

The Art Institute of California—San Francisco Course Syllabus

Course Number: GD1134 (section A)

Course Title: Digital Illustration

Class Meetings: Tuesday, 1–5 (room 402)

Session/Year: Summer, 2012

Instructor Name: Marty Chappell

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Instructor Availability Outside of Class: office hour, Friday 12-1, room 204, 10 U.N. Bldg.

Digital Illustration

Course Description:

This course helps students communicate and design with the computer as a professional tool. Using different software applications, the student will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.

Course Length:	11 Weeks
Contact Hours:	44 Hours
Lecture:	22 Hours
Lab:	22 Hours
Credit Values:	3 Credits

Quarter Credit Hour Definition

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Course Competencies:

Upon successful completion of this course, the student should be able to:

- Use multiple software applications to solve design problems.
- Identify different types of software media.
- Define professional vocabulary.
- Identify and use appropriate electronic vocabulary.
- Evaluate principles of design theory as they apply to professional applications including corporate, advertising, informational, and electronic environments.
- Use computer design to communicate advertising objectives.
- Identify different electronic illustration methods.

Course Prerequisite(s): FS104 Computer Applications

Text: (eBook) *The Adobe Illustrator CS5 Wow! Book*. Your required textbook for this course is delivered via electronic format. You do not need to purchase a hardcopy textbook. You will be able to access your eBook via eCompanion (<http://myaicampus.com>) beginning no later than the first day of class. Once you have accessed your eBook via eCompanion, you can then also choose to download the

eBook to a personal computer using the Digital Bookshelf software (<http://vitalsource.com/downloads>). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions.

To start using your eBook, enter the eCompanion site for this class. Click on the “Digital Textbook” link on the left-side navigation bar. Then, click on the link for the book.

For support using the Digital Bookshelf, contact Campus Support at 1-866-642-2711 or campus_support@aii.edu. This support group is available Monday thru Saturday, 8:00 AM – 10:00 PM EST.

Additional eBook information is included on the final page of this syllabus.

Recommended Readings:

- *The Adobe Illustrator CS5 WOW! Book*, by Sharon Steuer.
Peachpit Press, August, 2010. ISBN 0321712447.
- *Illustrator CS5 for Windows and Macintosh: Visual QuickStart Guide* by Elaine Weinmann & Peter Lourekas. Peachpit Press, August, 2010. ISBN: 0321706617.
- *Adobe Illustrator CS5 Classroom in a Book*,
Adobe Press, June, 2010. ISBN: 032170178X.

Materials and Supplies:

Digital disk for project storage (portable hard drive, USB flash drive, iPod),
note-taking material, sketch materials, materials to mount printed work.

Estimated Homework Hours: 4 Hours per week

Technology Needed: Access to computer lab with illustration software and peripherals

Grading Scale:

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Process for Evaluation:

Your work will be evaluated in terms of your individual progress and efforts to accept challenges and improve your skills. Ultimately, the best work will receive the best grades. It will be the student's right to know his/her grade at any reasonable point this information is requested by the student.

Assignments and Exercises	+100% of possible points (see list of projects below)
Attendance and Participation	-20% of possible points (see <i>Class Rules & Requirements</i> page)

Class projects are worth the following percentages:

Tracing, week 1	10 %
Portrait, weeks 2–5	30 % (1 st Draft: 10%, Final Version: 20%)
Playing Cards, weeks 5–8	30 % (1 st Draft: 10%, Final Version: 20%)
Realism, weeks 8–11	30 % (1 st Draft: 10%, Final Version: 20%)
	100 %

Extra Credit Assignments: There will be no extra credit assignments; it is quite possible to receive a passing grade in this course by meeting all requirements in a creative, careful, & timely manner.

Student Evaluation/Grading Policies:

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- On-time projects may be redone with instructor approval.
- **ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.**

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disabilities Services Coordinator at 415-276-1060.

Academic Honesty Policy:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at AiCA-SF. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Student work that appears to violate AiCA-SF's standards of academic honesty will be reviewed by the Committee on Academic Honesty. If the work is judged to have violated standards of academic honesty, appropriate sanctions will be given. Sanctions include but are not limited to course failure and academic termination.

