



# Digital Illustration

## Course Description

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.

### Course Goals

Upon successful completion of this course, the student should be able to research a project, conceptually develop appropriate imagery, style and technique to illustrate ideas using both traditional and industry application tools.

### Required Materials

- Sketchbook/Notebook (8" × 10" or larger)
- 3-ring binder
- Clear plastic sleeves
- Black paper (8.5" × 11")—I will let you know when you need it
- Double-sided tape, rubber cement, or some other type of adhesive. I will let you know when you need it
- 18" Metal Ruler with Non-Slip Backing
- X-Acto Knife and Blades
- Portable External Hard Drive (at least 100 GB) is **Strongly Recommended**
- Tracing/Layout Paper is **Optional**

### Course Outline

- Introduction to Illustration Concepts
- Introduction to the Illustration Software Program
- Working with Graphics and Color
- Drawing Objects, Moving and Aligning Objects
- Modifying Shapes, Applying Special Effects and Filters
- Painting, Creating Gradients and Patterns
- Using Layers
- Using Type
- Creating Graphs
- Importing and Exporting Artwork, Printing Documents
- Producing Color Separations
- Illustration Projects I: Information Graphics
- Illustration Projects II: Defined by Current Industry Needs
- Portfolio Review and Critique

### Methods and Evaluations

Projects involve the use of the computer for graphic design problem-solving with emphasis placed upon conceptual thinking and your understanding of visual communication theory, applications and language. Critiques and discussion of work are important to the process of design and this class. Students are expected to participate in critiques and be able to present their ideas and work. Completion of all projects by their assigned due date is required. Final grades will be based on these factors as well as your design process and the quality of the work presented.

### Withdrawal Policy

The last day to drop a course is **March 23**. If you withdraw through the Registrar's Office on or before that date, you will receive a grade of "W". If you simply stop coming to class and do not withdraw yourself through the proper channels, you will receive a "WF/F". With the permission of your instructor, you can change from credit to audit through **March 23**. To receive the audit designation on your transcript, you **MUST** attend class regularly. Your instructor will not assign a "W" to any student once the due date has passed. Your instructor will not assign an audit designation to any student once the date to change from credit to audit status has passed.

### Updated 2/26/2010:

- Course Calendar
- Projects
- Extra Credit
- Grading Scale

**Instructor:** Sharon Wasden

**Term:** Winter 2010

### When:

- Friday: 2:00 PM–5:50 PM

### Where:

- Downtown Campus
- Bldg. 33, Rm. 509

**Phone:** (954) 201-7665

**Email:** swasden@broward.edu

**Office:** 509A

### Office Hours:

- Tuesday: 10:00 AM–2:30 PM
- Wednesday: 1:30 PM–4:30 PM
- Office Hours listed above are **by appointment only**. This is to prevent possible conflicts.

### Required Text:

- *Adobe Illustrator CS4 Classroom in a Book*  
by Adobe Creative Team  
ISBN-10: 0321573781

### Recommended Text:

- *The Adobe Illustrator CS4 Wow! Book*  
by Sharon Steuer  
ISBN-10: 0321605586

**Prerequisites:** None

**Co-requisites:** None

**Security Desk:** (954) 201-7366

**Hurricane Info:** (954) 476-4900

## Course Calendar\*

01/08	Course Overview
01/15	Project 1 Assigned/Lecture/CIB** Lesson 1/Work in Class
01/22	Lecture/CIB Lesson 2/Work in Class
01/29	Lecture/CIB Lesson 3 & 4/Work in Class
02/05	Lecture/CIB Lesson 5/Work in Class
02/12	Project 1 Crit./Project 2 Assigned/Lecture/CIB Lesson 6 & 7/Work in Class
02/19	No Class
02/26	<b>Lesson Check</b> /CIB Lesson 8 & 9/Work in Class
03/05	Lecture/CIB Lesson 10/Work in Class
03/12	Spring Break (No Class)
03/19	Project 2 Crit./Project 3 Assigned/Lecture/CIB Lesson 11/Work in Class
03/26	Lecture/CIB Lesson 12/Work in Class
04/02	Lecture/CIB Lesson 13/Work in Class
04/09	<b>Lesson Check</b> /Lecture/CIB Lesson 14/Work in Class
04/16	CIB Lesson 15/Work In Class
04/23	Project 3 Crit./Extra Credit Due/Lessons Due! Put them on the server to receive credit!

\*The Course Calendar is tentative and any changes will be announced in class. Specific dates of activities may need to be changed due to unforeseen circumstances. It is the responsibility of each student to attend class in order to be informed of any schedule changes that may be announced.

\*\*CIB = *Adobe Classroom in a Book*

## Projects (100 points each, 300 points total)

- Project 1: Object Interpretation
- Project 2: Organic Tea Packaging and Logo
- Project 3: Brochure/Information Graphics or Animation

Projects are due at the beginning of class on their respective due dates, otherwise, they will be considered late. Late projects will be deducted 1 letter grade, and projects not turned in by the second class period will result in a 0 (F). In order for projects to be considered complete, they must be trimmed, mounted and ready for display.

## Class Participation (40 points total)

- Two *Adobe Classroom in a Book* Lesson Checks—5 points each. Total = 10 points
- *Adobe Classroom in a Book* Lessons Due at the end of the term—Each lesson will be worth 2 points. Total = 30 points

## Design Process (50 points total)

- Critiques—Presence and participation in Critiques is **mandatory**. It is critical that you know how to talk about and discuss both your work and the work of others. Total = 20 points
- Efficient use of Class/Studio time—Habitual absences, tardiness, and/or early departures from class, will result in the loss of all 30 points. If you are late or not present for class, you will not only be missing important information in lecture, but you will be foregoing the assistance that both I and your fellow students provide. This is in addition to the department's attendance policy. = 30 points

## Extra Credit (up to 10 points)

Throughout the term you will gain new knowledge, and you may decide you want to rework Project 1, 2 and/or 3 after their original due date. You may submit **one** new version of each project at the end of the term, each version you submit will have a value of up to 5 points.

## Grading Scale

A = 350–390

B = 311–349

C = 272–310

D = 233–271

F = 0–232

## Americans with Disabilities Act (ADA)

If a student requires special accommodations under ADA, it is the student's responsibility to inform the instructor and to contact the office of Disability Services at (954) 201-2313.