

Seattle Central College
Communications and Design Division - Graphic Design Program

Course Title Graphic Production I (Illustrator) • DES145 • Fall 2020

Instructor Contact Info:

Best email to contact me at: jasonhoppe@mac.com

Webiste: www.jasonhoppe.com

Secondday email: jason.hoppe@seattlecolleges.edu

Credits 3

Length 11 weeks

Course Type Professional technical/vocational

DESCRIPTION:

Intro to the basic skills, concepts and techniques necessary to successfully use the vector-based graphic program Adobe Illustrator, page layout application Adobe InDesign and image editing program Adobe Photoshop

OUTCOMES

Upon successful completion of this course, students will understand the concepts and skills to effectively:

- Be able to sketch ideas and problem solve
- Use and understand the software tools and pallets; including many shortcut key commands
- Create and customize desktop work space
- Understand vector and pixel images, file types and compatibilities
- Create and configure single page documents
- Understand and use grids to organize page layout
- Import, place and manipulate graphic images and learn different file formats
- Understand basic text formatting; leading, point size, text flowing
- Understand the use of layers
- Understand and create PDFs from class files

REFERENCE GUIDES:

Illustrator Course and Compendium by Rocky Nook

Visual Quick start Guide - Adobe Illustrator CC from PeachPitPress

Adobe Illustrator CC Classroom in a Book by Adobe Press

REQUIRED MATERIALS

Removable drive for storing and transferring class files.

Online storage (free or paid) for saving/retrieving files.

Adobe Creative Cloud Log in

METHODS OF PRESENTATION

- Concepts will be presented and explained during lecture times.
- Students will give personal presentation and explanation of their project assignment solution.
- Outside reading will provide additional explanation and definitions of new vocabulary.
- Students for reference during the class and for future personal reference will keep an organized file system for all of their work.

METHODS OF EVALUATION

- Self-evaluation allows students to take responsibility for progress throughout the quarter.
- Self-monitoring requires students to consult the instructor regarding any difficulty in understanding material or keeping up with the pace of instruction.
- Class participation demonstrates professional work habits and will be evaluated as if class is an on-the-job situation. This includes working cooperatively to effectively maximize use of laboratory time and sharing equipment, as well as collaboration, seeking clarification, and meeting deadlines.
- Instructor evaluation measures progress based on exercises, assignments, project assignments, class participation and required notebook.
- Grades are on the 4.0 system. A 2.0 or lower will result in probation. 2 quarters of a 2.0 are grounds for dismissal from the program. A grade of zero will result in immediate removal from the program.
- A 4.0 grade is when you go above and beyond what is expected and all aspects of the project are exceptional executed and the final project is excellent.
A 3.0 grade is when you beyond the expectations and do a good overall job.
A 2.0 grade is when you meet the expectations of the project
Anything below 2.0 is not meeting expectations.

GENERAL ADVICE

Stay organized. Read the assignments thoroughly. Take notes in class. Make sure you understand and follow the requirements of your assignments. Proof read. Ask questions. Ask more questions.

Look at Communication Arts, Print magazines, design blogs and videos all the time.

Watch, learn, do. Understand what good work looks like. When you understand mainstream design attitudes then you can innovate. Keep a journal. Learn new techniques on your own

Use your knowledge of design fundamentals. Stick to the fundamental basics and build from there. Later you will find out where and when you can bend the rules.

Test your output well in advance. Your first print should not be your final. BUT....Do not waste paper and toner. Use the black and white class room printer first before using color printers in the production lab.

Create a working rough layout and follow it. It must be accurate and it must solve major design problems before you start a digital version.

Do not miss deadlines.

Be here when class begins and stay until it is over. Do not arrive late and do not leave early. Do whatever you need to do to be here, be present, be focused, be engaged and give no excuses.

ADA conformation:(Americans with Disabilities Act)If you need course adaptations or accommodations because of disability; if you have emergency medical information to share with me;or if need special arrangements incase the building must be evacuated;please make an appointment with me as soon as possible.

Faith/Conscience: Students who will be absent from course activities due to reasons of faith or conscience may seek reasonable accommodations so that grades are not impacted. Such requests must be made in writing within the first two weeks of the given quarter.

