MGD 112 Illustrator I Spring 2018
Course Syllabus

Sec 101, CRN 31101   **Credit Hours: 3   Contact Hours: 67.5**

Course Description:

Concentrates on the high-end capabilities of Adobe Illustrator as an illustration, design and vector drawing tool. Students learn how to use the tools to create digital artwork that can be used in web design, print media, and digital screen design. Course competencies and outline follow those set by the Adobe certified Associate exam in Visual Communication using Adobe Illustrator.

Course Materials:

Textbooks: Adobe Illustrator CC Classroom in a Book (2017 release) – Adobe Press
ISBN-13: 978-0134663449

The complete beginners guide to Adobe Illustrator – Tastytuts (Free download)

Free Lynda Subscription through Pikes Peak Library (Library card required)
http://ppld.org/whats-new/lyndacom-comes-ppld

Course Website: Http://psdp3.com/mgd112

External hard drives or cloud storage. These drives are indispensable cross-platform storage devices and file transver speeds. Consider at least 1 terabyte for video files

Note: External drives are for transporting files. Loss of course work due to drive failure will not be considered a valid excuse for inability to complete

Reliable access to the internet

Class Times:

Tuesdays and Thursdays 3:00 – 5:10 PM

**PIKES PEAK COMMUNITY COLLEGE
DIVISION OF COMMUNICATIONS, HUMANITIES
AND TECHNICAL STUDIES**

Faculty Information:
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General Course Objectives: Roman numerals refer to Colorado Community College Common Course Outline Standard Competencies

STANDARD COMPETENCIES:

1. Demonstrate a professional proficiency level of project management and establish project requirements.

2. Identify and use design elements when creating images.

3. Demonstrate knowledge of Adobe Illustrator through a variety of skill-based activities.

4. Create graphics using Adobe Illustrator.

WRITING CENTER:

Pikes Peak Community College offers students personal instruction in the areas of critical thinking, critical reading, English as a Second Language, and effective writing at our three campus locations. We offer one-to-one conferencing, online tutoring, and computer assisted instruction for students enrolled in any course, not just English Composition. Please drop-in (or call) to make an appointment (Centennial Campus, room A-311, 540-7769; The Downtown Studio, room DT-215, 540-2503; or at Rampart, N-202, 538-5521). You may also e-mail the centers at owl@ppcc.edu. And please do check us out on the world wide web at www.ppcc.edu/StudentServices/WritingCenter .

Course Syllabus

Student Learning Outcomes:

Set project requirements and demonstrate knowledge of project management

a. Identify the purpose, audience, and audience needs for preparing graphics
b. Standard copyright rules for artwork, graphics, and graphic use
c. Project management tasks and responsibilities
d. Communicate with others (such as peers and clients) about design plans

Identify and use design elements when creating images

a. Design principles, elements, and graphic composition
b. Graphic resolution, graphic size, and graphic file formats for web, video and print
c. Typography
d. Symbols and representative graphics
e. Key terminology when working with graphics

Demonstrate knowledge of Adobe Illustrator through a variety of tasks

a. Illustrator user interface
b. Nonprinting design tools in the interface
c. Select the appropriate features and options required to manage color, pattern and gradient swatches
d. Vector drawing concepts
e. Brushes, symbols, graphic styles, and patterns
f. Layers and masks
g. Import, export and save files

Create Graphics using Adobe Illustrator

a. Create documents
b. Drawing and shape tools
c. Type tools
d. Create realistic graphics from scanned and photographic images
e. Modify and transform objects

Demonstrate knowledge of preparing graphics for web, print and video

a. Web: relevant file formats; Slice tool; wire-frame/ prototyping
b. Print: PostScript issues and compatibility; designing for spot and process color job s; PDF flavors
c. Video: relevant file formats; preparing layers for video

Topical Outline:

I.   Set project requirements and demonstrate knowledge of project management

   a. Identify the purpose, audience, and audience needs for preparing graphics
   b. Standard copyright rules for artwork, graphics, and graphic use
   c. Project management tasks and responsibilities
   d.   Communicate with others (such as peers and clients) about design plans

II.   Identify and use design elements when creating images

   a.   Design principles, elements, and graphic composition
   b.   Graphic resolution, graphic size, and graphic file formats for web, video and print
   c.   Typography
   d.   Symbols and representative graphics
   e.   Key terminology when working with graphics

III.   Demonstrate knowledge of Adobe Illustrator through a variety of tasks

   a.   Illustrator user interface
   b.   Nonprinting design tools in the interface
   c.   Select the appropriate features and options required to manage color, pattern and gradient swatches
   d.   Vector drawing concepts
   e.   Brushes, symbols, graphic styles, and patterns
   f.   Layers and masks
   g. Import, export and save files

IV.   Create Graphics using Adobe Illustrator

   a.   Create documents
   b.   Drawing and shape tools
   c.   Type tools
   d.   Create realistic graphics from scanned and photographic images
   e.   Modify and transform objects

V.   Demonstrate knowledge of preparing graphics for web, print and video

   a.   Web: relevant file formats; Slice tool; wire-frame/prototyping
   b.   Print: PostScript issues and compatibility; designing for spot and process color job s; PDF flavors
   c.   Video: relevant file formats; preparing layers for video

Course Syllabus

Attendance:

Attendance will be taken at each class; students are expected to be on time.

