

Adobe Illustrator

GRA 2156

Class Meeting Times:
Tuesday 6:00 – 9:45 PM
Osc Campus Bldg: 2-246

Instructor: Nestor Luis Grajales, 407-345-2032 or please email me at: ngrajales@atlas.valenciaccc.edu

Contacting the Instructor: All student should have an Atlas email account. Any communication for the class in general, or to an individual student, will be sent through Atlas email. Per college policy, any notification concerning excessive absence, getting behind in your work, being withdrawn, etc., is sent through Atlas. It is the students responsibility to check their Atlas email and general account on a regular basis. Not doing so is not an excuse for missing information I send you and/or any class notifications that might send.

Important class related websites:

- <http://faculty.valencia.cc.fl.us/ngrajales>
- <http://multimedia.valencia.cc.fl.us>
- **blog:** <http://vccgraphics.wordpress.com>
- **flickr:**

<http://www.flickr.com/photos/vccgraphics/>

You will find all Jobs handouts and related material in pdf form on the Atlas website under the My Classes Tab. Please do not ask for duplicate Job descriptions.

Course Overview: Prerequisite-Minimum grade of "C" in GRA 1142 and Drawing 1 or departmental approval.

This course covers the concepts of electronic publishing and the ability to create and manipulate full color graphic illustrations using a vector-based drawing program. Students will receive instruction on Adobe Illustrator, an industry standard illustration program. Class lecture will be supported with hand-outs and demonstrations.

Specifically, this course focuses on Adobe Illustrator CS4 on a Macintosh OSX Platform.

Special Requirements: Students with disabilities who qualify for academic accommodations must provide a letter from the office for students with disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The office for students with disabilities determines accommodations based on appropriate documentation of disabilities.

Required Text: "Exploring Illustrator CS4, A designers guide to the art of digital illustration using Adobe Illustrator" By Annesa Hartman. This book should be available at Campus bookstores.

Student Core Competencies: The faculty of Valencia Community College have established four Core Competencies that describe the learning outcomes for a Valencia graduate. They are: THINK, VALUE, ACT, COMMUNICATE (TVAC). These general competencies are outlined in the College Catalog. In this course, through classroom lecture and discussion, group work, and other learning activities, you will further your mastery of those core competencies. Additional information is available on page 14 in the College Catalog located online at: <http://valencia.edu/catalog/09-10/default.htm>.

This course includes learning activities such as critiques, presentations, verbal interaction with your classmates that are designed to ensure competence in oral communication.

In addition, you can always go back and review your Digital Media and Design Graphics Manual for Macintosh OS user interface concepts.

Attendance and Participation: Regular and punctual attendance is expected. A percentage of your final grade is based on attendance. If you are absent for any reason, you will not receive the attendance points for that day. Tardiness and leaving before class is dismissed constitutes an absence or partial absence. The course is outlined so that students are involved throughout the class period. Lectures and demos are given during the first part of the class. Time does not allow for individual instruction to a student who misses a lecture or demo due to tardiness. Additionally, I must see your Project progress in order to adequately advise you. College policies require you to stay in the class for three hours, with a break of 20 minutes about half way through.

If two absences are incurred, an excessive absence notice will be sent to the student. The student is then given one week to discuss the notice with the instructor. If this is not done, the student will be

withdrawn from the class. Additionally, if three absences are incurred, the student may be administratively withdrawn from the class.

You must be present for the final class. Failure to do so without Departmental approval will result in a grade of "WF" for the course. No exceptions!

Conduct: This class adheres to the code of conduct outlined in the Valencia Student Handbook. In this class, you are expected to maintain a professional attitude. If a student is in violation of the code of conduct, they will be given a warning. Upon a second violation, the student will be withdrawn from the class. Additional information on student conduct is available in the College Catalog located online at: <http://valencia.edu/catalog/09-10/default.htm>.

Grading: The final grade will be determined by grades earned on required projects, tests/exams and on participation and a positive attitude in the class.

The following is the Valencia's Community College Grading scale:

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| A - 90 – 100 | Exemplary work, beyond requirements |
| B - 80 – 90 | Consistently high achievement |
| C - 70 – 80 | Satisfactory achievement, competent |
| D - 60 – 70 | Unsatisfactory completion of course work |
| F - 59 or > | Failure to perform required work |

A final grade of "C" or better is required for this course in order to meet prerequisite requirements for higher level courses or to be used as credit towards an AS degree in Graphic Technology.

Grading Criteria:

- Ability to read and follow project descriptions
- Quality of assigned projects
- Demonstration of acquired software skills, including uploading of all required digital files to the Teacher Drop Box.
- Completion of projects on time
- Meeting deadlines set during the evolution of the projects, including working on projects during the class period.

