

Intro to Computer Art 124 Fall 2009

DINA PEARLMAN

Office: Vanderlyn Hall VAN 260B Tel: 845-687-5066 or 1-800-724-0833 ext.5066

Office Hours: M/F , 10.30-11:00 pm and 4:00-4:30 Email: pearlmad@sunyulster.edu

Homework due Friday September 11,

Part One: Review of layers, Adjustments (see tutorials on website).

Using the composite methods we've learned in the past two weeks create the following:

- 1. Using a personal image and your NAME and CONTACT INFO for a SELF-PROMOTIONAL postcard 6" x 4" at 300 ppi.**
- 2. You can use a scan of your artwork, photograph you've taken or original art in photoshop. Please don't use found art on the web.**
- 3. Please print out and crop. (trim to edge of paper.**

Part Two: RESEARCH

From the following list, you will be assigned one type of design to research. Please submit one to three example and be prepared to talk about them in class:

Things to think about:

- What a designer does in this field.**
- The importance (or not) of image in this field.**
- The importance (or not) of type in this field.**

Research methods: Use YouTube, Google images and other searches, books, the Library web pages, materials found at home, school or other sources.

- Advertising design
- Animated products design
- Book design
- Corporate designs for logos, trademarks, stationery, annual reports, newsletters and collateral publications
- Design of promotional/marketing materials for nonprofit organizations
- Digital art Exhibition design
- Film or television titling and on-air graphics
- Interactive media design
- Magazine design
- Museum exhibitions, publications and signage
- Newspaper design

Intro to Computer Art 124 Fall 2009

- Packaging and label design
- Studio photography
- Video or film design and production
- Web-page design