

**LAST REVIEW: 2010-2011**

**NEXT REVIEW: 2015-2016**

**STATUS: A**

*(A, I, D)*

**COURSE TITLE: Illustration Design 1**

**COMMON COURSE NUMBER: GRA 1151C**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**

*(per 16 week term)*

**CLOCK HOURS:**

*(Voc. Course ONLY)*

Lecture: **32**

Lab: **32**

Clinic:

Other:

**PREREQUISITE(S): None**

**COREQUISITE(S): None**

**PRE/COREQUISITE(S): None**

**COURSE DESCRIPTION** *(750 characters, maximum)*: This course addresses the concepts and techniques necessary to create illustrations for use in print, web and multimedia applications. Students will work with software packages utilized by professional designers. Assignments may include technical illustration, business graphics (charts, maps, tables, and diagrams) and art for other applications. The class is portfolio driven, training students to follow a business process for analyzing client needs, conducting research and developing a concept for production within a budget.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area

General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

## **UNIT TITLES**

1. Introduction to Illustration Concepts
2. Introduction to the Illustration Software Program
3. Working with Graphics and Color
4. Drawing Objects, Moving and Aligning Objects
5. Modifying Shapes, Applying Special Effects and Filters
6. Painting, Creating Gradients and Patterns
7. Using Layers
8. Using Type
9. Creating Graphs
10. Importing and Exporting Artwork, Printing Documents
11. Producing Color Separations
12. Illustration Projects I: Information Graphics.
13. Illustration Projects II: Defined by Current Industry Needs, e.g. 3D Product Design Integration Project, Editorial Layout for Newspaper project, Book Cover Illustration Project, etc.
14. Portfolio Review and Critique

**EVALUATION:** Upon successful completion of this course, the students should be able to research the project, select the appropriate imagery, style and technique to illustrate ideas.

Please provide a brief description (250 characters maximum) that details how students will be evaluated on the course outcomes.

**Common Course Number: GRA 1151C**

## **UNITS**

### Unit 1. Introduction to Illustration Concepts

General Outcome:

1.0 The students should be able to describe concepts and methods.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

1.1 Describe the visual, verbal concept of illustration.

1.2 Describe the nature of the various types and purposes of illustration.

1.3 Identify images of high visual impact.

1.4 Identify methods of measuring the impact of a visual image.

Common Course No: GRA 1151C

### Introduction to the Illustration Software Package

#### General Outcome:

2.0 The students should be able to use the basic features of the illustration software package and view and set up documents.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

2.1 Understand and be able to use the basic features of the illustration software package.

Identify the following basic functions of the illustration software: drawing, basic shapes and painting, modifying shapes, using layers and type, applying bitmap image filters.

Open close, and save documents. Set preferences. Control window display.

Use the toolbox, status bar, zoom level display, palettes, info. palette, context- sensitive menus, online help, and plug in modules.

Revert to an earlier version of a document.

2.2 View and set up basic documents in the illustration software package.

View documents. Use rulers.

Change the artboard size.

Align the artboard with the printed page.

Common Course No: GRA 1151C

Unit 3.

Working with Basic Graphic Images and Color

General Outcome:

3.0 The students should be able to work with basic graphic images and understand and apply color models.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

3.1 Describe and work with vector graphics.

3.2 Describe and work with bitmap images.

3.3 Describe the resolution in bitmap images.

3.4 Describe color models and gamuts:

3.5 HSB model. RGB model and how software uses the model. CMYK model. Grayscale model. Color gamuts.

3.6 Demonstrate how to manage color within the software package.

Common Course No: GRA 1151C

Unit 4.

Drawing Objects, Moving and Aligning Objects

General Outcome:

4.0 The students should be able to draw basic objects, move, measure and align objects, and group them into a single unit and selectively lock and hide objects.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 Draw basic objects using the illustration software:

Understand and describe paths and anchor points.

Create a drawing with pencil tool.

Create a drawing with pen tool.

Select objects.

Adjust path segments

Create a drawing with paintbrush tool.

