### Digital Publishing — ILLUSTRATOR I

**Instructor:** Lillian Payn, Ph.D.

**Office hours (MD 148):** Tu 2:30 – 3:30 PM

Or by appointment.

**Graduation Credit Information Program (GCIP) 152, Section 32554**

Tu/Th 11:15 am – 2:20 pm | MD-135 | 3 units

**Spring, 2017**

**Class site ➔** [http://www2.palomar.edu/users/lpayn/152](http://www2.palomar.edu/users/lpayn/152)

**Syllabus ➔** [http://www2.palomar.edu/users/lpayn/152/syllabus.pdf](http://www2.palomar.edu/users/lpayn/152/syllabus.pdf)

**Tutorials ➔** [https://www2.palomar.edu/pages/atrc/lms-login/](https://www2.palomar.edu/pages/atrc/lms-login/)

(Select CANVAS: Logon: 9-digit ID number/Password: eServices PW)

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<th>MODULE / DATE</th>
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| 1 – 1/31 – 2/2 | - Course Overview  
- Concepts: Tools • Chapter 1  
- Project 1: Careers — due 2/7 | 50 |
| 2 – 2/7 – 9 | - Concepts: Typography / Color • Chapter 2  
- Project 1: Careers — due 2/7 | 50 |
| 3 – 2/14 – 15 | - Pen tool exercises (Hypnopaedia)  
- Concepts: Drawing • Chapter 3 | 50 |
| 4 – 2/21 – 23 | - Concepts: Transform • Chapter 4  
- Project 2: Logo due 2/28  
- Overview of Branding Campaign (Project 5) | 100 |
| 5 – 2/28 – 3/2 | - Concepts: Layers • Chapter 5  
- Project 2: Logo — due 2/28 | 50 |
| 6 – 3/7 – 9 | - Concepts: Patterns and Brushes • Chapter 6  
- Project 3: Type as Art due 3/23 | 100 |
| 7 – 3/14 – 16 | - Concepts: Filters, Gradients • Chapter 7 | 100 |
| 8 – 3/21 – 23 | - Concepts: Styles • Chapter 8  
- Practice Simulation (3/21)  
- Project 3: Type as Art due 3/23 | 100 |
| 3/27 – 4/1 | No classes (College Holiday: Spring Break) | |

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| 9 — 4/4 – 6  | • Concepts: Proofreading / Graphs • Chapter 9  
               • Project 4: Packaging (Type/Graphics) due 4/20  
               • Project 5: Branding Campaign due 5/2 | 100  
               150 |
| 10 — 4/11 – 13 | • Concepts: Symbols • Chapter 12 | |
| 11 — 4/18 – 20 | • Concepts: 3D • Chapter 10  
               • Project 4: Packaging (Label) due 4/20 | |
| 12 — 4/25 – 27 | • Concepts: Prepress • Chapter 11 | |
| 13 — 5/2 – 4 | • Concepts: Web Graphics • Chapter 13  
               • Project 5: Branding Campaign due 5/2  
               • Project 6: Banner due 5/25 | 150 |
| 14 — 5/9 – 11 | • New Techniques  
               • Banner Production | |
| 15 — 5/16 – 18 | • New Techniques (continued)  
               • Banner Production (submit files to Print Center 5/16) | |
| 16 — 5/23  
5/25 | • Banner Mounting/Final hands-on simulation 5/23  
               • Project 6 Presentations/course debriefing 5/25 | 100 |
| | Participation during entire semester: Discussions | 100 |

— Schedule and tasks subject to change. —

Arrange with instructor if you are unable to attend sessions.
ADMINISTRATIVE NOTES

DUE DATES
You are urged to keep up with the daily assignments to ensure that you are getting a quality learning experience by participating with the entire community of learners in GCIP 152.

Please complete all assignments for the week in a timely manner. 10% penalty for each late assignment. Incompletes are acceptable only under extreme circumstances. Pass/No Pass is a realistic option to prevent stress and frustration. Remember that a 3 unit course is equivalent to 96 hours of in class lecture/lab. Please, if you anticipate any conflicts, let’s work out a sensible completion plan in advance.

Assignments are to be posted in Canvas virtual classroom (requirements are in each tutorial).

It is your responsibility to drop the class, not the instructor’s.

1/30 — Semester begins
2/12 — Last day to drop course (without notation)
3/6 — Last day to change status (P/NP)
3/25 — Last day to withdraw from course (W)
5/27 — Semester ends

Student Services: Please let me know if you have any special needs or go directly to Student Services for assistance. The college has many resources to support your learning, too. The College Code of Conduct link / regulations for attendance, conduct, academic integrity, etc. apply to Graphic Communications courses, and can be found at

http://www.palomar.edu/students

Register for a student e-mail account:

http://studentmail.palomar.edu/

REQUIRED TEXT
Adobe Illustrator CC, Revealed, Deluxe Education Edition
By Chris Botello, Delmar Cengage Learning ISBN 9781305262614

Online materials demo’ed in class and available online:
http://goo.gl/kyLWW2

This class has a $20 material fee, which must be paid when you register.

RECOMMENDED TEXT
Illustrator CC for Windows and Macintosh (Visual QuickStart Guide)
By Elaine Weinmann and Peter Lourekas, Peachpit Press ISBN 0321928970

STUDENT LEARNING OUTCOMES:
At the completion of the course students will be able to:

1. Draw with the pen tool
2. Use multiple layers
3. Select appropriate typefaces
4. Make color selections

OBJECTIVES
1. Identify and specify typefaces.
2. Create/manipulate text in Illustrator.
3. Use Illustrator’s tools to create graphics.
4. Implement the basic tools: fills, strokes, filters, transform, masks, etc.
5. Specify color: spot and process.
6. Save files as various formats for different purposes: ai, eps, tiff, ps, pdf, jpg, gif, etc.
7. Use proper terminology.
8. Produce graphs.
11. Print work.
12. Manage computer files.
13. Familiarize with printing industry standards and requirements: separation, trapping, halftones, etc.
15. Prepare for employment to be effective in the workplace.
GRADING SCALE

1000 – 900  A
899 – 800  B
799 – 700  C
699 – 600  D
599 – 0  F

Please see Rubric in Canvas virtual classroom (Course Information) for Grading Criteria:

- Discussions and Participation
- Project Production

Grades are posted in the Tools section of the Canvas virtual classroom.

SUPPLIES

- USB drives or CDs
- Notebook for handouts and assignments

SOFTWARE

- Adobe Illustrator CC  http://www.adobe.com is the software publisher  
- Internet Connection with a browser such as Safari or Chrome.
- Word Processing Application, such as MS Word.

METHODS

1. Lectures.
2. Discussions.
3. Questions and answers.
4. Assignments:
   a. Readings
   b. Exercises/Tutorials
   c. Projects
   d. Case studies
   e. Field Trips

PLEASE TURN OFF ALL CELL PHONES IN CLASS OR LABS.
NO SOCIAL NETWORKING ONLINE DURING CLASS.