



FDMA 1535 Introduction to Illustrator Section Name Section Credit Hours Credits

Syllabus

Course Information

Meeting times and location: section meeting_times section location

Catalog description: Students receive instruction on vector graphics creation using vector illustration software. The students will create professional-quality artwork for print publishing and multimedia graphics. Instruction includes creating and manipulating basic shapes, drawing with the pen tool, using various brushes, working with type and preparing graphics for web, print, and digital publication. Also listed as DMAD-222

Prerequisites: Take FDMA-1120(DMAD-124)

Terms offered: Fall Only

Section-specific Course Description:

Course Level Objectives

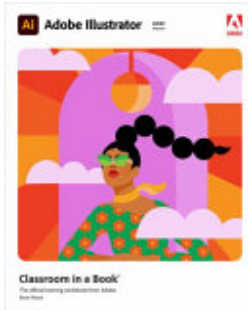
Upon successful completion of the course, the student will be able to...

- I. Introduce navigation, work area, tools, keyboard shortcuts in Adobe InDesign/Illustrator along with the principles of graphic design.
- II. Explain the differences between image editing, word processing and digital layout software focusing on synergy between multiple programs.
- III. Create materials for print and web publication that have an identified purpose and a defined audience. Specific Learning Outcomes: Upon successful completion of the course, the student will be able to ...
 1. Introduce navigation, work area, tools, and keyboard shortcuts in Adobe Illustrator along with the principles of graphic design.

- a. Analyze the processes required for preparing promotional and informational publications for both print and web delivery. (L, T, I, A), (I, II)
 - b. Demonstrate skills in optimizing images and image resolutions for both print and web delivery. (L, T, I, A), (II, III)
 - c. Create compositions that are constructed with an understanding of design principles, image composition, color theory, and typography. (L, T, I, A), (II, III)
2. Explain the differences between image editing, word processing and digital layout software focusing on synergy between multiple programs.
 - a. Identify the strengths and weaknesses of multiple software programs used in creating digital layouts for publication. (L, T, C), (I, II)
 - b. Demonstrate management of color output settings for images and documents to be delivered on the web and print. (L, T, I, A), (I, II)
3. Create materials for print and web publication that have an identified purpose and defined audience.
 - a. Research effective and ineffective promotional designs for the purpose of developing a critical approach to design communication. (L, T, I, A), (II)
 - b. Analyze the role effective design has in branding organizations, products, and services. (L, T, I, A), (II)
 - c. Examine and implement the techniques required for creating materials for a client: from research, audience identification, brainstorming, sketching, multiple drafts to final copy. (L, T, I, A), (II, III)

Required Texts and/or Materials

Adobe Illustrator Classroom in a Book (2021 Release)
9780136805533
Brian Wood
Adobe Press
2020-12-23



or latest edition

Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

Course Requirements

Students will do the following activities (this represents tentative assignments which may change during the semester):

Assignments

General Grading Criteria for Homework Assignments

Multimedia projects are evaluated on the following dimensions of quality:

Content – refers to the intellectual or material substance of a multimedia project.

This item attempts to answer the question “What’s the point?” Projects should be substantively meaningful to a definable audience. Content should be well researched, logically structured, and professionally presented. Narratives should be well written in a professional style with special attention given to grammatical excellence and industry standard scripting formats. This dimension examines questions such as: Is the subject matter and/or topic interesting to a broad audience? Was the subject well researched? Is information clearly and accurately presented? Are subjects well-suited to the topic or were they chosen merely for convenience (roommate, friend, etc.).

Design – refers to the degree to which a project adheres to professional principles of design.

This dimension examines questions like: Were images or graphics properly composed? Was audio balanced and well mixed (voice-over, natural sound, music, and sound effects – note: there is limited

use of audio in the Photoshop class? Was editing haphazard or thoughtfully motivated by the content and story to achieve a purposeful outcome?

