STUDENT REQUIREMENTS

A. To have a complete understanding of all assignments, class attendance is required. ATTENDANCE IS IMPORTANT.
   1. During the semester ONE absences will be permitted, after which further absences will reduce a student's final grade. (Two absences will result in the loss of one letter grade. Three absences will be considered cause for withdrawing/failing the student from the course.)
   2. TWO late arrivals will equal ONE absence.

B. All assigned projects will be discussed by the professor on the assigned date only. If you miss this discussion, it is your responsibility to ask a fellow classmate for the assignment.

C. All assigned projects must be completed and handed in on its due date for full credit. The grade will be deducted 5 points for every class day the assignment is after its due date.

D. NO COURSE INCOMPLETES will be given. All grades are averaged and weighed by the grading criteria. Even if “A” work has been done for the semester, an “A” for a final grade will not be given if a project/paper is missing from the grading criteria. Each project will have its own grading evaluation. It will be discussed at the assigning of each project.

E. The textbooks must be purchased. All assigned readings will have quizzes to test your knowledge.

F. You must come to class prepared to participate in all class critiques and classroom assignments/studio time. You are expected to have the necessary tools and supplies to fully participate in all classroom exercises and show strong work habits.

G. Respect for the property and others in the classroom.

H. Retain all work completed through the semester for an end-of-the-semester portfolio review.

GRADING SCALE:

A Exceptional; means objectives of the assignment are fully understood as applied to the particular assignment and an intriguing balance exists between clear communication of the message and creativity. The assignment is executed with impeccable craftsmanship, accuracy, and neatness. The assignment exists as part of the complete design development. A quality piece of work.

B High; objectives are met and design principles are primarily well understood. May be lacking in overall design quality, craftsmanship, clarity, or design development. Good overall effort.

C Average; the minimum requirements of the assignment have been met but not exceeded. Extra effort and insight into development of the basic assignment are necessary to produce higher quality work.

D Below average; there exist problems in completely understanding the concept or objectives of an assignment. Incompleteness in several areas of craftsmanship, design, creativity, clarity, or development are also apparent.

F Unacceptable; do assignment over. See instructor immediately for further clarification.
INSTRUCTIONAL PROCEDURES
A. Assigned readings
B. Lectures and classroom demonstrations
C. Critique and discussion of student work

GRADING CRITERIA
Your final grade will be based on the following grading criteria:

Classroom quizzes and in-class projects:
70% of final grade

Projects:
30% of final grade

Each project’s grade will be based on the following grading criteria:

Classroom work, completion in a timely manner, accuracy:
50% of project grade

Presentation:
50% of project grade

MATERIALS
Sketch book to be used as a Journal and planning book
External Hard Drive

COURSE OBJECTIVES
The practical exercises assigned will mould the learner to:

A. develop basic techniques and skills of computer-based design using Adobe Illustrator along with the Macintosh computer but applicable to Windows-based computers
B. utilize the computer as a tool in design and other specialized areas of the arts industry
C. demonstrate knowledge and skill to produce effective solutions using Adobe Illustrator software
D. explore to critically examine technical and production alternatives
E. demonstrate basic production of electronic illustrations using Adobe Illustrator
F. identify procedures for producing camera-ready art from gathering information and creating thumbnail sketches to producing and printing the finished project
G. demonstrate an industry appropriate work ethic emphasizing accuracy, timeliness and neatness by adhering to stringent deadlines for project completion and participating in classroom critiques
H. integrate supplemental information from other visual art courses
I. demonstrate knowledge and practice of basic art principles, such as balance, line, space, contrast, movement, shape and color
J. demonstrate the ability to vary, alter and manipulate appropriate type and image to display information on the screen or in print
K. explain different printing requirements, concepts and terminology
L. explain the necessity for file management and organization of computer-generated art production
M. develop and present multiple solutions of a design concept

Week 1: Introduction to Illustrator, Course Outline Discussion, Set up computer workspace, Quick Tour of Adobe Illustrator CS4, Reading Assignment for week 2: Chapter 1.

Week 2: Textbook Exercises: Chapter 1, Reading Assignment for week 3: Chapter 2.

Week 3: Textbook Exercise: Chapter 2, Reading Assignment for week 4: Chapter 3.

Week 4: Textbook Exercise: Chapter 3, Project: Logotype, Reading Assignment for week 5: Chapter 4.

Week 5: Textbook Exercise: Chapter 4, Project: Product Illustration, Reading Assignment for week 6: Chapter 5.


Week 7: Textbook Exercise: Chapter 6, Mid-Term Assessment, Project: Map, Reading Assignment for week 8: Chapter 7.

Week 8: Textbook Exercise: Chapter 7, Project: Landscape Drawing, Reading Assignment for week 9: Chapter 8.


Week 11: Project: Short Story Illustration.
Week 12: Project: Self-Portrait.
Week 13: Final Project assigned.
Week 14: Studio to build final project.
Week 15: Presentation: Final project, Exit Examination.