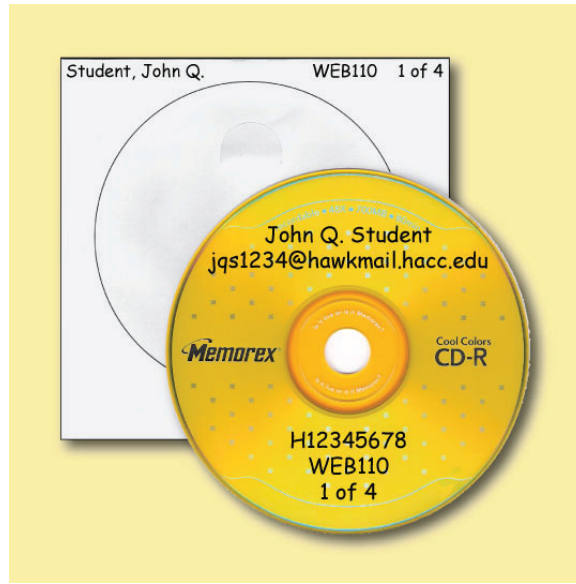
It's important that you mark your DVD and sleeve exactly as shown,
substituting your real information, of course.

GRADING

1. Four times a semester I'll grade based on the DVDs you submit and the sites you publish to FTP.
2. Check the gradebook in *Desire2Learn* for individual project, assignment, and exam grades and comments.
3. Your "official" Mid-Term and Final Semester grades will be available on HACCweb.