

# Graphic Design

½ Credit  
1 Semester

**Texts:** The Non-Designer's Design Book, Robin Williams; Peachpit Press 1994 & Adobe Illustrator  
10.0  
An Introduction to Digital Illustration, Prentice Hall 2003

**Prerequisites:** None

## Course Description:

This course is an introduction to electronic design and digital illustration. The course emphasis is directed toward single and multi-color mechanical production. Computer use, file management, file formats, color generation, color correction, signage equipment will be covered. Students will learn illustration techniques used in advertising, sign manufacturing, newspaper, web design, in-house printing, and commercial printing applications. Students will gain practical skills in digital illustration using the Macintosh platform. Software applications will include Adobe Illustrator and Adobe in Design. This course is open to all students.

## Course content:

The Joshua Tree Principle  
Proximity  
Alignment  
Repetition  
Contrast  
Review  
Type (&Life)  
Categories of Type  
Type Contrasts  
So, do you get it?  
The Illustrator Environment  
Drawing  
Painting  
Images Type  
Layers  
Objects  
Publishing and Distribution  
Mouse pad design / Puzzle design / T-shirt design  
Program Cover Designing  
Letterhead / Envelope Designs  
Instructional Aide

**Course format:**

Course material is presented through a variety of methods. Presentations are made through lectures, discussions, demonstrations, written work, and lab assignments

**Course expectations:**

Students will be expected to read all required textbook chapters, complete all worksheets, tests, and lab assignments. Students will be expected to work safely while in the lab.

**Grades:**

Grades will be assessed for each unit of study. Homework assignments, daily lab work assignments, quizzes, individual projects, along with comprehensive unit tests will be recorded.

**Course Objectives:**

The student will be able to:

I. Understand technical systems and their application

- ⌚ Learn how to create a new document
- ⌚ Describe the basic tools used in digital illustration
- ⌚ Explain the use of pop-up tools and menus
- ⌚ Describe how to work with palettes
- ⌚ Learn the importance of grids and guides
- ⌚ Describe how layers are organized and managed
- ⌚ Learn to modify the actions of certain tools in conjunction with the keyboard ⌚

Explain how to connect and reposition anchor points

- ⌚ Learn what vector filters do
- ⌚ Explain the difference between a stroke and a fill
- ⌚ Describe the difference between a process and spot color ⌚

Explain what a gradient is.

- ⌚ Identify the four basic transition tools: rotation, scaling, reflecting, and skewing
- ⌚ Describe the difference between line art, scanned images, and photographs

II Be able to analyze and solve technical problems

- ⌚ Work with document setup to control page size, orientation, margins, and other attributes

- ⌚ Zoom in and out of designs
- ⌚ Save documents in formats for page layout or painting applications ⌚

Create, lock, unlock, and position guides

- ⌚ Convert regular objects into non-printing guides
- ⌚ Create and modify layers within a drawing
- ⌚ Use layers to turn scanned or imported graphics into a template ⌚

Draw a design using a template as a tracing guide

- ⌚ Use auto trace on a template
- ⌚ Draw shapes manually into a dialog box
- ⌚ Experiment with tools that create custom shapes
- ⌚ Use the pen tool for straight line construction ⌚

Draw basic curves

- ⌚ Slice objects into separate elements

- ⌚ Enter type onto a page
  - ⌚ Convert type into outlines for manipulation
  - ⌚ Wrap text around standard or irregular objects
  - ⌚ Use the paint bucket and eyedropper tools to fill and select colors ⌚
- Create a gradient and modify
- ⌚ Transform object both visually and mathematically

III. Become familiar with a variety of technical and related occupation

- ⌚ Identify and describe the different careers in the graphic communication industry
- ⌚ Describe various careers

IV. Be able to demonstrate cooperative work skills

- ⌚ Use the equipment rotation schedule to complete various assignments ⌚
- Work with production group effectively
- ⌚ Complete homework assignments on time
  - ⌚ Provide mentoring to fellow classmates when needed

V. Investigate and explore emerging technologies and technical occupations

- ⌚ Explain processes used to produce an electronic design or digital illustration
  - ⌚ Explain how a computer and software has changed the Technical Illustration process
  - ⌚ Describe modern innovations in digital illustration
  - ⌚ Explain how the computer has become a vital part of electronic design ⌚
- Use of voice pattern recognition to protect desktop and files

VI. Be able to operate equipment and use materials in a proper, safe, and considerate manner

- ⌚ Follow all operation and safety procedures for power equipment used in the graphics lab
- ⌚ Conserve materials to keep lab costs low
- ⌚ Describe an ergonomically correct computer workstation