OBJECTIVES:

The objective of this class is to provide the student with the knowledge and skills necessary to apply computer graphics to design and production problems in the visual arts and graphic design and to use an industry standard vector drawing program as a medium to create graphics, illustrations and drawings. The primary focus of this class is to give the student a working knowledge of Adobe Illustrator, while also concentrating on the basic concepts of graphic design, typography and color models.

Overview: This class is project based and is designed to introduce vector drawing tools, techniques and concepts in increasing difficulty through demonstration and hands-on experience. Students will develop skill and explore technique through a series of exploratory exercises and creation of original solutions to a variety of graphic design and/or drawing projects, which may include Logos, Symbols, Icons, Illustrations, Posters, T-shirt design, Charts & Graphs, Flyers and/or one-page Newsletters. Typography, color systems, production for commercial digital and offset printing and the role of vector graphics in web design will be presented.

OVERVIEW:

This course is designed to give the student a working knowledge of Adobe Illustrator, while also concentrating on the basic concepts of Design, Typography, color models and technological aspects of the software. As the student progresses in the class it will often be necessary to work on an art project as well as be preparing for a project. Course documents and lecture notes will be provided.

COURSE REQUIREMENTS:

Students are required to have an email address, list it in your student profile on ecampus, and keep it current. Email is the primary way your instructor will communicate with you. If you do not have an email address, you can obtain one through the DCCCD.edu website. Students enrolled in the online section are also required to have access to the software used in this class, Adobe Illustrator CC 2015. If you can't obtain Illustrator CC 2015, you can use Illustrator CC2014, but we will still be using the Illustrator classroom in a book, CC 2015 edition. Either platform/operating system, PC (Windows) or Mac (OSX) can be used. You will also need a current browser, such as Firefox or Safari for the Mac, Microsoft Internet Explorer or Netscape for the PC. You cannot use AOL to access ecampus. For submitting exercises to the assignment drop that require more than one document, a compression software is also required, such as Win Zip (PC) or Stuffit (Mac).

LABS:

Online students are welcome to use the campus labs and software. This online class section is taught through Brookhaven College. Illustrator is provided in the VCOM labs in the B building. If you live closer to another one of the DCCCD colleges, you might be able to use a computer lab on that campus with the lab supervisors approval, however there is no guarantee that Illustrator will be available as it is a specialized graphics software and might not be loaded on their computers. The VCOM Mac labs are in the B-Building where we have 3 computer labs: B-222, B-226 and B-227. All VCOM computer labs have the required software for this class. Open lab hours are available to any student that is enrolled in a Visual Communications course, however access is limited to scheduled open lab hours. Open lab hours will be posted within the first two weeks of the semester. To use the computers, login with 'Student' as the I.D. and password. Bring a USB Flash/thumb drive to save the work you create in the lab. The lab assistant is available for questions concerning operation of the Mac Computers and help with printing, saving and opening files and some
software questions. Although our lab assistants use and understand Illustrator and most software that we teach, they have many responsibilities and cannot sit with students individually and tutor. They will answer a few questions and help as they can, however if you totally do not understand an assignment, email your instructor. Make sure you bring your textbook with you to lab.

The overall weekly time necessary to complete the required assignments in the 17 week Fall semester is estimated at 8 – 12 hours per week. Hours are estimated. This is a technical class, so the amount of time spent will ultimately be based on individual comprehension, skill level and study/work habits. Weekly assignments should be turned in each week, before the next weeks assignment begins. Check the course schedule for due dates.

CONTACTING YOUR INSTRUCTOR:

If you have questions, please email me at: jwSmith@dcccd.edu. I usually respond to emails within 24 hours.

REQUIRED TEXTBOOK:


*Note: The bookstore on campus carries this version. This book can be purchased at most bookstores and online through Amazon, Barnes & Nobel, Nerd Books.com., or other technical or graphics book suppliers.

LEARNING OUTCOMES:

Successful completion of this course will enable the student to:

- Identify terminology, advantages and limitations of vector software
- Use vector drawing tools to manipulate, create, and edit vector drawings for print or web
- Create, design and produce illustrations, drawings and design projects
- Employ the creative process in developing graphic communications
- Develop graphic concepts that appeal to a particular audience
- Integrate typography and pictorial elements in a graphic illustration
- Integrate Illustrator with Photoshop
- Specify file formats
- Create and style variables
- Employ a data set
- Create vector graphics for web applications
- Exhibit professionalism through meeting stated deadlines, presentation criteria and craftsmanship
- Increase critical skills and utilize effective written communication skills through the critique process
- Determine effectiveness of designs and/or illustrations through critical evaluation/critique process

LATE WORK:

Even though much of this class can be self paced, Work should be completed and turned in each week. You have regular and required due dates. Late work is not accepted. There are generous due dates throughout the semester, so there is no reason for work to be late. If you have a special circumstance, communicate with your instructor. Please keep this in mind.