Weekly Outline

1 *Vector Illustration intro • Tracing assignment*

Lecture/Demo:

Introduction to course outline, proposed exercises, and discussion regarding “What is Digital Illustration?”
 Overview of the software and procedures most relevant to the class projects, and real-world uses.
 Discussion regarding expectations (both instructor’s and student’s) for the class.
 Look at samples of digital illustration
 Toolbox Overview

Lab: Assignment #1: Tracing

Intro to Adobe Illustrator vector drawing: outlines, fills, pen tool, color, line, shape, expression.
 Trace / outline / colorize line-drawing artwork supplied by the instructor. You only need to do one.

*** Reminder: for next class meeting—bring a photo of someone to trace/illustrate. Photo should contain a hi-resolution face of a person or animal (no tiny images or full-body poses).**

Homework: Use the Pen Tool to trace the outlines of one of the 1930’s clip art images from the *tracing practice* folder (.gif images). Save tracing as an .ai file to turn in.

2 *Tracing Practice due • Digital Portrait: intro*

DUE: Assignment #1: Trace/outline/colorize line-drawing artwork.

Also: *You should possess a photo of someone to trace & illustrate (digital file –or– snapshot to scan).*

Lecture/Demo:

Scanning, templates, realism & stylization. Gradients, Blends, Transparencies, and Layers.

Lab: Assignment #2: work on *Portrait* using any and all techniques learned so far in class.

Homework: begin working on your portrait.

3 *Digital Portrait: studio day*

Lecture/Demo:

Further exploration: realism & stylization— Brushes, Hair, Fur, and Eyes

Lab: Assignment #2: Work on “portrait” using any and all techniques learned so far in class.
 Individual meetings / studio time / work day

Homework: prepare the FIRST draft of your portrait— as close to *finished* as you can make it.

4 *Digital Portrait: FIRST draft*

DUE: Assignment #2, Portraits (first draft)

Lecture/Demo: Critique of Portrait FIRST drafts.

Lab: Work on finalizing your portrait— based on critique feedback about your FIRST draft.

5 *Digital Portrait: FINAL draft* • *Playing Cards: intro*

DUE: Assignment #2, Portraits (final draft)

Lecture/Demo:

Introduction of Assignment #3: *Playing Cards— Who are the Players?*

Creating Patterns, Pattern Brushes, Pixel Textures with Clipping Masks, and Seamless Tiles

Lab: Practice creating patterns and tiles in Illustrator®. Work on *Playing Cards*.

Homework: work on preliminary pattern ideas, and face card personalities.

6 *Playing Cards: studio day*

DUE: Preliminary ideas, and face card personalities; personal imagery and pattern illustration.

Discussion of *Playing Cards* as a work-in-progress — to gather feedback.

Lecture/Demo:

Using the tools and techniques of illustration to push your beginning designs further.

Further examples of finished cards, to draw inspiration from.

Lab: work on Assignment #3: *Playing Cards*. Individual meetings / studio time / work day

Homework: prepare your playing cards for presentation in our next class meeting in 2 weeks.

7 *Playing Cards: FIRST draft*

DUE: Assignment #3: *Playing Cards* (first draft)

Lecture/Demo: Critique of Playing Cards FIRST drafts.

Lab: Work on finalizing your Playing Cards— based on critique feedback about your FIRST draft.

Homework: finalize Playing Cards, for FINAL presentation next week.

8 *Playing Cards due • Realism intro*

Due: Assignment #3: *Playing Cards*. Presentation & critique of finalized projects in class.

Lecture/Demo:

Combining vectors and pixels (Illustrator & Photoshop).
Introduction of Assignment #4, Final project: *Realism*

Lab: Work on Assignment #4, Final project: *Realism*

Homework: Decide on which image to use for your *Realism* final project. Make sure it is a high-resolution photo, and bring it to class next week. Start working on your *Realism* project.

9 *Realism: studio day*

Lecture/Demo:

Further exploration: realism & stylization of a realistic-looking object.

Lab: Assignment #4: work on *Realism* project, using any and all techniques learned so far in class.
Individual meetings / studio time / work day

Homework: prepare the FIRST draft of your Realism project— as close to *finished* as you can make it.

