

CATALOG INFORMATION

Dept and Nbr: APGR 68

Title: COMM ILLUSTR: DGTL IMG

Full Title: Commercial Illustration: Digital Imagery

Last Reviewed: 10/28/2002

| Units   |      | Course Hours per Week |      | Nbr of Weeks | Course Hours Total |       |
|---------|------|-----------------------|------|--------------|--------------------|-------|
| Maximum | 1.50 | Lecture Scheduled     | 2.00 | 8            | Lecture Scheduled  | 16.00 |
| Minimum | 1.50 | Lab Scheduled         | 4.00 | 8            | Lab Scheduled      | 32.00 |
|         |      | Contact DHR           | 0    |              | Contact DHR        | 0     |
|         |      | Contact Total         | 6.00 |              | Contact Total      | 48.00 |
|         |      | Non-contact DHR       | 0    |              | Non-contact DHR    | 0     |

Total Out of Class Hours: 32.00

Total Student Learning Hours: 80.00

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**  
Application of basic commercial illustration skills using computer applications. Emphasis on developing and marketing student's personal style through evolution of strong portfolio and knowledge of commercial market(s).

**Prerequisites/Corequisites:**  
Course Completion or Current Enrollment in CIS 73.31A ( or CIS 83.12A) and Course Completion or Current Enrollment in ART 18.2 ( or ART 18B) and Course Completion of APGR 52A ( or APGR 91)

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Application of basic commercial illustration skills using computer applications. Emphasis on developing and marketing student's personal style through evolution of strong portfolio and knowledge of commercial market(s). (Grade Only)  
Prerequisites/Corequisites: Course Completion or Current Enrollment in CIS 73.31A ( or CIS

83.12A) and Course Completion or Current Enrollment in ART 18.2 ( or ART 18B) and Course Completion of APGR 52A ( or APGR 91)

Recommended:

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

### **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

|                   |                      |            |           |
|-------------------|----------------------|------------|-----------|
| <b>AS Degree:</b> | <b>Area</b>          | Effective: | Inactive: |
| <b>CSU GE:</b>    | <b>Transfer Area</b> | Effective: | Inactive: |

|               |                      |            |           |
|---------------|----------------------|------------|-----------|
| <b>IGETC:</b> | <b>Transfer Area</b> | Effective: | Inactive: |
|---------------|----------------------|------------|-----------|

|                      |            |           |
|----------------------|------------|-----------|
| <b>CSU Transfer:</b> | Effective: | Inactive: |
|----------------------|------------|-----------|

|                     |            |           |
|---------------------|------------|-----------|
| <b>UC Transfer:</b> | Effective: | Inactive: |
|---------------------|------------|-----------|

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

### **COURSE CONTENT**

#### **Outcomes and Objectives:**

Upon successful completion of this course the student will be able to:

1. Create illustration and photo-montage images using two or more computer applications.
2. Develop their individual style(s) by applying techniques, ideas and principles learned in critique and discussion to projects assigned.
3. Experiment with new illustration solutions through application of creativity and ideation exercises.
4. Synthesize feedback on illustration projects and make modifications that result in more marketable portfolio pieces.
5. Accept the critical examination of their work by client and art director and incorporate the critique to develop a modified product.
6. Analyze digital portfolio and marketing options currently in use by contemporary professionals.

#### **Topics and Scope:**

Demonstration:

1. Digital imagery fundamentals
2. Scanning basics
3. Photo-montage (layers/selections/paths/masks)
4. Color (modes/adjustments/gamut)
5. Drawing applications (Photoshop/Illustrator/Freehand/Painter)
6. Working with Bezier Curves - an illustrator's approach

Lecture:

1. Digital revolution: Illustration in the next millennia

2. Digital portfolios and image storage: How to store, transport and show the new media
3. Illustration and the world wide web: Carving a niche market on the Information Superhighway
4. Copyright and the electronic age: Protecting your images from (Super)highway-robbery

### Assignment:

#### Projects:

1. Create photo-montage illustration using Photoshop program, combining at least three photographic elements.
2. Create Bezier Curve based illustration using either Illustrator or FreeHand program, combining at least three Bezier Curve shapes and gradient fills to create three dimensional look.
3. Create multi-technique illustration using two or more computer applications, combining photographic elements, Bezier Curve shapes and scanned hand-rendered elements.

#### Critiques:

1. Project critique sessions.
2. Simulated artist/client interaction.

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.

Writing  
0 - 0%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving  
0 - 0%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances

Skill Demonstrations  
40 - 60%

**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion

Exams  
10 - 20%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Outside Projects

Other Category  
20 - 40%

**Representative Textbooks and Materials:**  
Instructor prepared materials.