Complexity – refers to the project's overall level of challenge.

This dimension examines questions like: Did you think outside of the box? Did you work within a simple form or content structure or did you try a more creative or inventive approach? Did you stay within your comfort zone or push yourself to grow and learn? Did you put sufficient thought, time, and effort into each phase of the project (preproduction, production, post-production)?

Classroom in a Book Exercise Grading: On CIAB Assignments 1 point will be deducted per missing step. If there are partial completion of a step then there is partial deduction. Partial deduction also occurs if there are digital "artifacts" that appear in the assignment such as extra layers, brush strokes, careless edits.

WPA Poster Project Create your own WPA Works Progress Administration 1935 – 1944 style poster representing San Juan County. Include the WPA posters that you researched for the project. Work will be evaluated by the use of Illustrator creating vector artwork and the use of color. Provide a CMYK breakdown of the colors used.

T-Shirt (project will result in a heat transfer shirt design created in the makerspace) -

Find photographs from your home collection that exhibit the following photographic ailments.

Create a shirt for a band, company or organization using vector art created in Illustrator. All work must be created using the shapes and tools in Illustrator. The designs need to reflect best practices in T-Shirt design based on your research. Include a write-up explaining your research into T-Shirt design and include links to all materials consulted in a MLA format.

Static Image Digital Billboards

Choose two different clients/events:

You will create a large billboard for each of these two clients/events..

Sketch billboard with at least (3) different designs with color ideas. You will end up with (6) sketches (worth 5 points).

Event information: To be discussed in class.

Objective - Create awareness and participation for an event, activity or facility.

Essential information – Must include date and time, event name, location and logo if applicable. There are also logo files available in the DMAD 170 student data folder for this project. Take your own

picture(s) if necessary. This requires your own images and cannot include images taken from the internet. Clip art and images that you have not created aren't permitted.

Create master document at a larger canvas size than needed for the billboard. It is better to start with a larger canvas and reduce the file size using Adobe Photoshop. Images must be saved in jpeg format you will also need to keep your Photoshop file in order to modify design based on client feedback. It is important to remember that when working with clients they may ask you to change your design..

Technical Specifications: Graphics must be in RGB color format. Specifications will be discussed during the semester with the client. Ad will be viewed for about 7 seconds on multiple screen formats.

Review Process – The submissions will be evaluated by the client. The approved sign(s) will run as a digital billboard.

Logo Design – Create a logo and stylebook for a client / Stylebook includes research completed in developing the clients logo.

Typography – Research the history of one typeface and present it to the class such as Baskerville (1757). Create a typographic poster using the typeface and an image created from Illustrator shapes that convey a major historical event during the time of creation.

Book Cover Project

Create a book cover using only Illustrator vector graphics. Project needs to include: multiple layers/well blended images/include text (such as title/author) Images must be: your own

Include a write-up with your book cover that identifies the target audience/genre/image sources/and how you made a visual impact using color theory and two dimensional design techniques.

Then place a flat 2D image of the book cover on a page using Adobe InDesign and a 3D representation using Illustrator.

Genre: Target Audience: Visual Impact: Explain how you created a visual impact in the design.

Presentations on Illustrator Tips & Tricks - Presentations must not exceed 10 minutes. Practice the presentation and have the files needed to work through the tutorial on a flash Drive. Turn in a paper that has a copy of the tutorial and cite the source of the material. Presentations will be evaluated by your demonstration/understanding of the material and through student evaluations. A list of topics will be available on Canvas.

Social Media Advertising – Create your own advertising post using Illustrator and track the results.

