

COURSE TITLE:	Digital Illustration		
COURSE NUMBER:	GD 202	Section:	
MCO PREPARED BY:		Date:	Revised: 4/08
INSTRUCTOR NAME:	Jamal Sullivan	Syllabus Prep. Date:	
CREDIT HOURS:	3		
COURSE LENGTH:	11 weeks		
CONTACT HOURS:	Lab: 22 Lecture: 22		
COURSE SCHEDULE:	Monday 8:15 – 12:15		
UNIT OF ACADEMIC MEASUREMENT:	Quarter System		
PREREQUISITES:	GD 170 Designing with Type 1		
CO REQUISITES:	None		
CATALOG COURSE DESCRIPTION:	This course will focus on fluency in design process and visual communications for logo and graphic identity, and visual narrative. Emphasis in on acquiring software skills in vector based graphics.		

	TEXTBOOKS AND MATERIALS	(CHECK ONE)	
		REQUIRED	OPTIONAL
TEXTBOOK(S)	<i>(Ebook)Illustrator CS5 Classroom in a Book</i>	X	
RESOURCES & SUPPLIES	Flash drive and CD media Drawing utensils(pen and/or pencil) sketchbook School library for research purposes. (See "Research Assignments" section below.)	X	

PERFORMANCE OBJECTIVES: Upon completion of this course, the student should be able to do the following:

- ✓ 1. Discuss and apply the methods, research skills, and concept development in problem – solving for graphic identify
- ✓ 2. Apply principles and processes of visual narrative development
- ✓ 3. Work with color palettes and swatches, layers, paths and other drawing tool attributes.
- ✓ 5: Discuss and apply language of illustration, from a contemporary and historical viewpoint
- ✓ 7: Identify and apply the integration of image and text in creative and innovative ways

INSTRUCTIONAL METHODS: This course will be taught in a computer lab. Most class days will begin with a quiz covering the last reading assignment, followed by a grading/review of the quiz material. Then a lecture presentation of the new material will be covered. Wherever possible, students will simultaneously duplicate techniques being demonstrated. Students will be required to complete homework, review assignments and do the reading.

RESEARCH ASSIGNMENTS: Course relevant topics for research assignments may be proposed by students but must always have the instructor's written approval.

The school library can be used to access extensive databases which contain scholarly/peer reviewed articles from professional journals and trade publications. At least three such journals are required and must be cited in support of direct museum research

GRADING: Student performance may be evaluated based upon the following suggested criteria:

Assignments: 30%
Research: 10%
Quizzes and exams: 25%
Participation/Professionalism: 10%
Projects: 25%

COURSE POLICIES: See student handbook for school policies. You are expected to be punctual. Lateness to class (and from breaks) may negatively impact your grade. Mobile telephones must be turned off during class.

PROFESSIONALISM Criteria:

- STANDARD:
- Attendance & punctuality
 - Active participation in discussion
 - Quality of work
 - Academic Integrity (No plagiarism)
 - Attention to detail
 - Classroom etiquette (cell phones/beepers off)
 - Respect for peers and instructor
 - Ethical decision-making

WEEKLY Topical CLASS MEETING OUTLINE:

MEETING	DESCRIPTION OF CONTENT	HOME ASSIGNMENT
Week 1	<p>Week 1: Overview of class. "Getting Started in Illustrator" Good file management practices</p> <p>Setting up preferences Color Mode Working with Precision Tools – Review of the grid/guides Review toolbox Shortcuts Basic Objects & Transformation Swatches: Fill vs. Stroke Staying Organized: Layer Palette Vector vs. Raster. Selection/direct selection tool</p>	<p>Rough comps for visual "how-to's"</p> <p>Assigned chapters</p>
Week 2	<p>History of illustration</p> <p>Getting to Know the Pen Tool Color options in Illustrator. Palette space.</p> <p>Chapter review</p>	<p>Begin laying out your "how to's" digitally using the pen tool and "snap to grid" and guidelines.</p> <p>All designs must be proportional and each should be designed on an individual file of 8x10.</p> <p>Must have 3 different designs completed</p> <p>Assigned chapters</p>

