Subject:	DART
Course Number:	102
Descriptive Title:	Digital Illustration Design Principles and Tools
Division:	Fine Arts
Department:	Digital Art and Design Technology
Course Disciplines:	Multimedia
Catalog Description:	This course is an introduction to Digital Illustration, Vector Graphics and Typography for Storytelling, and presentation of concepts. Students will learn 2D design fundamentals, vector illustration techniques, color theory, page layout, and the use of typographic elements to tell cohesive stories with visual and written elements.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	
Enrollment Limitation:	
Hours Lecture (per week):	2
Hours Laboratory (per week):	3
Outside Study Hours:	4
Total Course Hours:	90
Course Units:	3
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	FALL 2024
Transfer UC:	No
Effective Date:	
General Education ECC:	
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	
Term:	
Other:	

Student Learning Outcomes:	Upon completion of this course, students will be able to: 1. apply principles of art, design, and composition to creative works to communicate concepts. 2. apply vector graphics techniques to make logos, illustration assets, and presentations. 3. identify and explore career pathways for technical artist, producers, and coordinators across industries.
Course Objectives:	1. Apply principles of art, design, and composition to creative digital works. 2. Tell engaging and compelling stories using a variety of artistic mediums and/or media formats. 3. Use angles, composition, framing, shots, and editing to enhance visual storytelling. 4. Use music and audio to enhance storytelling. 5. Review content to identify and resolve problems, ensure seamless transitions, and maximize the audience's experience. 6. Adhere to terms of use, including copyright laws and regulations. 7. Pitch an original concept with a visual presentation and engaging narrative. 8. Develop a visually compelling and appropriate set of branded elements for a story. 9. Explore how social and cultural trends influence media creation, consumption, and dissemination.

Major Topics:	**I. Demonstrate Elements and Principles of Two-Dimensional Design (4 hours, lecture)**
	
	    A. Principles of 2D Design (examples)
	
	        1. Line
	
	        2. shape
	
	        3. value
	
	        4. texture
	
	        5. scale
	
	        6. greyscale
	
	        7. positive/negative space
	
	        8. figure/ground relationships
	
	        9. symmetry/asymmetry
	
	        10. pattern/texture
	
	        11. Gestalt Theory
	
	II. Demonstrate and Lecture on Color Theory (4 hours, lecture)

A. Defining color relationships: Monochromatic, analogous, complementary, triadic, primary, secondary, tertiary

B. Defining color properties of hue, saturation, brightness

C. Defining and using different color modes to mix and identify color: HSB, CMYK, RGB, Grayscale, and Spot Color

D. Importing and using additional palettes such as Pantone and Web color

E. Color separations

F. Bit depth

III. **Demonstrate Vector Illustration Process and Tools (8 hours, lecture)**

A. Line

1. Using pen tool: create and edit lines and curves

2. Using different stroke colors and weights

3. Creating and combining mechanical, calligraphic, and brushstroke lines in compositions

B. Shape

1. Utilizing tools to create open and closed shapes

2. Arranging shapes in overlapping layers using tools to send to back and bring to front, using layers to rearrange overlapping objects

3. Select, move, delete, copy, and combine objects

4. Using transformation tools to scale, rotate, reflect, distort objects

5. Creating complex shapes by modifying and combining simple shapes

C. Value, Color, and Fills

1. Filling shapes with solid colors, tints, gradients and patterns

2. Using blends to create highlights, midtones and shadows

3. Defining new spot and process colors, creating custom palettes, loading palettes from palette library

D. Organizing the drawing process

1. Using layers, guides, and grid

2. Using templates for tracing

E. Typography

    1. Specifying and changing font, size, and style of type

    2. Creating outlines from type to alter, combine, and create new letterforms. Differences between type and outlines

    3. Creating text boxes, type on a path.

F. Importing and Exporting Files

    1. Importing raster file for use as template and image element. Limitations of working with raster image within a vector program. Identifying Links created between raster file and vector file.

    2. Rasterizing and manipulating a vector file in a raster program

IV. **Demonstrate Page Composition for Presentation of Concepts and Ideas (8 hours, lecture)**

A. Typography overview

B. Visual Hierarchy

C. Page structure

D. Text and Image Compositions

V. **Presentation analysis, sequencing, and storytelling (6 hours, lecture)**

A. Analysis techniques for presentations

    1. SWOT

    2. Pro/Con

    3. 2x2s

    4. Other standard examples

B. Storytelling narrative techniques

    1. The Golden Circle (e.g)

    2. Immersion

    3. Personal Storytelling

    4. Suspense

5. Visuals

6. Balancing appeal to emotional and rational appeal

C. Presenting emotional, qualitative, and quantitative concepts

D. Presenting quantitative concepts with infographics, charts

E. Presenting relational concepts with diagrams

F. Presenting complex processes with flow charts

VI. Guest speakers: illustrators, producers, coordinators, designers and entrepreneurs **(4 hours, lecture)**

A. Engage students with professionals who tell stories for a living

VII. **Preparation, Analysis, and Criticism of Student Projects (2 hours, lecture)**

A. Applying traditional two-dimensional design concepts of line, value, texture, pattern, scale, and various compositional strategies to computer generated images

