DMAD A190: ILLUSTRATOR FOR DESIGN

Item	Value
Curriculum Committee Approval Date	10/19/2022
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	90 Total Hours (Lecture Hours 36; Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Adobe Illustrator is a versatile tool for creating illustrations, logos, and graphics for both print and the Web. Students will learn to produce detailed and scalable vector art, while applying the principles of color and design. Students will learn the tools of Adobe Illustrator to create graphic designs and illustrations. PREREQUISITE: DMAD A181.Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate technical proficiency in vector graphics techniques using industry standard digital tools and techniques.
2. Demonstrate a critical understanding of fundamental art and design principles.
3. Identify, critique and discuss aesthetic in illustrations and graphic designs by professionals and students, and explain how they convey information.

Course Objectives

- 1. Analyze and solve problems creatively in preparation for the job market.
- 2. Articulate creative and technical scope of a project in the planning stages.
- 3. Recognize design and color theory in digital illustration and graphic design.
- 4. Investigate design and color theory using a creative process and analytical thinking.
- 5. Apply design and color theory to digital illustration and graphic design.
- 6. Work efficiently in the Adobe Illustrator environment with various modes, panels, and settings.
- 7. Use the full range of shape drawing and freehand drawing tools to build illustrations.
- 8. Draw accurate vector objects using the Pen tool and its associated features.
- 9. Use the various type tools, and apply wrap, flow, shape, and path modifications to typography.
- 10. Align multiple objects with the Align panel and create complex shapes from simple objects with the Pathfinder panel and Shape Builder tool.
- 11. Develop attractive illustrations using advanced selection, organization, and drawing tools.
- 12. Demonstrate presentation skills.

Lecture Content

Introduction Software overview Elements and principles of design Software basics Menus Submenus Commands Software basics Toolbox Palettes Keyboard shortcuts Logo Design Foundations of graphic design based on letter forms History of lettering and topography Current concerns Psychological considerations Color Theory Color models Color palettes Color wheels Psychology of color Color management RGB vs. CMYK Color management systems Color gamut and dynamic Digital prepress Structure Mathematical divisions of space Modular design 2D space organization Spatial Illusion Principles of perspective Principles of optical illusion Investigation into art movements relevant to computer graphics Current trends Design derivation techniques Type manipulation Font Handling Mock up/Comping General Layout Principles Interdisciplinary graphics/application areas Overview Integration of Various Desktop Publishing Software Applications

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

Software demos, digital image and video presentations, field trips, guest lectures, student critiques

Reading Assignments

Students will have 1-2 hours per week of Readings from required text. Reading from assigned online resources.

Writing Assignments

Students will have 1-2 hours per week of Self-Reflections. Analysis of elements and principles of design. Written Reports of attended events and/or materials read.

Out-of-class Assignments

Students will have 1-2 hours per week of Design projects using appropriate software. Attend on campus student art shows. Sketching and conceptualizing drawing.

Demonstration of Critical Thinking

Tests, skill demonstrations, problem solving exercises, written assignments, participation

Required Writing, Problem Solving, Skills Demonstration

Written reports and critiques of work seen outside of class, group critiques of student work

Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Wilson, D., Schwartz, R., Lourekas, P.. Learn Adobe Illustrator CC for Graphic Design and Illustration, ed. Adobe Press, 2016

Other Resources

1. Selected handout materials to be provided and distributed by the instructor.