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MART 256.50: Illustrator - Vector and Layout Design

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MART 256

Illustrator: Vector & Layout Design

2016

The University of Montana, Missoula

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COURSE DESCRIPTION

This course provides an introduction to the practices of digital illustration and vector graphics, with emphasis on concept, layering, and digital design. Basic to advanced production techniques, project planning, narrative, and the integration of various forms of digital design are fundamental components of this course.

This course is for the student interested in continuing to use digital imagery and illustration as an expressive and communicative art form. Aesthetic, technical, historical and conceptual issues will be addressed through lectures, demonstrations, exercises, projects, and readings. Students are evaluated based on their contribution to the class discussions, critiques, and technical proficiency with various media.

This is a course that emphasizes the integration of aesthetic and technical issues related to digital illustration. Students will be evaluated in these areas and are expected to acquire proficiency to create and produce digital works of art.

OBJECTIVES

Students will demonstrate understanding of the following principles and techniques through studio assignments:

- Digital Illustration Concepts and Terminology

Vector Drawing

Composition

Layers and Transparency

Color Perception

Image Import

Spatial Relationship

Blending Techniques

Working Color Space

- Application of software for still image based media (students are expected to obtain an intermediate knowledge of Adobe Illustrator and Photoshop)
- Project Development

TOPICS

- An introduction to historical references, background, and contemporary concepts of digital illustration
- Project Setup
- Framing & Composition
- Printing and Color Separation
- Professional Production Techniques (sizing for output, image capture, photo import and manipulation of still images)

GRADING

Philosophy

It is a common misconception that teachers assign grades when in reality it is the student who earns the grade. You are responsible for the effort put into each project therefore you assign your own grade. The purpose of grading, from a teachers perspective, is to clearly and accurately pinpoint the strengths and weaknesses of your progress.

Evaluation

Your overall grade will be based on your understanding of the information and ideas discussed, your formal, technical, and

conceptual progress as demonstrated in projects, your participation in peer discussions/evaluations, and professionalism during the course.

Grades will be based on the following formula:

Still Life Sketches will account for 5% (4 total)

Projects 1 - 5 will each account for 10%

Final Project will account for 20%

There will be 2 quizzes, each accounting for 5% of the final grade.

Each project will be graded on the application of technique and conceptual principles to the creative work, the organization of the production process, participation, technical proficiency with the various software applications, their aesthetic application, problem solving, project presentation and the ability to meet deadlines. The exercises/projects and descriptions are listed on the 15 week schedule sheet.

Expectations for class participation

Participation by all members is critical to the success of this studio. Excellent participation is a given and includes contributing to ongoing peer discussions and critiques, along with a thoughtful process and strong work ethic.

Online etiquette

You are expected to conduct yourself with proper respect for the online classroom environment. Disruptive behavior will not be tolerated.

SOFTWARE INFORMATION

The primary software programs that you will be using are:

- Adobe Illustrator, Adobe Photoshop and Adobe InDesign

industry-standard programs for photo manipulation, illustration and design and layout

- It is important that throughout the semester you take advantage of the manuals, the program help menu, and related articles downloaded from the web.

THIS COURSE SYLLABUS IS SUBJECT TO CHANGE AT THE DISCRETION OF THE INSTRUCTOR.

Academic Misconduct and the Student Conduct Code

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for