

Course Outline for GDDM 54

ILLUSTRATOR I

Effective: Spring 2018

I. CATALOG DESCRIPTION:

GDDM 54 — ILLUSTRATOR I — 3.00 units

Technical and drawing skill development course using the latest version of Illustrator at the basic- to intermediate- level to render 2- and 3-D digital drawings and illustrations. Emphasis on basic- to intermediate-level techniques and tools used to create image files suitable for print and screen. Design principles emphasized to create effective output through computer-based composition.

1.50 Units Lecture 1.50 Units Lab

Strongly Recommended

GDDM 50 - Graphic Design/Digital Media Fundamentals
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

- Graphic Arts or
- Multimedia

	MIN
Lecture Hours:	27.00
Lab Hours:	81.00
Total Hours:	108.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. GDDM50

1. Create digital compositions that use the primary design principles of unity, variety, hierarchy (dominance), the supporting principles of scale, balance, rhythm, repetition, economy, and proximity; and the plastic elements of design as compositional content—i.e. shape, space, line, size, color, texture, and type
2. Create Illustrator and Photoshop documents at the most basic level;
3. Write and speak using design terminology.
4. Brainstorm ideas for design by building image and word maps, and creating hand sketches and mockups of concepts based on brainstorm ideas
5. Apply the elements and principles of design in finished digital images and time-based works
6. Safely handle and maintain digital imaging hardware and materials
7. Evaluate and critique digital images and time-based works utilizing relevant terminology and concepts

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Work in the Illustrator interface with facility;
- B. Create new Illustrator Documents efficiently and open existing Illustrator Documents for editing and modification: set-up/launch, retrieve, save for print and screen, cross-platform;
- C. Understand the total independence in vector images between actual size, screen size, scalable size;
- D. Perform basic-to-intermediate level image creation and manipulation tasks using the following Illustrator tools and techniques: Selection and Direct Selection, multiple Shape Tools, multiple Pen Tool variations, Transformations including rotate, scale, skewing, and separate point editing; Color Palette Creation: Master and Sub Layers, Swatches, Gradient Creation and editing, using Illustrator Brushes, Work Spaces,
- E. Understand the difference between Illustrator's LIVE and EXPANDED objects and to be able to use each art type appropriately.
- F. Employ the use of keyboard shortcuts for common tasks.
- G. Troubleshoot at the basic level.

V. CONTENT:

- A. Overview of Illustrator interface

1. Basic tools
2. Floating and permanent palettes
3. Menus and elements
- B. Definition: raster (bitmapped) and vector (object-oriented) images
- C. Resolution independent imaging
- D. Launching Illustrator, navigating its interface, using the tools available on its toolbars and palettes, and applying commands by means of menus or keyboard shortcuts
 1. Setting up a document
 2. Choosing the mode
 3. Basic selection techniques
 4. Area of fixed size or shape
 5. Other selection techniques
- E. Duplicating images and/or layers in new or existing files
- F. Building multi-layer images
- G. Drawing: using Illustrator's drawing tools
- H. Fill and Stroke
 1. Cropping the art board
- J. Working with type
- K. Working with transparency
- L. Blends
- M. Live and Expanded Objects
- N. Using contextual menus cross-platform
- O. Introduction to Bridge
- P. Printing
- Q. Trouble shooting

VI. METHODS OF INSTRUCTION:

- A. **Demonstration** -
- B. Practical exercises on and off the computer
- C. Viewing examples of student and professional work
- D. Computer lab time with direct instructor and cooperative peer support
- E. **Lecture** -
- F. Peer-to-peer discussion of technology techniques
- G. **Field Trips** - to industry seminars, conventions and conferences if available
- H. **Discussion** -
- I. Student critique sessions

VII. TYPICAL ASSIGNMENTS:

- A. Hands-On Technical Exercise: Use RECTANGLE TOOL to create six simple compositions based on word themes
- B. Use supplied alphabets in specific fonts to create six compositions, one each for specified words
- C. Use the Pen Tool to draw a shoe from life, using only black shapes and the white of the art board.
- D. Create a Logo for one of three supplied companies.
- E. Create a 16" X 20" Poster using only words set in one or two typefaces to create the poster's imagery.

VIII. EVALUATION:

- A. **Methods**
 1. Quizzes
 2. Oral Presentation
 3. Projects
 4. Class Participation
 5. Class Work
 6. Home Work
- B. **Frequency**
 1. Quizzes - As needed
 2. Oral presentation - Upon completion of project (3-5)
 3. Projects - 3-5 major projects per semester; plus weekly exercises
 4. Class participation - daily
 5. Class work - daily
 6. home work - as needed

IX. TYPICAL TEXTS:

1. *Adobe Illustrator CC Classroom in a Book*. 2015 ed., Adobe Press, 2015.
2. *Adobe Illustrator WOW! Book for CS6 and CC, The*. 1 ed., Peachpit Press, 2014.
3. Wood, Brian. *Adobe Illustrator CC Classroom in a Book (2017 release)*. 1 ed., Adobe Press, 2017.
4. Online tutorials, e.g., www.adobe.com/tutorials and Photoshop "Help."
5. Design publications, e.g., How, Layers, Communication Arts, Print
6. Attendance at seminars and conventions as appropriate
7. Instructor Videos available on class web site

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Required list of supplies to complete all of the assigned studies.
- B. Drawing pad, art pencils H, HB, and B, high-quality quality ruler, pencil sharpener, kneaded eraser.
- C. Flash Drive/Thumb Drive to store and transport digital files