SUBMITTING REQUIRED WORK:

All work is to be turned in when due, as is outlined in the course schedule. You are required to submit work through the assignment feature in Blackboard. This is the same assignment that you access the instructions and files to complete
exercises. When you complete the exercise/project, compress your work in a folder. Return to the assignment and upload your files. Submit each exercise as you complete it, using compression software to submit exercises requiring more than one document. You must compress your folders that contain multiple files into a zip file, and submit this one zip file. Please do not submit incomplete files. You may upload and SAVE your assignment until it is complete, then submit when it is complete. There is no longer a Dropbox found in the student tools for submission of assignments.

EXAMINATION POLICY:

This class relies mainly on practical hands-on lab assignments, however there are 2 short, timed quizzes over your reading assignments that must be taken and submitted when due. You will find the quizzes located in the "Exams" folder. A quiz is only available during a short time period, usually 2 weeks. After the due date, the quiz is no longer available. Please make sure you take the quiz prior to the due date.

POSTING TO THE DISCUSSION BOARD:

For an online class, the Discussion Board takes the place of actual interaction with other students like you would find in a classroom. This gives each student the opportunity to speak out in class, to talk about the subject we are discussing. You are expected to post an introduction to the discussion board as a requirement of the orientation, and post comments to the remaining topics during the semester. You are encouraged to reply to other comments as well throughout the semester. These combined postings will constitute your class participation grade at the end of the semester. Each posting will add either 1 or 2 points to the class participation grade, up to 25 points. You will also use the discussion board to post your comments about your projects and for your mid-term and final critiques.

EVALUATION AND GRADING POLICY:

Evaluation of the exercises will be based on technical achievement. Grading of the projects are based on concept, design and composition as well as technical achievement. Active participation in critique is mandatory and will affect the overall grade for each project. Grading is on an accumulative point system. Each project, exercise, and activity is awarded points through evaluation.

TOTAL POSSIBLE SEMESTER POINTS: 500 PTS

Intro survey/practice orientation: 35 points
14 technical exercises (10 points each): 140 points
4 Creative Projects (50 points each): 200 points
2 exams (50 points each): 100 points
Class participation and discussion topic (1 - 2) points per discussion topic: 25 points
Total: 500 points

GRADING SCALE:

500 - 450 = A
449 - 400 = B
399 - 350 = C
349 - 300 = D
299 or less = F

IMPORTANT DATES

Semester Begins: Wednesday, January 20, 2016
Last Day to Drop/Withdraw: Thursday, April 14, 2016
Final Exam Week: May 9-12, 2016
Semester Ends: May 12, 2016
**CAMPUS/DISTRICT POLICIES:**

**Drop/withdrawal policy:**

Withdrawing from a course is a formal procedure that **YOU** must initiate; the instructor cannot do it for you. You may withdraw from a class in either the Admissions office or Advising Center. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date, you will receive a performance grade, usually a grade of “F.” Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel you need to withdraw. The full drop and withdrawal policy is [online in the college catalog](#).

**Stop before you drop**

For students who enroll in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your college counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated six non-exempt drops, you cannot drop any other courses with a “W.” Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. The full drop and withdrawal policy is [online in the college catalog](#).

**FINANCIAL AID STATEMENT:**

Failure to attend classes could result in a loss of Financial Aid (FA). If you are receiving any form of financial aid, you should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

**INTERNATIONAL STUDENTS:**

Students on an F-1 visa cannot withdraw from classes without jeopardizing their official status. If you are on an F-1 visa, you MUST NOT withdraw from any class without the permission of an International Student Advisor in the Multicultural Center, in Room S-136 or at 972-860-4192.

**RELIGIOUS HOLIDAYS:**

A student shall be excused from attending classes, or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this provision may not be penalized for that absence and shall be allowed to take an examination or complete an assignment within a reasonable time after the absence.

**ADA STATEMENT:**

If you feel you may need special assistance or accommodation (such as help with taking notes, extra time on tests, etc.) because of any type of physical disability or learning difference, please contact the Special Services office in Room S124 or at 972-860-4673.

**ACADEMIC INTEGRITY:**

Scholastic dishonesty is a violation of the Student Code of Conduct and is punishable as stated in college policies. Please review the [full Student Code of Conduct](#) as listed in the college catalog for additional information. Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion. The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of the Dallas County Community College District. This environment views students in a holistic manner, encouraging and inviting them to learn and grow independently. Such an environment presupposes both rights and responsibilities.
REPEATING THIS COURSE:

Each college of the DCCCD charges additional tuition to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and continuing education/workforce training courses will result in additional tuition being charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts included courses taken at any of the DCCCD colleges since the Fall 2002 semester. The District’s policy for tuition charges relating to a third attempt is in the college’s catalog.

GRADE REPORTS:

Final grade reports are not mailed to students. You may obtain your final grades online at https://econnect.dcccd.edu/. From the student menu, select “My Grades” under “My Personal Information.” If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button and all grades for the selected grade type will be displayed.

INSTRUCTOR’S RIGHT TO MODIFY:

The instructor has the right to add, delete, or revise segments of this course syllabus.

FERPA:

The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records. More information about the FERPA guidelines is available online in the college catalog.