10 *Realism: FIRST draft*

DUE: Assignment #4: *Realism* (first draft)

Lecture/Demo: Critique of Realism FIRST drafts.

Lab: Work on finalizing your Realism project— based on critique feedback about your FIRST draft.

11 *Realism: FINAL draft*

Lecture/Demo:

Critique of final projects: *Realism* (presentation of final revisions to your project)

*Weekly Schedule subject to change, based on class need.
Please contact the instructor and other classmates when absent to confirm assignments.*

Class Rules & Requirements: (read the fine print...)

- Attendance is mandatory; commit to being in class every session, on time.
- Instructor attendance policy (following AiCA-SF guidelines): Our class meets for a total of 44 hours. Both you and I are expected to be present for all these hours. A class is made up of the people who are actually there participating. The more you are present, the higher your grade. **1 percent will be deducted from your average score for each full hour you are not in class, up to a maximum of 20% of your grade (1 pt. x 20 hrs.). Perfect attendance earns 2 extra percentage points.** By school policy, there are no excused absences.

Attendance:

8 hrs or less of missed class time, and you get a 4 hr. 'discount'. More than 8 hrs. missed, and *all* missing attendance will count off (no discount). Here's some **examples:**

- 1) 85% avg. minus 4 hrs. missed = 85% (B) (minus 0 pts.)
- 2) 85% avg. minus 8 hrs. missed = 81% (B-) (minus 4 pts.)
- 3) 85% avg. minus 8.25 hrs. missed = 76.75% (C) (minus 8.25 pts.)

Perfect attendance earns 2 extra grade points (for example: the final grade would change from 85 to 87).

- All assignments should be finished on time in order to progress smoothly. *Assignments turned in late will be lowered one whole grade (10 points) for each class meeting day they are late.*
- **Assignments more than one week late will not be accepted.**
- There will be a critique of assignments at the beginning of many class sessions. You are expected to participate openly and freely in the critique. Mistakes are welcome; lack of participation is not. **If you are late for class, your assignment will not be included in the critique—as if it were not submitted on time.** This will lower your grade by 10%—the same as being a week late.
- Any project can be reworked for a higher grade, as long as the original due date is met. Projects being redone must be submitted within one week from the original due date. If you aren't in class on the day the project is due, you can email me the finished artwork as an attachment (marty@martychappell.com) by due date. Large Illustrator files (greater than 6 MB) should be saved as JPEGs before emailing (please don't email a file larger than 6 MB). Turn in the Illustrator (vector) file to instructor as soon as you can.
- Finished work must demonstrate an understanding of the techniques covered in this class/specified in the assignment.
- Students are expected to utilize the techniques covered in lectures and demonstrations, participate in class discussions by sharing opinions, information and experiences, use studio time for Digital Illustration projects, give feedback to other students, and be open to new ideas.
- Demonstration of respect for others work and opinions is of utmost importance.
- **Plagiarism statement:** Plagiarism can be defined as presenting someone else's work as your own. Students found plagiarizing will fail the assignment and may fail the course.

How to Access Your eBook

The required textbook for this class is delivered electronically and is covered in a "Digital Resource Fee" already billed to your account.

To access your digital textbook

- Login to your My Ai Campus portal account (www.myaicampus.com)
- Click the RED "Go to my campus classes" button to access your eCompanion account
- Enter the eCompanion classroom
- Click on the "Digital Textbook" link on the left-side navigation bar
- Create your Ai Digital Bookshelf account using your email address and password
- After doing this, you will arrive at your eBook

To download your textbook

- You will need to download the Ai Digital Bookshelf application to your computer in order to do so. **You can only download the software to a personal computer.**
- Go to: <http://vitalsource.com/downloads>
- Once there, use the radio button to choose your platform, and click the eBook icon to download the Bookshelf application.
- If you remain in the class after add/drop, you can update your license to receive the full version of the book (accessible for up to 5 years)

Resources available to you

- Ai Digital Bookshelf Student User Guide – link can be found on the bottom portion of the page when you click on Digital Textbook
- Tutorial about creating your account and using the eBook tools
- Student Support phone number: **1-866-642-2711**
- Student Support email address: campus_support@aii.edu