

**GD 53 Course Outline as of Fall 2009****CATALOG INFORMATION**

Dept and Nbr: GD 53 Title: TECH IN ILLUSTRATOR

Full Title: Design Techniques in Illustrator

Last Reviewed: 10/8/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	2.50	17.5	Lecture Scheduled	43.75
Minimum	3.00	Lab Scheduled	1.50	6	Lab Scheduled	26.25
		Contact DHR	0		Contact DHR	0
		Contact Total	4.00		Contact Total	70.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 87.50

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 39 - Total 2 Times

Also Listed As:

Formerly:

**Catalog Description:**

An intensive course designed to teach students how to create effective logos, type treatments, illustrations and informational graphics for professional visual communications projects using Adobe Illustrator.

**Prerequisites/Corequisites:**

Course Completion of CIS 73.41A; OR

Course Completion of CS 71.11A and CS 71.11B

**Recommended Preparation:****Limits on Enrollment:****Schedule of Classes Information:**

Description: An intensive course designed to teach students how to create effective logos, type treatments, illustrations and informational graphics for professional visual communications projects using Adobe Illustrator. (Grade Only)

Prerequisites/Corequisites: Course Completion of CIS 73.41A; OR

Course Completion of CS 71.11A and CS 71.11B

Recommended:  
Limits on Enrollment:  
Transfer Credit: CSU;  
Repeatability: Total 2 Times

## **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>	Transferable	Effective: Fall 2009	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

### **CID:**

#### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will be able to:

1. Create effective logos, type treatments, illustrations and informational graphics for professional visual communications using the tools and features in Adobe Illustrator.
2. Modify digitized images and type using Adobe Illustrator tools.
3. Use various resources: Internet, books, journals, scrap files, nature, other design and art disciplines for research for use in design projects.
4. Apply design elements: line, shape, space, tone, value, color, and texture effectively to design projects.
5. Use graphic design vocabulary, terminology, methodology, and tools correctly.
6. Repeating students will be expected to create work at higher levels of design proficiency, speed, and software usage.

### **Topics and Scope:**

1. Overview of current design and visual communication using Illustrator
2. Selecting, stroking and filling
  - a. Selecting
  - b. Strokes, fills and their variables
3. Color
  - a. Overview of color dynamics
  - b. Color modes in Illustrator
4. Building
  - a. Appearance palette
  - b. Layers and groups
5. Transforming
  - a. Transformational tools
  - b. Filters effects and stylizing

6. Importing and Tracing
  - a. Scanning and placing
  - b. Live Trace, Live Paint
7. Bezier Curves
  - a. Pen tool
  - b. Pencil tool
8. More Bezier Curves
  - a. Cutting tools
  - b. Manipulating paths
9. Path Manipulations
  - a. Compound paths
  - b. Pathfinders and patterns
10. Typography
  - a. Text, text effects
  - b. Sending a file to print
11. More Typography
  - a. Choosing typefaces, type contrasts, type refinements and using open type
  - b. Creating logos in Illustrator
12. Creating Oversized Graphics
  - a. Creating graphics and oversized graphics with impact
  - b. Printing oversized graphics
13. Blending
  - a. Styles and blends
  - b. Creating masks
14. Illustrator, the Web and Photoshop
  - a. GIFS and JPEG (Graphics Interchange Format and Joint Photographic Experts Group)
  - b. Layers in Photoshop
15. Advanced computer program techniques for repeating students.

**Assignment:**

Assignments may include the following:

1. Design journal illustrating examples of commercial design showing Illustrator in action: Logos, type treatments, illustrations, informational graphics
2. Eight to twelve lab exercises covering class material
3. Weekly reading assignments of 10-15 pages
4. T-shirt design
5. A sticker set with logo and packaging hanger
6. Redesign of some currency
7. Map of tourist attractions
8. Two color logo and matching business system
9. Billboard design; group project
10. Project portfolio to include at least nine thumbnails for each project; roughs, time sheet, budget, work flow form for each project
11. Design journal showing examples of t-shirt illustrations, stickers, currency design, maps, spot color logos, and billboard design
12. Repeating students will be expected to perform with a greater degree of design proficiency and computer program operations

**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 problem solving assessments and 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.

Lab exercises: creating basic shapes; creating a variety of color schemes; drawing, scanning, and recreating; page layout; caricature as web illustration

Problem solving  
20 - 40%

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

T-shirt design; sticker set and packaging hanger, currency redesign, map, business system, billboard advertisement

Skill Demonstrations  
40 - 50%

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

Final examination - practical and objective questions.

Exams  
15 - 20%

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

Participation in class discussion and critiques.

Other Category  
0 - 15%

### **Representative Textbooks and Materials:**

Real World Adobe Illustrator CS4, Golding, Mordy; Peach Pit Press: 2008.

Instructor prepared materials