Draw polygons.

Draw spirals

Draw stars.

Trace artwork.

4.2 Students objects group them into a single unit and selectively lock and hide objects.

Move, copy, and edit objects.

Rotate objects on x and y axes.

Stack objects.

Use the transform tool, measure tool, guides and grids.

Group and ungroup objects.

Lock and hide objects should be able to move, measure, align

Common Course No: GRA 1151C

Unit 5.

Modifying Shapes, Applying Special Effects and Filters

General Outcome:

5.0 The students should be able to modify an object's size orientation and shape and use special effects.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

5.1 Modify an objects size orientation and shape and use special effects.

Use the transformation tools.

Manipulate objects the following ways.

Apply special effects to objects.

Use the path finder command to modify shapes.

Convert strokes to filled objects.

Work with compound paths and masks.

5.2 Apply impressionistic or mosaic, applying lighting effects, distort images and produce many other interesting visual effects.

Identify and use plug-in filters.

Preview and apply filters.

Common Course No: GRA 1151C

Unit 6.

Painting Objects, Creating Gradients and Patterns.

General Outcome:

6.0 The students should be able to paint objects with colors, gradients or patterns using a combination of palettes and tools.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

6.1 Students should be able to paint objects with colors.

Describe how to use the illustrator software package.

Set paint attribute

Paint using the toolbox icons.

6.2 Use gradients and patterns to fill objects that they create.

Create and work with gradient fill.

Create and work with patterns.

Common Course No: GRA 1151C

Unit 7.

Using Layers

General Outcome:

7.0 The students should be able to use layers to organize their work into distinct levels which can be edited and viewed as individuals units.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

7.1 Describe what layers are and do.

7.2 Use the layers palette.

7.3 Create layers and set layer options.

7.4 Select layers.

7.5 Duplicate and merge layers.

7.6 Change the order of layers.

7.7 Lock layers.

7.8 Hide and show layers.

7.9 Display layers in Artwork view.

7.10 Choose a layering color.

7.11 Dim images.

7.12 Make selected images nonprintable.

Common Course No: GRA 1151C

Unit 8.

Using Type

General Outcome:

8.0 The students should be able to use the type feature of the illustrator software package to quickly change type size, shape and scale. They will be able to flow type into various objects and shapes, and flow type horizontally or vertically along very different shaped pathways.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

8.1 Create type.

8.2 Set type attributes.

8.3 Paint type.

8.4 Transform type.

8.5 Change text orientation.

8.6 Modify letterforms as graphic objects.

8.7 Work with columns of text.

8.8 Format columns and paragraphs.

8.9 Edit text.

8.10 Use non-English text.

8.11 Use CJX fonts.

Common Course No: GRA 1151C

Unit 9.

Creating Graphs

General Outcome:

9.0 The students should be able to use the graph tools and commands to display and compare data visually in the illustration software.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

9.1 Define various graph types and their purposes.

Column graph. Stacked column. Bar graph. Stacked bar graph. Line graph.  
Area graph. Scatter graph. Pie chart. Radar chart.

9.2 Create a graph.

9.3 Enter and editing graph data.

9.4 Adjust graph types.

9.5 Select graph options.

9.6 Combine different graph types.

9.7 Export graph designs to other documents.

9.8 Customize a graph.

Common Course No: GRA 1151C

Unit 10. Importing and Exporting Artwork, Printing Documents

General Outcome:

10.0 The students should be able to import and export artwork created in the illustration software package and export artwork created in the illustration software to other applications.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

10.1 Place artwork from other software applications into the illustration software to other applications.

Use the Clipboard to import and export artwork.

Use the drag and drop feature to import and export artwork.

Open and place artwork. Link objects to URLs for Internet Web Pages. Manipulate file size and image compression. Combine different graph types.

Understand and use appropriately various file formats for import and export: EPS, JPEG, GF and GIF89a, OLE, BMP, EPS, IFF< PCX, PDF, PICT, PNG, TIFF.

