

# ART C185: GRAPHIC DESIGN AND ILLUSTRATION (ILLUSTRATOR)

Item	Value
Curriculum Committee Approval Date	11/15/2024
Top Code	061400 - Digital Media
Units	3 Total Units
Hours	54 Total Hours (Lecture 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
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

This course introduces students to Adobe Illustrator, to create vector graphics and digital illustrations. Emphasizing foundational design principles, color theory, typography, and tools, students will develop skills in creating, managing, and exporting designs for print, web, and video. The course also covers industry best practices, copyright considerations, and design presentation techniques, preparing students to navigate real-world design projects. No artistic background is required. Enrollment Limitation: DMD C118; students who complete ART C185 may not enroll in or receive credit for DMD C118. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Apply design and illustration techniques using Adobe Illustrator tools to create vector graphics.
2. Develop and organize digital illustrations with effective use of layers, colors, and typography to suit various project requirements.
3. Export finalized digital assets in appropriate file formats for diverse outputs, including print, web, and video.

## Course Objectives

- 1. Navigate and customize the Illustrator workspace to enhance workflow efficiency.
- 2. Identify the purpose and target audience of a design project to inform the appropriate use of Adobe Illustrator tools.
- 3. Create and save new documents using the correct settings for print, web, or illustration projects.
- 4. Utilize layers to manage complex design elements and enhance the organization of the project.
- 5. Manipulate colors, swatches, gradients, and effects to create visual elements.
- 6. Incorporate and format text within vector graphics using typographic settings.
- 7. Differentiate between raster and vector artwork to determine the suitable use of each in design projects.

- 8. Analyze the copyright, permissions, and licensing requirements for using external content in design projects.
- 9. Export digital illustrations into various formats optimized for specific outputs such as print, web, and video.

## Lecture Content

Introduction to Adobe Illustrator Pen Tool and Path Editing Working with Shapes and Layers Color and Gradients Copyright, Design Principles, and Best Practices Organizing Layers, Text and Typography Effects and Appearance Preparing Files for Export Prepare portfolio and peer review

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

A variety of instructional techniques will be employed to encompass different student learning styles. These may include, but are not limited to, lecture, discussion, projects, and small group activities. Instruction will be supplemented, where appropriate, by digital media presentations and resources, guest speakers, and virtual field trips.

## Reading Assignments

Students will complete reading assignments from the textbook, supplemental readings, handouts, Internet resources, and any assignments from the Coastline Library.

## Writing Assignments

Create a design plan, revision/reflective logs, weekly topic responses, and critiques.

## Out-of-class Assignments

Weekly projects demonstrating skills acquired and develop a self-designed project.

## Demonstration of Critical Thinking

Demonstrate critical thinking by analyzing design problems, evaluating possible solutions, and applying advanced Illustrator techniques to create effective, visually cohesive graphic projects that meet specific design objectives.

## Required Writing, Problem Solving, Skills Demonstration

Written reflections on design decisions and problem-solving strategies, as well as project critiques that analyze the work and others designs. Demonstrate proficiency using Adobe Illustrator tools through practical assignments, solving design challenges, and creating vector graphics and illustrations.

## Eligible Disciplines

Graphic arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## Textbooks Resources

1. Required Against the Clock. Adobe Illustrator CC 2023: The Professional Portfolio, ed. 978-1-946396-75-4: Against the Clock, 2023 2. Required Adobe. Adobe Illustrator Classroom in a Book (2024 Release) (eBook web version), 2024 ed. 9780138263829: Adobe, 2024

## **Other Resources**

1. Coastline Library