Attendance, punctuality, and professionalism/courtesy are important in business (and in life), and thus will play a part in your assessment. Each class time that you are missing or late may result in 5 points off of your final grade. If you are absent or late due to an emergency, you must leave me a message at 5740794 immediately. More than four unexcused absences will result in automatic failure.

Class participation makes up 30% of your grade. You must come to class with assignments/projects completed and questions ready. Prior knowledge or experience with the software does not exempt you from tutorials/in class exercises. If you have mastered the skill, help your classmates.

The lecture portions of the class require your undivided attention. While the classroom computers are connected to the Internet, each instance of surfing the Internet rather than being attentive and involved in will result in 5 points off of your final grade (i.e. it will be treated as an unexcused absence.)

Withdrawals: Drop with a refund is possible during the first 15 percent of the term. You may also initiate an official withdrawal through 80 percent of the term resulting in a grade of "W." A "W" grade has no credit and is not computed in the GPA. If you simply stop attending without officially withdrawing, a grade based on the total points earned will be assigned to you at the end of the term as per the grading policy listed in the syllabus. This will usually result in an "F" grade on your grade report and may not be changed to a "W" once it is issued. Consult a current class schedule for the last date to withdraw. Important Note: Withdrawal for any reason after the official term "Drop Date" (first 15% of the term; see PPCC Semester Schedule) will result in you forfeiting the Colorado College Opportunity Fund (COF) credit in an amount equal to this course's credit hours.

Incomplete: An Incomplete "I" grade will be issued only if you have completed more than 75 percent of the course requirements, and has an emergency that cannot be resolved prior to the end of the semester. An Incomplete "I" is rarely issued and may pose some risk to your GPA. All remaining work must be satisfactorily completed by the contracted date prior to the end of the next semester or a grade of "F" will be issued for the course.

Audit: You may choose to take this course for audit. Normally, the audit option should be declared at registration; however, you may change their registration from credit to audit up to the current term "Drop Date" (first 15% of the term) published in the PPCC schedule. The request to change to audit must be done on a semester registration form and must receive written recommendation by the CHTS Division Dean and be approved by the Vice President for Educational Services prior to the published "Drop Date." Once an audit status is approved, the decision is irreversible. Audit grades do not transfer and are not computed in the GPA. Courses taken by audit do not count toward enrolment status for financial aid or veterans' educational benefits.

Important Note: Audit courses are not eligible for the Colorado College Opportunity Fund (COF) stipend. Students are responsible for the additional tuition amount per credit hour audited that would normal be covered by COF.

Academic Standards and Grading: See the current PPCC Catalog (http://www.ppcc.edu/ app/catalog/current/ and click on the "Academic Standards" link) for important information regarding academic standards and the grading system that applies to this course.

Tests/Quizzes/assignments Quizzes – software essentials, Design Principles	40	**Scale**
Five Projects Business set Poster Brochure Photosrealism App Design	250	*A = 450 - 405* *B = 404 – 360* *C = 359 – 315* *D = 314 – 270* *F = 269 or less*
Professionalism Attendance Professional courtesyInvolvement in critiques	100	
Labs and special projects Examples, lines, Pen tool, Text, Gradient, Teach talks	60	
Total Points	450	

* 10 points will be deducted every class day the project is late

Grading is both objective and subjective. The standard definitions for letter grades at PPCC parallel, but may override, point scale:

> *A Distinguished grade for superior work.*
> *B Better than acceptable.*
> *C Acceptable better than passing.*
> *D Less than acceptable, passing: poor but passes objectives.*
> *F Failing: not demonstrating an adequate level of achievement of course objectives*

The quizzes and final exam will primarily cover industry standard terms and common Development practices, as well as coding

Colorado State Competencies: The requirements in this course meet or exceed the critical thinking, reading, written communication competencies established by the Colorado Commission on Higher Education for guaranteed transfer, general education courses in Communication.

Americans with Disabilities Act (ADA): "Any student eligible for academic accommodations due to a disability or who would like to consult with a disability specialist should contact the Office of Accommodative Services (OASIS) at 502-3333. Please visit our webpage for additional information at www.ppcc.edu/oasis "

Student Conduct: Review the policies on student conduct in the college catalog or at http://www.ppcc.edu/ app/catalog/current/ Click on the "Student Conduct" link.

PPCC Important Dates (Spring 2018):

Monday, January 15 – Classes Begin
Thursday, January 30 – Drop Date
Tuesday, April 13 – Withdraw date
Thursday, February 15 – Deadline to Apply for Graduation
Monday March 26 – April 1 – CAMPUS CLOSED – Spring Break
Sunday, May 6 – Classes End

Institutional Syllabus

Institutional policies regarding academic honesty, plagiarism, student conduct, accreditation, Americans with Disabilities Act, assessment, classroom attendance policy, course evaluation, grading, withdrawals, incomplete grades, grade change requests, and student concerns are found on the institutional syllabus on the PPCC Online Campus (D2L) under "Online Resources".

