COURSE SYLLABUS

Tunxis Community College

Education That Works For a Lifetime

Course Title:	Digital Illustration	**Date submitted:**	Spring 2014 (AAC: 14-23)
Department:	Art		
Curriculum:	Graphic Design		

Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.

Course Code: (eg. ACC 101)	GRA*236
Course Type:	Z

A: Clinical B: Lab D: Distance Learning
I: Individual/Independent L: Lecture N: M: Seminar Internship
P: Practicum U: Studio
X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio

Elective Type:	FA/G/LAS

AH: Art History E: English FA: Fine Arts FL: Foreign Language
G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science

Credit Hours:	3
Developmental: (yes/no)	No
Contact Hours: Lecture:	2
Clinical:	0
Lab:	0
Studio	2
Other:	0
TOTAL:	4
Class Maximum:	20
Semesters Offered:	F

Prerequisites:

C- or better in Visual Communications (GRA*200)

Corequisites:

None

Other Requirements:

None

Catalog Course Description:

Advanced exploration of the tools and techniques available to the graphic designer in the vector drawing environment using Adobe Illustrator. This course takes students beyond the basics covered in Introduction to Computer Graphics, and explores advanced image creation and manipulation tools, effects, graphic illustration techniques, and typographic functions in applying the computer graphics medium to problems in graphic design.

Topical Outline: List course content in outline format.

1. Review of kinds of software used for electronic image creation and manipulation
   - A. Vector drawing
   - B. Image manipulation
   - C. Paint
   - D. Image scanning
   - E. Page layout
   - F. 2/3 D animation
   - G. 3D modeling
   - H. Presentation graphics
   - I. Interactive media
   - J. Web design

2. The computer as a visualization tool
   A. Traditional vs. computer graphics techniques
   B. Choosing the right software program

3. The design process
   A. Thumbnails, comps, presentation, criticism, evaluation, refinement, and production

4. File storage and retrieval considerations
   A. Storage mediums
   B. Network servers and navigation
   C. Personal file system
   D. Backup and master file strategy

5. Computer image output
   A. Quality
   B. Resolution
   C. Vector vs raster
   D. Black & white
   E. Color
   F. Inconsistencies between screen image and final output

6. Image scanning
   A. Evaluating images
   B. Determining scanning resolution
   C. Line art/grayscale/color
   D. File size and storage issues
   E. Other sources for image acquisition
   F. Copyright issues

7. Color models
   A. RGB
   B. CYMK
   C. Pantone
   D. Color gamet

8. Review of Adobe Illustrator and overview of additional tools and menu options
   A. Shape and pen tools
   B. Swatches
   C. Layers
   D. Strokes and fills
   E. Selection techniques
   F. Scaling and transformations
   G. Groups

9. Intermediate/Advanced Adobe Illustrator functions (some are new or expanded)
   A. Artwork tools and techniques
      1. Compound shapes
      2. Rasterizing artwork
      3. Compound paths
      4. Polygon, spiral, arc, segments
      5. Masks
      6. Filters
      7. Blends
      8. Cutting
      9. Creating and editing gradients
      10. Reshape/smooth/erase/free transform
      11. Line endcaps and miters

	12. Object distortion 13. Transparency 14. Eye dropper/paint bucket 15. Appearances 16. Symbols and instances 17. Styles 18. Effects 19. Pressure sensitive tools B. Preferences C. Layers D. Color 1. Customizing color palettes and swatches 2. Global vs. local color 3. Color calibration theory/reality E. Import images 1. Linked or embedded 2. File formats F. Page layout features 1. Use of guides and rulers 2. Document/page size options 3. Changing output size G. Typography functions 1. Body text/paragraph controls 2. Type on a path/text wrap/inside an object 3. Spell check 4. Type outlines 10. Graphic reduction illustration PROJECT – Graphic portrait A. Pen tool techniques 11. Creating graphic realism PROJECT – Mechanical Object A. Importing images B. Gradients and blends 12. Series design and illustration PROJECT – Food series A. Pressure sensitive drawing tools and techniques 13. Type and layout PROJECT – Event poster A. Combining all illustration techniques B. Type and layout features C. Large format design 14. Copyright laws and how they apply to art and design 15. Portfolio presentation NOTE: Projects listed to address particular topics are suggestions, not mandated.
Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course	**Upon successful completion of this course, the student will be able to do the following:** **COURSE:** Through a series of lectures, demonstrations, and projects, students will learn and apply the concepts and techniques for creating vector-based symbols and illustrations. Depending on level of successful completion of the course, students will be able to analyze a visual communication problem, develop a

content.