Final InDesign Portfolio – Portfolio is created using InDesign. Upload a PDF document containing the

following:

T-Shirt (Illustrator work and image of the completed shirt staged to show off the shirt) 20 points

Logo (Illustrator work include rough thumbnails and image of logo laser engraved) 20 points

Billboard Project (identify the target audience / show billboard in use on campus digital signage) 20 points

PDF format 15 points

Spelling & Grammar 2 points per occurrence

The PDF is to be created using InDesign and is to be exported as a PDF document. Then look at least three other student portfolios and write three sentences of feedback for each of the portfolios that you review. Keep the feedback constructive on the discussion board. If you like a project; then explain "why" in your post. Also use the spell check feature before submitting your post.

Other Classroom Policies and Expectations

Projects: Projects that contain lewd, indecent, or obscene images or language will not be accepted. All projects must have prior approval.

San Juan College Academic Honesty Rules

Introduction

San Juan College believes that the basis for personal and academic development is honesty. Personal commitment, honest work, and honest achievement are necessary characteristics for an educated person. In order to help the students, staff, and faculty of San Juan College maintain academic honesty, it is necessary to establish academic honesty rules. These rules will govern the procedures and consequences associated with academic dishonesty and will serve as an educational tool, outlining what is academically dishonest conduct. It is the individual responsibility of each student, faculty member, and administrator to read and understand these rules. It should be further understood that ignorance of what constitutes academic dishonesty in no way absolves guilt from an act which lacks academic integrity. The following rules shall present definitions for several types of academic dishonesty and then proceed to describe the process by which cases of academic dishonesty are reported and adjudicated.

Types of Academic Dishonesty

A. Cheating: Using materials, information, or study aids other than those specifically authorized by the instructor during exams, quizzes, or other graded, in-class activities.

Cheating includes, but is not limited to:

- Copying or conspiring to copy another student's work
- Intentionally allowing another student to copy one's work
- Unauthorized use of a textbook, cheat sheet, notes, etc.
- Unauthorized use of devices such as calculators, cell phones, symbolic manipulators, palm pilots, electronic dictionaries, walkmans, tape recorders, radio transmitters, etc.
- Obtaining answers to specific test questions from another student before or during an exam
- Taking an examination or completing an assignment for another student or commissioning someone to take an exam or complete an assignment for oneself

B. Plagiarism: Using another person's or group's words, ideas, or data as one's own. To avoid plagiarizing, a student must give credit through footnotes, citations, or proper quotation structure when he/she uses:

- Another person's idea, opinion, or theory
- Any pieces of information that are not common knowledge such as facts, statistics, graphs or drawings
- Quotations and/or paraphrases of another person's actual spoken or written words, including lectures, classroom discussions, and handouts.
- Another person's data, solutions, or calculations without permission and/or proper citation of the source. Ignorance of plagiarism is not a legitimate defense against a charge of plagiarism. It is the responsibility of a college student to know what constitutes plagiarism. Any questions about what constitutes plagiarism should be discussed with the faculty member who gave the assignment.

C. Fabrication: Knowingly giving false data, false information, false sources, or false testimony in laboratory work, field activities, research projects, or writings submitted for academic credit.

Fabrication also involves:

- Giving false testimony or information in an attempt to excuse missing academic assignments or examinations
- Changing examination answers or assignments after they have been graded, in an attempt to illegitimately earn a higher grade.

D. Other Acts of Academic Dishonesty include, but are not limited to:

- Stealing or attempting to steal exams, answer keys, or official academic records, etc.
- Forging or altering academic records, grade change cards, attendance records, or signatures, etc.
- Unauthorized collaboration, particularly on take-home exams, without instructor permission
- Facilitating academic dishonesty by knowingly or intentionally helping another. Student commit any act of academic dishonesty
- Intentionally impairing the performance of other students (i.e. denying access to information, resources, or material made available for general class use; giving misleading information; destroying or altering materials, including computer files)
- Submitting all or part of one's work from one class for use in another without instructor permission
- Falsely signing in or out on a PC that tracks actual lab hours

Grading

Final grades are calculated based on the following...