- Creative resource gathering – hard copies of materials germane to the job at hand. Digital examples downloaded from the internet are not acceptable, unless otherwise approved.

You will receive a detailed project description for each project assigned. You will meet deadlines during the evolution of these projects. When roughs are due, your ability to produce them at that time will directly affect your overall grade. Points for the lack of required materials during the Project process will be deducted at that time, and cannot be made up when the projects are turned in for final grading. Your grade sheet, which is included in the Project description lists in detail what is required and the points associated with each item. The process and criteria for Projects will be explained in greater detail in class.

Critiques: Critiques are scheduled for the beginning of class the day the project is due. If you do not have your Project ready for critique at the beginning of class the day it is due, it is considered late. Please do not be breathlessly trying to mount your work before class. It is the hallmark of a disorganized person. Graphic design is highly structured. So is this class. Each student will be expected to orally present to the class an explanation of his or her concept, goals, production techniques and any other relevant information specific to that project. You will be answering questions about your project from classmates and the instructor as well as participating by questioning and commenting when other students are presenting their designs.

A quality print out of your design mounted to black presentation board, with a suitable border is required of all projects, unless otherwise specified. Do not use a paper cutter to trim your printouts. Use an Xacto knife with a sharp blade. Presentations should be clean and without scratches or dented edges. A manila envelope to hold your presentation, grade sheet, roughs, references, etc. is required. - Points for this are included in your grading for each Project that requires mounting. This protocol will be strictly adhered to when grading. Please do not lose unnecessary points by not meeting these requirements.

Deadlines: In the workplace, when Jobs are due, they are due. They cannot be late. This course has four (4) Jobs and one (1) redraw. There is plenty of time for each job to be completed by the due date. Therefore, if a Job is not ready for critique at the beginning

of class the day the Job is due, it will not be accepted. You will receive a “0” for that Job. The only exception to this is a documentable illness.

Academic Honesty: Cheating of any kind will not be tolerated. If a student is caught cheating, that student will receive a “0” for that project/exam. Copying software, fonts or files from/to the computer is not allowed in the lab unless assigned as part of a project. Copying to/from the computer or deleting files other than your own is not allowed. These activities could be considered cheating and if you are caught, the student may be denied future use of the lab, possible withdrawal from the course and may incur further academic sanctions. Additional information on this topic is available in the College Catalog located online at: <http://valencia.edu/catalog/07-08/default.htm>.

Lab Environment: Open lab hours will be posted at the beginning of each semester in all labs on Osceola, East and West campuses. The classroom and lab are constantly changing and being updated. We currently using Apple Macintosh computers as well as OSX Panther, and similar, there are new requirements and responsibilities.

The machines are equipped with CDR/CDRW. To prevent compatibility issues with external devices such as USB or Firewire drives, all media must be formatted using the Disk Utility Application. A lab assistant can do this for you. Instructions for doing this yourself are posted on the multimedia web site. Any external device must be ejected prior to unplugging from the CPU. Failure to do so will result in a loss of data.

Always have a back up for your file. USB disks can become corrupted and rendered unusable, losing all info contained on them. Macs can read PC files, however, it is your responsibility to make sure PC files open correctly on a Mac. PC files that contain information that prevents them from being opened on a Mac can result in a loss of grade points for the digital consideration when grading the Project. All electronic files should have the proper extension to prevent cross platform problems. Ex: .ai, eps, swf, or .psd and so forth.

Students are required to present a valid Valencia ID and sign in to use the lab on any campus. This does not apply to class meetings as the instructor will be taking attendance.

Food or drinks are **NOT** permitted at any time within any of our rooms. This is college

wide policy. **TURN CELLPHONES TO SILENT MODE DURING CLASS** including lab hours.

Please note: Lab assistants are here to assist you with problems you may encounter with the operation of the computer, a software malfunction, or similar technical questions. They are helpful and important to the smooth operation of the Lab and the Program. However, they are not instructors and are not to be utilized as such. If you have questions pertaining to the assigned Projects, please contact the instructor.

Supplies: The following is a short list of supplies you will need for class.

- 2 USB disks or Thumb Drives - you will work off one disk, and one should be kept strictly for back-up. 1GB capacity is preferred.
- 2 sheets black mounting board (32"x40") – available at Art Systems, Sam Flaxx or other graphics arts store.
- 2 large manila envelopes for turning in projects. I would recommend 16"x20".
- 1 Small can of Super 77 spray mount – available at Home Depot or Wal Mart at a reasonable price
- 1 No. 11 X-Acto knife (with fresh blades)
- Pencils and paper for thumbnails and roughs
- 1 pack of tracing or sketch paper to cover projects.