Academic honesty - Course level

Plagiarism is using imagery, information or original wording without giving credit to the source, and is not acceptable. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class, or that was done by another student.

The Learning Commons

The mission of the Learning Commons is to promote student persistence by reinforcing the importance of supplemental support, collaborative inquiry, and independent learning. Library, Technology, and Tutoring Services have merged to allow for increased efficiency and effectiveness in partnering with students to develop lifelong learning strategies. Students can access computers, participate in workshops, or request academic assistance from tutors, faculty, and librarians to meet the academic demands of your courses. There are variety of other services and resources that can improve the overall student experience at PPCC. For more detailed information about services, we invite you to explore the Learning Commons or visit the website: https://www.ppcc.edu/learning-commons. For immediate assistance call: 502-2400 (Library Services) or 502-3444 (Tutoring Services).

Class Schedule
Note: schedule subject to change – Check with your instructor!

Week	Date	Subject	Assignment
1	Jan 16	Introduction to course What is Vector	Contract Illustrator Examples
	Jan 18	Introduction to Illustrator Navigating in Illustrator Illustrator examples File Management	Episode 1 – 4 TastyTuts | Workspace videos
2	Jan 23	**Contract Due** **Textbook Due** **Illustrator Examples** Shapes and lines Line art exercise	*Chapter 3 – review 1 and 2,* Episode 5,7 and 8 TastyTuts | *shapes and lines videos*
	Jan 25	**Workspace quiz** **Shapes and Lines exercise** Design principles	Chapter 4 and 5, Episode 9 and 11 TastyTuts **Logo assignment**
		Jan 30 DROP DEADLINE	
3	Jan 30	**Pen tool exercise** Pen tool	Chapter 6, Episode 10 TastyTuts
	Feb 1	**Color Theory** Color exercise	Chapter 7, Episode 6 TastyTuts *Business sets*
4	Feb 6	Client identity Design to the Target Audience 10 tips for logo design	
	Feb 8	**Logo Assignment Due** **Review and critique**	
5	Feb 13	Color gradients and swatches RGB, CMYK and HSB **Color exercise Due** **Design Principles quiz**	Color reading
	Feb 15	**Logo With Business set due** **Text tool exercise** Text and typography 101	Chapter 8, Episode 12 TastyTuts *Poster Project Assignment*
6	Feb 20	Font Issues. Layers Lab	Chapter 9, Episode 13, 18 and 19 TastyTuts
	Feb 22	Images types and image trace Printing set up Lab	Chapter 3 page 101-102, Episode 14 and 15 TastyTuts
7	Feb 27	**Posters Due** **Critique**	*Poster revisions*
	March 1	Lab	

8	March 6	**Poster Revisions Due** Review for exam	Study for exam
	March 8	**Exam Workspace and basic drawing** Infographics	Infographics Reading Brochure assignment
9	March 13	Appearance Panel, Effects, Filters, Symbols Lab	Chapter 12 and 14, Episode 16 and 17 TastyTuts
	March 15	Grids and Graph tools Lab **Teach Talks**	Graph tool reading/video
10	March 20	**Brochure assignment Due** **Critiques** Gradients and Blends	Chapter 10, Review Episode 6 TastyTuts
	March 22	Brushes **Brushes Exercise**	Chapter 11
March 26 – April 1 – Spring Break | No classes			
11	April 3	**Brochure assignment Revision** Gradient Mesh **Gradient Mesh exercise**	Gradient Mesh reading/video Photosrealism project
	April 5	Lab	
12	April 10	**Photorealism Project Due** **Critiques**	Large Format ad extension
	April 12	Lab	
13	April 17	**Photorealism Project large format ad** **extension** **Critiques**	App layout
	April 19	No Classes – Thanksgiving break	
April 13 – Last day to withdraw			
14	April 24	App Design Artboard layout	Review pages 127 – 131, Episode 3 TastyTutes
	April 26	UX Design Wireframe	UX Design reading
15	May 1	**App Design Due** **Critiques**	
	May 3	**App Design revision** **Final Critiques**	Don't kill the instructor!

Bold Items are activities that contribute to your grade

Peter trusts you, but for Illustrator I:

I, _____, have been fully briefed on the requirements of this course. I understand that:

- Grades are both subjective and objective. My grade depends as much on effort and participation as on actual test scores.

- I must inform my instructor ahead of time of any unavoidable absences, and contact him by cell phone or email through the school email system in the event of emergencies. An excused absence is where I have let my instructor know ahead of time that I would be gone, and he has approved the reason. **Every two unexcused absence will result in a drop in a letter grade**

- I must pay attention during lectures and not surf the Web. Each instance of surfing the Internet rather than being attentive and involved in will result in 2 points off my final grade.

- If I am eligible for and need academic accommodations because of a disability, I must contact the OASIS office (502-3333), schedule an appointment, and provide the form for my instructor to sign in order to obtain an accommodation.

- I must enroll in the College Opportunity Fund to qualify for instate Tuition subsidy. If I don't enroll in the COF, I will pay up to $80 per credit hour more than if I do enroll.

_____ Date _____