Participation (Learning Classroom)	= 200 points
Design morgue folder... (DW exercises)	= 50 points
CIAB Lessons 10 points x 14 (Includes one in class exercise)	= 140 points
San Juan County WPA Poster	= 50 Points
T-Shirt Design Project	= 50 points
Laser Engraving Logo Project	= 50 points
Typography Project	= 50 points
Billboard	= 50 Points
Tips & Tricks (presentation)	= 50 points
Client Project TBA (presentation)	= 100 points
Book Cover (optional)	= 50 points
Social Media Advertising (optional)	= 50 points
Digital Portfolio draft	= 10 points
Digital Portfolio part 1	= 100 points
	= 1000 points possible
	= 1000 points possible

Grading for Class and Client Based Projects is based on the following criteria:

A- Correct information. Good Contrast. Correct spelling and grammar. Image and design identifiable and relates to the subject. Design doesn't distract from the overall message. Information is composed in a logical sequence with a font/type hierarchy in use. The promotional product contains the essential information and doesn't contain extraneous information. Work contains: focal point, consistency, limited number of fonts, unified look, and repetition.

B - Correct information. Good Contrast. Correct spelling and grammar. Image and design identifiable and relates to the subject. Design doesn't distract from the overall message. Information is composed in a logical sequence with a font/type hierarchy in use. The promotional product contains the essential information and doesn't contain extraneous information. Work contains: focal point, consistency, limited number of fonts, unified look, and repetition. This project is above average but still could use minor changes to make it outstanding.

C- Correct information. Good Contrast. Correct spelling and grammar. Image and design identifiable and relates to the subject. Design doesn't distract from the overall message. Information is composed in a logical sequence with a font/type hierarchy in use. The promotional product contains the essential information and doesn't contain extraneous information. Work contains: focal point, consistency, limited number of fonts, unified look, and repetition. This has elements that convey the message to the intended audience but doesn't go beyond giving the essential information. There may be a small number of spelling errors and the focal point and unified look aren't easily identified. The work is created in the wrong format for the selected medium print/web.

D - Incorrect information. Poor Contrast. The images and design aren't created for a specific audience. There are numerous spelling and grammar errors in work. Design distracts from the overall message. The design contains too much information that detracts from the client's message. The work is created in the wrong format for the selected medium print/web.

F - Incorrect information. Poor Contrast. In work there are spelling and grammar errors. Audience and purpose behind the design are difficult to identify. The work is late and doesn't reach the client. The work misses the guidelines provided by the client. The work has a rushed appearance and the quality of the editing is poor. The work is created in the wrong format for the selected medium print/web.

Course Time Commitment

San Juan College uses the Carnegie Unit to calculate the in-class time or "seat time" required to complete a credit of academic work. For example, the standard calculation for a lecture course is 50 minutes per week or 750 minutes per semester per credit. A lab course requires 1500 minutes per week for one credit. The curriculum committee and the registrar confirm that a class meets these requirements during the course approval process.

To clarify the time and workload expectations for academic credit, San Juan College also uses the federal definition of the credit hour. That definition states that a credit hour is comprised of (or equivalent to) not less than "one hour of classroom or direct faculty instruction and a minimum of two hours out-of-class student work each week for approximately 15 weeks for one semester hour of credit." The most common version of this requirement is that for each hour (50 minute hours) of class time, students are expected to complete two hours of outside work for the course, i.e. homework,

reading, assignments, projects, and activities. This time expectation applies to all formats of courses that lead to academic credits, including labs, studios, independent study, and practicums. Online and hybrid classes meet the requirements by utilizing the same course outcomes and assignments as face-to-face classes. When classes differ from the standard models based on the federal definition, which include the face-to-face, online and hybrid models, the faculty member is asked to provide a statement in the course guide that specifies the amount of time, based on the above definition, students are expected to devote to the course.

Canvas Participation and Expectations

These are outlined in the attendance policy. Students are expected to check content and submit assignments on the given due dates.