concept, and create and successfully output a well designed and technically accurate graphic image-based design solution using vector drawing software — specifically Adobe Illustrator. In this effort, students will:

1. Acquire advanced knowledge of the creative uses of graphic image creation through analysis and critique of existing graphic images, and the design and creation of original graphic image based visual communications pieces
2. Acquire advanced skills in the use of the tools and techniques available in a vector drawing software program — Adobe Illustrator, so as to be able to design and execute vector graphic symbols and illustrations.
   a. Learn and apply techniques for the creation of stylized graphic imagery using shapes, and pen tool
   b. Learn and apply techniques for the creation of realistic graphic imagery using blends, gradients, masks, and compound paths
   c. Learn and apply techniques for the creation of stylized graphic imagery using pressure sensitive drawing tools, symbols, and effects.
   d. Learn and apply techniques for the creation of design layouts using advanced typographic controls.
3. Learn and apply the color models used in vector art creation.
4. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.
5. Effectively communicate an understanding of design concepts, processes, and techniques, using the “language” of design.
6. Present a portfolio of work showing knowledge and application of concepts, processes, and techniques presented during the course.

PROGRAM: *(Numbering reflects Program Outcomes as they appear in the college catalog)*

Depending upon level of successful completion of coursework within the program, students will - at the intermediate level:

VISUAL LITERACY AND CREATIVE EXPRESSION

2. Identify and apply the design principles to control aesthetic and compositional elements in the creation of visual solutions to art and design problems.
3. Demonstrate the development of visual and conceptual skills required to create a successful design solution through the process of idea development, refinement, and assessment in the creation of design projects.

VISUAL COMMUNICATION, CONCEPTUAL AND CRITICAL THINKING

4. Understand the function and impact of design, and the roll of the design profession in our society.
5. Be able to analyze a visual communication problem, develop visual concepts, and create design solutions that respond to client and audience needs through symbol and image creation, graphic illustration, paper selection, color, typography, and page composition.
6. Effectively communicate an understanding of design concepts, processes, and techniques using the “language” of design.

MEDIA AND TECHNICAL SKILLS

8. Acquire skills in the use of image scanning, page layout, and vector and raster image software programs so as to be able to design and execute graphic symbols and illustrations, raster images, and page compositions incorporating typography and image.

PROFESSIONAL PRACTICE

	10. Understand project management, marketing, and business related responsibilities of a graphic designer (and interactive design in Interactive Media option) in the design and production of visual communication pieces, the necessity of participating in a collaborative work environment, and adhering to professional ethical standards. 11. Demonstrate knowledge of design project goals, be able to set priorities to meet milestones for project completion, and show the ability to revise and refine designs based on ongoing evaluation. 12. Present design solutions and portfolio, in a manner suited to professional presentation showing knowledge and application of the concepts, skills, and techniques presented in courses during the program.
	GENERAL EDUCATION: *(Numbering reflects General Education Outcomes as they appear in the college catalog)* 1. **Aesthetic Dimensions -** Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression. **Demonstrates**: Identifies and describes formal aspects, historical or cultural context, and aesthetic elements of the genre with clarity and appropriate vocabulary. **Does Not Demonstrate:** Unable to clearly identify and describe the formal aspects, historical context, and aesthetic elements of the genre.
Evaluation: List how the above outcomes will be assessed.	**Assessment will be based on the following criteria:** A student's creative ability, knowledge of design issues, technical skills, quality of execution, and presentation of work as determined through: 1. Studio classwork 2. Projects 3. Individual and group critiques/discussions 4. Portfolio review of work completed during the semester 5. Option of quizzes/exams/papers/reports/presentations as determined by the instructor
Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.	Required: Graphic Design studio 1. 20 student Macintosh computer workstations with color monitor/digitizing tablets/keyboard/mouse/color flatbed scanners, with current version of Macintosh OS and utility software. 2. Instructor workstation with permanently attached color projection system 3. Computer network (Ethernet 10BaseT min.) with file server setup for student and instructor storage, and print spooling 4. Software used in the course – Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Adobe Flash (current verions) 5. Letter and tabloid size black & white, and color Postscript laser printers 6. Large format color Postscript inkjet printers 7. Permanently mounted 35mm slide projector 8. 35mm slide scanner 9. Paper cutters and light tables Desired:
Textbook(s)	Visual Quick Start Guide—Illustrator for Macintosh, PeachPit Press