10.2 Print intermediate copies of their artwork as wee as the final version. They should understand how the resolution of the monitor affects the appearance of the artwork. They should be able to use techniques

Common Course No: GRA 1151C

### Unit 11. Producing Color Separations

#### General Outcome:

11.0 The students should be able to understand how to produce a positive or negative image of their artwork on paper or file and transfer the image to a printing plate to be run on a press. They should be able to prepare for process by creating color separations.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

11.1 Describe color separation.

Outputting to CMYK (cyan, magenta, yellow and black).

Outputting spot colors. the color separation for their artwork.

Calibrate the monitor

Check the colors in the artwork.

Select overprint options that they want to appear transparent.

Create a trap to compensate for misregistration.

Place crop marks around the image to be separated.

Set separate options. Print and save separations.

Common Course No: GRA 1151C

## Unit 12. Illustration Projects I: Information Graphics

### General Outcome:

12.0 The students should be able to interpret for visual communication through information graphics illustrations: charts, graphs, maps, diagrams, timelines. Projects will satisfy client requirements and will be produced in both print and electronic (web, TV, multimedia) output.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

12.1 Describe the qualities unique to a given information graphic application and research and collect various designs, describing the purpose and intent of each design.

12.2 Distinguish qualities that make a particular information application successful.

12.3 Identify business a client, real or simulated and follow the process to produce a final product.

Interview client (real or simulated).

Determine specific requirements unique to the data interpreted.

Gather any additional graphics and text to be used in the information graphic.

Identify the client budget.

Negotiate a timeline for product review and completion.

Conduct market research and needs analysis.

Research the concept by reviewing and collecting examples of similar products.

Identify graphic elements from the core design that need to be carried through to keep a consistent look for the client.

Draft ideas and concept solutions, traditionally or by computer.

Select the appropriate computer applications to execute the project.

Experiment with concept solutions using the computer, supported by tradition drafting methods if deemed necessary.

Develop the concept.

Produce a mock-up or dummy layout of the design concept.

Review the dummy with client.

Revise according to client requirements.

Produce final dummy for approval by client (revising as many times as necessary to achieve client approval).

project according to client specifications.

Common Course No: GRA 1151C

Unit 13.

Illustration Projects II: Defined by Current Industry Needs

General Outcome:

13.0 The students should be able to complete illustration projects as defined by current industry needs, e.g., editorial layout for newspaper, book cover illustration, 3D product design. Projects will satisfy client requirements and will be produced in both print and electronic (web, TV multimedia) output.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

13.1 Describe the qualities unique to an illustration application and research and collect various designs, describing the purpose and intent of each design.

13.2 Distinguish qualities that make a particular information application successful.

13.3 Identify business

a client, real or simulated and follow the process to produce a final product.

Interview (client real or simulated).

Determine specific requirements unique to the illustration to be interpreted.

Gather any additional graphics and text to be used in the illustration.

Identify the client budget.

Negotiate a timeline for product review and completion.

Conduct market research and needs analysis as needed.

Research the concept by reviewing and collecting example of similar products.

Identify graphic elements from the core design that need to be carried through to keep a consistent look for the client.

Draft ideas and concept solutions traditionally or by computer.

13.4 Complete

Select the appropriate computer applications to execute the project.

Experiment with concept solutions using the computer, supported by traditional drafting methods if deemed necessary.

Develop the concept.

Produce a mock-up dummy layout of the design concept.

Review the dummy with client.

Revise according to client requirements.

Produce final dummy for approval by client (revising as many times as necessary to achieve client approval).

project according to client specifications.

Common Course No: GRA 1151C

#### Unit 14. Portfolio Presentation and Critique

##### General Outcome:

14.0 The students should be able to present a project to class for peer, instructor and business professional review. Project will be measured according to specific criteria and recommended revisions will in order to receive a final grade.

##### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

14.1 Reproduce projects in multiple output

14.2 Present project in a formal class evaluation setting, using business presentation strategies and tools, to classmates, instructor and visiting industry professionals.

14.3 Revise projects according to evaluation input.

14.4 Present final revised project to class.