



Duration:	<b>12 weeks</b>
Course:	<b>Computer Graphics</b>
Instructor:	<b>Patrick Duffy</b>

**Course Objective:** Expanding on techniques and applications of Adobe Creative Suite programs Illustrator and Photoshop learned in the previous Computer Graphics course, and introducing students to InDesign. Students will use advanced Photoshop techniques to create a legitimate, web-ready GIF, and will learn how to assemble a detailed, multi-page press kit using InDesign. Both projects will incorporate and expand in depth upon Photoshop image manipulation techniques, especially as regards editing photography, and combining typography with photography to result in professional calibre materials.

**Bio:** Patrick Duffy is Creative Director at Attention Design, a graphic design firm he created specifically to service the music industry. His relationship with the industry spans more than thirty years, beginning as an artist, then as an agent and artist manager, and ultimately focusing on graphic design after studying Advanced Advertising Design at George Brown. He has been a Consulting Art Director for EMI/Virgin Music Canada, for The Canadian Country Music Association (CCMA), and to the Small World Music Association (Toronto). He continues to work as a Principal Designer for Canadian Music Week (CMW), and is currently the Consulting Art Director to the Country Music Association of Ontario (CMAOntario) where he also serves on the Board of Directors, and teaches design in the Music Business Management program at Durham College (Oshawa). He is a JUNO Nominee for Album Design and has won nine Canadian Country Music Awards for Album Design, a distinction unequalled in the 30+ year history of that organization.

Week	Topics
1 - 2	- Introduction to final element of Adobe Create Suite with InDesign - Create a multipage document (pagination) and explaining spreads. - Start of term-long multi-pg press kit assignment beginning with creating a cover
3 - 4	- Next phase of press kit design: feature spread incorporating a bio and artist press shot. - Consolidating press shot and bio to create a one-sheet version of press kit
5 - 6	- Create a GIF in Photoshop, learn frame-by-frame animation controls - Photoshop filters and special effects to enhance visual excitement of GIF
7 - 8	- Next phase of press kit design: photo spread and incorporating contact/social media details. - Creating an ad suggesting product endorsement/sponsorship
9 - 10	- Final phase of press kit design, fine-tuning layout and approach with one-on-one advice and consultations.
11 - 12	- Course review - <b>Final exam</b>

### Evaluation

Attendance & Participation	25%
Assignments	35%
Final Exam	40%
<b>Total</b>	<b>100%</b>