AAD 0062 - GRAPHIC COMPUTER ILLUSTRATION

Catalog Description

Advisory: Completion of AAD 44, AAD 60, AAD 70, or ART 4A with grade of "C" or better
Hours: 90 (36 lecture, 54 laboratory)
Description: Computer illustration for effective graphic communication. Emphasis on software tools and techniques in creation of graphic illustrations for use in a wide range of media including print, multimedia, and World Wide Web. Application of design principles, the use of type and layout in combination with illustrations through class projects. Covers importing text and graphics, developing and executing design concepts, and producing camera ready artwork for reproduction using appropriate file formats and standards for integration into other electronic media. (CSU, UC)

Course Student Learning Outcomes

- CSLO #1: Develop strategies for creating illustration to represent a theme in print projects including sketches, mockups and finished designs.
- CSLO #2: Develop camera ready art for offset printing utilizing the appropriate formats required.
- CSLO #3: Assemble strategies for creating multimedia, web page and other electronic forms of illustration and design appropriate for electronic media.

Effective Term

Spring 2021

Course Type

Credit - Degree-applicable

Contact Hours

90

Outside of Class Hours

72

Total Student Learning Hours

162

Course Objectives

Lecture Objectives:
1. Identify the fundamentals of the application Adobe Illustrator as a tool for image creation, typography and creative problem solving;
2. Define and use appropriate technical terminology;
3. Identify strategies for creating illustration to represent a theme in print projects;
4. Identify strategies for creating multimedia, web page and other electronic forms of illustration and design appropriate for electronic media.
Laboratory Objectives:
1. Create illustration to represent a theme;

2. Create sketches, mockups and finished designs;
3. Explore special applications for the use of type using marketing point of sale applications, promotional graphics or directional signage and symbols;
4. Use electronic type and composition as a design tool;
5. Produce camera ready art for offset printing utilizing the appropriate formats required.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable
- UC Transferable

Methods of Evaluation

- Projects
  - Example: Identify design models and apply special applications using image creating tools and typography in marketing point of sale applications, promotional graphics or directional signage and symbols strategies for effective illustration and design. Rubric Grade
- Skill Demonstrations
  - Example: Create illustration to represent a theme. Create sketches, mockups and finished designs for image creation. Rubric Graded

Repeatable

No

Methods of Instruction

- Laboratory
- Lecture/Discussion
- Distance Learning

Lab:

1. The Instructor will demonstrate how to create a design layout to meet specific criteria of a project. The students will use the content of the lecture to successfully complete a design.

Lecture:

1. The instructor will provide lecture overviews of how to successfully complete tutorials relating to the student's learning of the software. Instructor demonstrates the correct use of software tools and processes for image creation and proficiency in use of the illustration program. Students are expected to actively participate in the lecture.

Distance Learning

1. Through Distance Learning, the instructor will present video tutorials demonstrating the use of drawing applications, and students will be provided with digital starter files and will then complete the starter files via the appropriate tools of the application. Students will upload the completed tutorial file to the LMS to receive points for the exercise and feedback on the accuracy of the work. Students will also

complete a series of creative projects that reinforce the skill-building exercises, and enhance their conceptual problem solving skills. These creative projects will be uploaded to the LMS to receive points for each major project.

Typical Out of Class Assignments
Reading Assignments

1. Read chapter on Effects from class textbook in preparation for hands-on demonstration/tutorials by instructor in class and for examinations on course content and terms. 2. Read book story proposal for developing cover design illustration project. Evaluate for possible imagery/illustration content.

Writing, Problem Solving or Performance

Assignments, projects and tutorials will emphasize learning of software, including type and image tools, creation of page documents, saving document formats, entering text and image onto pages, identifying basic elements of vector graphics and type tools. Sample assignment #1 Illustrator at Large 1. Select an illustrator, illustration or illustrative style that you like. It can be your own work or something that you discovered somewhere; magazines, comics, computer games (characters), packaging, posters or just about anything that is printed. 2. Write a paragraph describing what you like about the illustration, the style or the creator. Your comments should be well thought out and clearly written. 3. Mount your example on black paper in a photosleeve. Place your written comments on the backside of the same photosleeve. 4. Bring your written comments and the illustration to class. Be prepared to discuss your example in class. Sample Assignment #2 Holiday Poster The Project: The Sierra College Ridley Gallery is seeking posters for the Annual Holiday Show and Sale. As students enrolled in AAD 62/Graphic Computer Illustration, you are invited to create a poster for this event. To promote the sale, all posters created will be displayed on campus. Following is the information that needs to appear on a holiday show poster. The Sierra College Ridley Gallery presents The Annual Holiday Show and Sale December 3 - 7 Ridley Gallery - Sierra College Gallery hours during this event: Saturday, December 3 9:00 AM – 1:00 PM Monday, December 5 - Wednesday December 7 11:00 AM - 6:00 PM Sierra College 5100 Sierra College Blvd., Rocklin, California For more information - (916) 789 2873 www.sierracollege.edu (click events and exhibits) optional text to include: The sale will feature original works in ceramics, painting, drawing, photography, printmaking and sculpture

Other (Term projects, research papers, portfolios, etc.)
Required Materials

- Illustrator CC: Visual Quickstart Guide (2014)
  - Author: Weinmann & Lourekas
  - Publisher: Peachpit
  - Publication Date: 2015
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Adobe Illustrator: Classroom in a Book (2017)
  - Author: Brian Wood
  - Publisher: Adobe Press

- Publication Date: 2017
- Text Edition: 1st
- Classic Textbook?: No
- OER Link:
- OER:
- Adobe Illustrator Wow! Book for CC
  - Author: Sharon Steuer
  - Publisher: Peachpit Press
  - Publication Date: 2015
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Adobe Illustrator CC Revealed
  - Author: Chris Botello
  - Publisher: Thomson/Delmar Learning
  - Publication Date: 2015
  - Text Edition: 1st
  - Classic Textbook?: No
  - OER Link:
  - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.