Late Projects: The cost for postponing a project is 10 % of the earned grade after the first week the assignment is late then 20% after two weeks. Assignments that are over two weeks late will not be accepted. Quizzes cannot be made-up. Exceptions to this policy will be made if you notify me with a valid reason for postponing a project one class period prior to the project due date or if a personal emergency arises.

Projects: Projects that contain lewd, indecent, or obscene images or language will not be accepted.

Participation and Attendance Policy

The current attendance policy as it relates to COVID-19 requirements. In this course it is expected that students to attend the Zoom meetings synchronously at the same time as it appears on the class times. However, in the current environment if you are not able to attend the course it is mandatory to watch the recorded lecture. The lectures can be tracked to verify the content has been accessed by the student. If the student does not attend the Zoom session or watch the recorded lecture within 48 hours it will be considered an absence.

In this course attendance is important; many of the projects build on lessons taught in previous class exercises. Attendance will be taken throughout the course. Each student is allowed a maximum of (3) three absences before dropping one letter grade (6) absences will result in dropping two letter grades. Exceptions may be made in case of documented emergencies. If you know that you will be unable to attend a class, please notify me prior or in the case a personal emergency arises.

Text messaging and/or phone conversations during class are not permitted. This extends to internet social networking, gaming and other forms of non-class related diversions.

Instructor Response Times & Regular Interaction

Expectations

The instructor responds typically within a week or quicker to student questions sent electronically or by phone. Students should include a working phone that they can be reached during the 8 - 5 work day.

Key Dates to Remember

[Full Academic Calendar](#)

Course Schedule

	*This represents a tentative schedule and may not be strictly followed.	Chapter Assignment	
Class Date	Week 1		
	Introduction	Review CIAB Chapter1 (Work Area) Vector Graphic collecting (find a favorite Adobe Illustrator Artist and share their portfolio site in class)	
	Lab CIAB Chapter 2 Techniques for Selecting Artwork	Review CIAB Chapter 2 (Selections)	
	Week 2		
	Lab CIAB Chapter 3 Using Shapes	Review CIAB Chapter 3	
	Lab CIAB Chapter 4 Editing and Combining Shapes and Paths Discuss Typography Assignment	Review CIAB Chapter 4 Review Typography Assignment.	
	Week 3		
	Lab CIAB Chapter 5 Transforming Artwork	Review CIAB Chapter 5	

Lab CIAB Chapter 6	Review CIAB Chapter 6
Drawing Tools / Illustration	
Week 4	
Beyond Typography Assignment	Assignment is due at the beginning of class and must be presented in class.
Lecture on Logo Design	Review Logo design Assignment. Start working on assignment in class.
Week 5	
Lab CIAB Chapter 7	Review CIAB Chapter 7
Color to Enhance Signage	Discuss Digital Billboard/Social Media
Lab CIAB Chapter 8	Review CIAB Chapter 8
Adding Type to a Poster	
Week 6	
Lab CIAB Chapter 9	Review CIAB Chapter 9
Organizing Artwork with layers	
In Class time to work on Logo Assignment	
Week 7	
Lab CIAB Chapter 10	Review CIAB Chapter 10
Gradients, Blends and Patterns	
Class Critique Logo Assignment	Assignment must be turned in by beginning of class.
Week 8	
Lab CIAB Chapter 11	Review CIAB Chapter 11
Brushes to Create a Poster	
Lab CIAB Chapter 12	Review CIAB Chapter 12
Effects and Graphic Styles	
Week 9	
CIAB Chapter 13	Review CIAB Chapter 13
Creating Artwork for a T-Shirt	
Makerspace visit	