B. Using letterforms and typography in original designs

C. Using color to enhance aesthetic and expressive content

D. Originating concepts for art work based on intent, purpose, and use of assigned project

E. Organizing formal elements in designs so as to support conceptual content

F. Recognizing content, purpose and scope of design task

G. Determining spatial and formal motifs

H. Establishing work schedules

I. Producing preliminary sketches

J. Establishing a plan for computer production

1. Using rulers, guides, and grid to aid in drawing

2. Using layers to organize design elements

3. Determining color modes, resolution, and image size based on project specifications

K. Discuss and evaluate peer work: traditional two-dimensional design concepts of line, value, texture, pattern, scale, and various compositional strategies to computer generated images

L. Discuss and evaluate peer work: concept presentation, storytelling, narrative

M. Critiquing finished projects

VIII. **Create Vector Assets in Graphics Programs (10 hours, lab)**

A. Illustrations

1. Patterns, Characters, Scenes, and more

2. Practice and apply 2D design elements and principles

3. Practice creating and editing vectors by various means like tracing reference and automated raster to vector conversion

4. Work with patterning techniques to use repeated elements for surface design applications

5. Work with strokes, fills, and gradients, and other appearance attributes

6. Work with variable stroke widths for style

7. Work with, ordering, layering, overlapping, opacity

B. Identity

1. Create Logos, Icons, Emoji

2. Practice and apply 2D design elements and principles

3. Practice working within a design system (such as material.io

4. Practice creating original vectors from reference

5. Work with strokes, fills, and gradients, and other appearance attributes

6. Work with variable stroke widths for style

7. Work with, ordering, layering, overlapping, opacity

C. Infographics

1. Charts, Diagrams, Flow-charts, Visual Analyses

2. Make stylized versions of visual analysis tools like 2x2s, graphs, charts, etc

3. Devise methods for the visual communication of information

IX. **Color Theory Practice (6 hours, lab)**

A. Illustrate color relationships: Monochromatic, analogous, complementary, triadic, primary, secondary, tertiary

B. Create and Name Color Schemes

D. Apply Color to line art assets

    1. Identity assets

    2. Infographics

    3. Illustrations

D. Explore contrast, saturation, and other properties of color

X. **Create Professional Materials (page layout and professional development) (12 hours, lab)**

A. Resumes

B. Letterhead

C. Portfolio templates

XI. **Create an Informative Presentation or Concept Pitch (12 hours, lab)**

A. Choose and research a topic relevant to interests

B. Presentation slide deck

C. Consistent visual theme and color scheme

D. Visual analysis and presentation of concepts

E. Include infographics, charts, graphs, etc

XII. **Create a Personal Portfolio (6 hours, lab)**

A. Incorporate works from all current studio and creative classes (including this one)

B. Incorporate presentation techniques

C. Develop a portfolio that speaks visually with minimal extraneous text

XIII. **Preparation, Analysis, and Criticism of Student Projects (8 hours, lab)**

Total Lecture Hours:	36
Total Laboratory Hours:	54
Total Hours:	90

Primary Method of Evaluation:	3) Skills demonstration
Typical Assignment Using Primary Method of Evaluation:	Find a source image that has multiple layers of content (e.g. foreground, middle ground, background). Use the pen tool and other vector creation and editing methods to create a layered composition in vectors that resembles a papercut composition. Manage your layers so the composition is easier to edit. Use appearances to create visual effects between the overlapping vectors. Document the entire process as well as the internal structure of your file and the final outcome for your portfolio. The final work will be assessed based on the quality and accuracy of the vectors, appropriate use of curved and hard anchor points, the organization of the file contents and completeness of the documented process.
Critical Thinking Assignment 1:	Apply knowledge of color theory to find digital photographs from which to generate color themes and swatch groups. Critically analyze the colors in the images you find to select images that express at least four distinct moods. Name the closest relevant color rule that can describe the colors pulled from the images, make a swatch group of idealized colors using the named color rule, and justify what emotion or feeling is expressed by the resulting color scheme. The final work will be assessed based on the completeness of the process and its documentation, the accuracy of the application of color rules, and the overall compositional value of the final presentation of the work.
Critical Thinking Assignment 2:	Analyze the intended function of an existing app and create vector graphics for a new, re-designed, main app icon and internal app iconography that matches both the function and feeling of the app and/or its content. The final work will be assessed on the completeness of the presentation of your process, the quality of the graphics and icons in the final presentation and their effectiveness in visually communicating the look and feel of the app's function and audience.
Other Evaluation Methods:	Completion, Presentation
If Other:	
Instructional Methods:	Demonstration, Discussion, Guest Speakers, Lab, Lecture, Multimedia presentations
If other:	
Work Outside of Class:	Skill practice
If Other:	
Up-To-Date Representative Texts:	Wood, Brian, Adobe Illustrator Classroom in a Book, Adobe Press, 2023.
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite	
Category	
Requisite course:	

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
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Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Arnold Martin
Date:	09/01/2023
Original Board Approval Date:	06/17/2024
Effective Term:	FALL 2024