ASSIGNMENTS, PROJECT, GRADING & CLASS PARTICIPATION

- Assignments are given on a weekly basis. Each week there may be a lab exercise to enhance learning the topic at hand. These are in class assignments and are part of the overall grade.
- There will be 3-4 projects given throughout each quarter.
- Late work is accepted only by permission and prior arrangement with the instructor.
- Late work within a week of the original due date, will result in a penalty of one letter grade. Work more than one week late will not be accepted unless prior arrangements have been made.
- You will also be evaluated on your class participation, attention, effort and attendance.
- Attendance is taken each class by you writing your name on the sign-in sheet. It is your responsibility to sign in each class. These sign in sheets prove you attended. If you don't sign in you cannot prove you were there. Copies of the attendance sheet is kept as a record just in case they are needed.
- Class starts at 9:00 am. You are officially late at 9:05. Two late arrivals equals 1 official absence. 3 absences is grounds for dismissal from the program.
- Class officially ends at 2:00 pm. Leaving early will governed the same way as arriving late. If instruction ends before 2:00, the instructor may release the class earlier than 2:00. If class runs longer than 2:00 you are not required to stay.
- It is the students responsibility to keep up with the assignments, learning and projects if they are not in attendance. It is not the teachers responsibility to automatically fill students in on previous instruction, hand outs, projects and requirements. Make arrangements with other class members, follow the class Slack channel, read the syllabus and ask questions.
- All assignments are hand out in paper form and posted on the class Slack channel. Anything that is unclear or is not posted, ask! There will be no excuse for not knowing.
- Cell phone use during class is not allowed. If you need to make or receive a call, leave and make the call. This includes texting or messaging of any kind for any reason. You can use your cell phone during break or outside of class.
- Being on your phone means you are not participating in class. Not participating in class will adversely affect your grade. If you use your phone during a critique you will be asked to leave. You will also not get credit for that portion of the project.

Lesson Plan by Week

WEEK 1: INTRODUCTION AND OVERVIEW

Syllabus & Lesson Plan

Performance Evaluation

LECTURE: Adobe Basics: Tools, palettes, menus, art board set up.

Graphic Design overview. Basic concepts of space, weight, shape, line, color

Introduction to Project #1 - Homework: Project 1 - due week 5

6 word translation

Roadmap project - Ice breaker for getting to know each individual

WEEK 2: SHAPES, LINES, SMART GUIDES

LECTURE: Creating containers, shapes and line. Tool overview and page set up.

IN CLASS: Begin sketching for 1st project. Review sketches, provide feedback

WEEK 3: PATHFINDER, CORNER WIDGETS, SHAPE BUILDER

LECTURE: Creating shapes using the Pathfinder Panel, strokes fills, Stroke Panel, Appearance Panel. Edit corners and corner widgets, change shapes with the Direct Selection Tool. Smart Guides and Shape Builder

IN CLASS: Review sketches, provide feedback

WEEK 4: LAYERS, CLIPPING MASK, COMPOUND SHAPES

LECTURE: Layers Panel, creating and editing clipping masks, creating compound shapes, using the Layers Panel to find and sort content. Select Same command to find object with similar attributes. Scale corners and scale line weights.

Introduction of Project #2

Graphic Translation of an object or animal

Homework: Project 2 - due week 7

WEEK 5: PENCIL TOOL, WIDTH SHAPE TOOL, CURVATURE TOOL

PROJECT #1 DUE : CRITIQUE

LECTURE: Pencil Tool, Width Shape Tool, Curvature Tool

IN CLASS: Sketch out examples graphic translation

WEEK 6: PEN TOOL & CURVATURE TOOL

LECTURE: All about the Pen Tool. In class Project using the Pen Tool

INTRODUCTION OF PROJECT #3 - HOMEWORK: PROJECT 3 - DUE WEEK 10

Recipe infographic with icons

WEEK 7: SHAPE EDITING, BASIC COLORS

PROJECT #2 DUE : CRITIQUE

LECTURE: Rotate, Shear, Scale and Reflect Tools. Basic colors

IN CLASS: Sketch out icons for Recipe Infographic

WEEK 8: BLEND TOOL, LIVE PAINT

LECTURE: Blend Tool and Live Paint Tools

IN CLASS: Sketch out icons for Recipe Infographic

WEEK 9: SAVE ASSETS FOR WEB, PDF CREATION

LECTURE: File formats, save for web and mobile devices, Asset Panel and exporting files.

WEEK 10: GRID STRUCTURE

PROJECT #3 DUE : CRITIQUE

LECTURE: Create a grid, follow Swiss design principles.

INTRODUCTION OF PROJECT #4 - HOMEWORK: PROJECT 3 - DUE WEEK 11

Single line Icons with partner participation

WEEK 11: FINAL PRESENTATION

PROJECT #4 DUE : CRITIQUE