

**GD 53 Course Outline as of Fall 2014****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	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

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:**

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 CS 72.11A; OR CS 71.11

**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 CS 72.11A; OR CS 71.11

Recommended:

Limits on Enrollment:

Transfer Credit: CSU;

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:
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<b>CSU Transfer:</b>	Transferable	Effective:	Fall 2009	Inactive:
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<b>UC Transfer:</b>		Effective:		Inactive:
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**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, Pinterest board or similar web inspiration sharing site, 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.

### **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 that show an understanding of: visibility, application, distinctiveness, simplicity and universality, retention, color, descriptiveness, timelessness modularity and equity
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

### **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. Poster for a cause design; group project
10. Concept portfolio to include at least eight thumbnails for each project; roughs, time sheet, budget, work flow form for each project.
11. Pinterest board or similar web inspiration sharing site showing examples of t-shirt illustrations, stickers, currency design, maps, spot color logos, and poster design.

### **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

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, poster for a cause, concept portfolio, Pintrest board project

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 CS6, Golding, Mordy; Peach Pit Press: 2012.

Instructor prepared materials