You will also need, late in the session, containers and “real world” articles to use for mocking up Project 4

Withdrawal: The deadline for withdrawal is **November 6, 2009**. If a student does not withdraw by this date, and stops coming to class, a WP (withdrew passing) or a WF (withdrew failing) will be given depending on the grade the student has at the time of withdrawal.

Grading Considerations and Values:

Illustrator course assignment list: Your grade sheet, which is included in the Project description, lists in detail what is required and the points associated with each item. The process and criteria for Projects will be explained in greater detail in class.

Note: Projects are due at the beginning of class or they are considered late and will not be accepted.

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| Redraw | 05% | Re-draw of three sample logos using various Illustrator tools & techniques. Color modes & file types. |
| Job 1 | 12% | Stylized Book Jacket Design – Art / Illustrations, Typography, Layout and Copyfitting within a Art Style/Form. |
| Job 2 | 12% | Music CD Jacket - CD jacket & 4 page insert combining Bitmap and vector artwork with Typography. |
| Job 3 | 12% | Society of Illustrators Call for Entries Poster– concentration on theme, typography & redrawing your original artwork. |
| Job 4 | 12% | Product Packaging Design – setting up die cut templates, use of color, logo design, product marketing, etc. |
| Midterm Exam | 12% | A Midterm exam is given to test knowledge of Illustrator concepts and to show evolving proficiency in timed, digital tasks.* |
| Final Exam | 15% | A Final exam is given to test knowledge of Illustrator concepts and to show evolving proficiency in timed, digital tasks.* |
| Attendance & TVAC Skills | 20% | Attendance = 70 pts (4.67 point/day for a total of 15 days); Think, Value, Act, Communicate = 30pts. * The Midterm exam can only be made up due to illness. The Final exam is given the last class period of the Session and cannot be made up. |
| Total Points | 100% | |

| GRA2156 FALL 09 Class Schedule - This syllabus may be modified due to class needs or VCC schedule adjustments | | | |
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| Date | Homework | Assignment / Projects | Class Content, Demo and Lecture |
| Sept 01 | Read Chapters 1 – 5 | Intro Overview of Syllabus Discuss project mounting, creative resources Begin redraw of existing line art in class. | Illustrator overview color modes Demo Illustrator interface, Pen tool, Fill and Stroke, layers, Object Menu, templates. |
| Sept 06 | Research Illustrators Read Chapter 7 | Intro Job 1 – Book Jacket Design Work on Book Jacket layout in class Continue redraw exercise in class | Art styles, pathfinder, linking text boxes, crop marks,rulers & guides, custom swatches and patterns |
| Sept 15 | Read Chapter 6 | Redraw Due at start of class Intro Job 2 – Music CD Package Work on Book Jacket layout in class | Iconography, Spot colors, Transparency, Trapping in Illustrator, and Setting Tabs |
| Sept 22 | Read Chapter 10 Research Music CD packaging | Continue Job 1 in class Job 2 Roughs Due | Demo Masking Techniques |
| Sept 29 | Read Chapter 10 Research Music CD packaging | Job 1 Due Job 2 Roughs Due | Demo Masking Techniques |
| Oct 06 | Faculty Workshop | * No class meeting | |
| Oct 13 | Read Chapter 8 – 9 | Continue Job 2 in class | |
| Oct 20 | | Job 2 Due at the beginning of class Intro Job 3 – Call for Entries Poster | Demo blends and gradients mesh, tool Gradient Mesh exercise |
| Oct 27 | Research Illustrators Job 3 Illustration selection & roughs due | Continue Job 3 in class | Demo Portrait techniques |
| Nov 3 | Research and Gather Materials | Mid-term handout and review Intro Job 4 – Product Branding Continue Job 3 in class | Continue work on Job 3 illustration outside of class. |
| | WITHDRAWAL DEADLINE 11/06/2009 | * Notice to Students | |
| Nov 10 | Job 4 in class Roughs due Read Chapter 11 | Job 3 Due at the start of class Mid-term Exam Continue Job 4 in class | Demo Product packaging, examples of die cuts/label and packaging techniques |
| Nov 17 | Cut out mock labels due | Continue Job 4 in class | Demo Effective and simple photo shoot technique |
| Nov 24 | Continue Job 4 in class | Demo Illustrator 3-D package | Dec 02 |
| Dec 02 | Photo Shoot for product job | Job 4 Due at the Beginning of class | Demo Creating a Navigation bar and Slices for the Web |
| Dec 09 | | Open forum for questions Final Exam review Q & A Session | |
| Dec 15 | | Final Exam - mandatory attendance | |