<p>Week 3</p>	<p>History of illustration, con't</p> <p>Typography and Illustrator; Type on paths, converting type to outlines, learning how to kern, track, justify, rag, center, color etc.</p> <p>Chapter review</p>	<p>Using "Channels" put identifying marks/labels/designs on each of the five plates.</p> <p>Save to a DCS 2 ".eps" in Photoshop and import into an 8½" by 11" Quark file. Add text using the 5th color. Print out the five-color separation as positives on white paper and as a composite b/w output.</p> <p>Assigned chapters</p>
<p>Week 4</p>	<p>History of illustration, con't</p> <p>Pathfinders & Review</p> <p>Creating objects through addition and subtraction</p> <p>Using the transform, copy function to create symmetrical images</p> <p>Meshes, Transparencies, sizing/distorting with transform tool, masks, live trace and live paint features, painting with gradients, patterns, and brushes, Blend Tool</p> <p>Chapter review</p>	<p>Complete how to assignment</p> <p>Begin research on logo and graphic identity project</p> <p>Assigned chapters</p>
<p>Week 5</p>	<p>Mid term exam.</p> <p>Chapter review</p>	<p>Present roughs for logo and graphic identity project</p> <p>Assigned chapters</p>

Week 6	<p>Creating dynamic visuals in a 2D environment and a vector based program:</p> <p>Appearance Attributes, Styles, and Effects and Layers</p> <p>Chapter review</p>	<p>Present digital comps for on logo and graphic identity project</p> <p>Assigned chapters</p>
Week 7	<p>Color correction/separation, trim/crop marks, trapping, spot vs. global colors</p> <p>Difference between Vector based graphics and Raster.</p> <p>Print production: file formats and color space.</p> <p>In-class critique</p> <p>Chapter review</p>	<p>Present final logo and graphic identity project</p> <p>Assigned chapters</p>
Week 8	<p>Binding, finishing and other special techniques e.g. embossing, hot stamping, die cutting and final trimming and folding options.</p> <p>Critique of projects</p> <p>Visual narrative – examples and best practices</p> <p>Chapter review</p>	<p>“Variations on a theme” project –visual story-telling – research and roughs</p> <p>Assigned chapters</p>
Week 9	<p>In-class critique and studio</p> <p>Chapter review</p>	<p>Variations on a theme r project digital comps</p>
Week 10	<p>In-class work on poster project</p>	<p>Variations on a theme project - final</p>
Finals Week	<p>Final Exam and final project due</p>	

AINYC Attendance Policy

Due to the intensive nature of the 11 week quarter system at The Art Institute of New York City, absences jeopardize participation and a student's ability to successfully complete his or her studies. A student's academic performance is in pursuit of preparation for a professional environment in which there is typically zero or little tolerance for absenteeism. If, for some critical reason, a student finds it necessary to be absent, late, or leave early it is the student's responsibility to:

*Notify the instructor, and make up all missed work.

*Note that accumulated tardiness, leaving class before it is dismissed, or absenteeism will affect performance and the participation grade.

*Understand that excessive absenteeism may result in failure of the class.

*Look for the specific participation requirements for individual courses, by referring to the course grading rubric within the syllabus provided by the instructor.

Attendance is taken every class meeting. There are no excused absences, and the only consideration to be granted must be presented by the instructor to the department chair and the Dean of Academic Affairs.

A student who misses twelve (12) hours in a course will receive a Withdrawal grade (W) for weeks 1 through 9 and a W/F grade after week 9 for that course. Tardiness and absenteeism will be recorded in 15 minute increments.

A student who knows that he/she will be late/absent must contact the instructor via voicemail, e-mail, or administrative note. When absent, a student is responsible for obtaining the lecture notes and homework assignments from other members of the class or the syllabus.

Students will be asked to leave class if they are unprepared, disengaged, sleeping, disruptive, or otherwise compromising the educational experience of students who are motivated and trying to work.

Students who do not attend classes for 14 consecutive days will be dropped from school from the last date they attended school; exceptions will be made only on the basis of appropriate documentation presented to the Dean of Academic Affairs.

Students taking minimally twelve credits, who have perfect attendance for all courses registered in a particular quarter will receive a \$100 tuition credit for the subsequent quarter of enrollment in the school. Details regarding this tuition credit may be found in The Art Institute of New York City catalog.