(tentative catch-up with CIAB)		
Week 10		
Discussion of Event Poster Design assignment possibly Watch Dan Stiles Presentation		
Lab CIAB Chapter 14 Integrating Adobe Illustrator	Review CIAB Chapter 14	
Week 11		
Makerspace T-Shirt Project	(Create shirts)	
In-class time to work on Event Poster		
Week 12		
In-class time to work on Event Poster		
Class Critique Event Poster Assignment	Assignment must be turned in by beginning of class.	
Week 13		
Lab CIAB Chapter 15 Exporting Assets	Review CIAB Chapter 15	
Makerspace burning logos		
Week 14		
TBD Tips and Tricks		
Thanksgiving Break No Class		
Week 15		
Discussion of Book Dust Jacket Project		
In-class time to work on Book Dust Jacket Project		
Week 16		
In-class time to work on Book Dust Jacket Project		
Final Exam		
In-class critique of Book Dust Jacket Project		

Technical Support

Technical support is available through the San Juan College Help Desk 24/7/365. The help desk can be reached at 505-566-3266 or by creating a ticket at [San Juan College Help Desk](#).

For password reset and Canvas support, visit the [Student Technology Guide](#) website.

Accessibility/Privacy Policies for all Technology Tools Used

[Accessibility/Privacy Policies for all Technology Tools Used](#)

Student Support

At San Juan College, we are committed to supporting your academic success and overall well-being. We recognize that college life can be challenging and stressful, impacting both learning and personal health. We are here to help you succeed.

Academic Support and Resources

We provide a range of academic support services to help you stay on track on your educational journey. Free resources include tutoring, computer loans, life skills workshops, and so much more. Visit the [Academic Support and Resources](#) webpage to learn more about support and resources available through Academic Advising, the Tutoring Center, the Student Resource Center (formerly Student Achievement Center) and the Testing Center.

Student Support and Resources

If you or someone you know could benefit from counseling, accessibility services, career exploration, veteran transitional assistance, or any of our other support services, visit the [Student Support and Resources](#) webpage where you'll find detailed information about various resources available to you as an SJC student.

We encourage you to take advantage of these free resources to enhance your college experience and ensure your success.

College Policies and Resources for Current Students

The [Student Handbook](#) provides information on student support, student organizations, and student conduct policies at San Juan College.

The San Juan College catalog outlines the [Academic Policies](#) students need to know.

Healthy and Safe Practices for Being on Campus

We want a healthy and safe campus for students, faculty, staff, and guests.

Contagious diseases and your responsibility:

If you have COVID-19 symptoms, fever, flu or even the common cold, you should stay home. Do not come to campus if you are feeling sick. Contact your instructor about missing class (and review your instructor's policies on missed or late work). Being sick does not necessarily excuse you from completing your work on time.

Safety on campus and your responsibility:

If you are on campus and experience or witness an emergency, call 9-1-1 first and then the Department of Public Safety at 505-566-3333 (or just 3333 if calling from a campus phone).

When you are on campus, be aware of your surroundings. If you need an escort to your vehicle, call 505-566-4444 (DPS non-emergency line) or 505-215-3091 (officer on duty line).

The College will send information for campus emergencies through SJC AlertAware, email and the webpage. Stay informed and stay safe.

Inclement Weather Information

Students will receive notification of class delays and cancellations due to inclement weather via the SJC AlertAware and SJC student email. Face-to-face classes will not meet in person; however, students are advised to check with instructors about alternative meeting options, as some may choose to meet via zoom. Hybrid classes will meet as scheduled via zoom. For questions regarding your class delay or cancelation, please contact your instructor.

Online Course Fee

Online Courses - San Juan College requires all online courses to include some form of assessment to demonstrate the mastery of course objectives. This could include exams, capstone projects, e-portfolios, presentations, final papers or other appropriate assessments. The use of a proctoring platform, plagiarism detection software or other method to ensure that assessments are completed by the enrolled student is required.

A course fee of \$5.00 is assessed for all online courses at San Juan College to cover the cost of the above services. Students who are required to take a proctored exam and choose to use a physical

testing center outside the SJC Testing Center or SJC Disability Services will be responsible for the cost of using that center.