

Palomar College – Graphic Communications

GCIP 152 – Digital Publishing/Illustrator I

Six hours lecture/laboratory (4 units)

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Office Hours: M 4-5PM, TTh 3-5PM

Catalog Description

Introduction to computer-generated digital layout. Illustrator will help the student generate new images or convert bitmapped images into PostScript. Quality levels needed for digital output will be evaluated.

Student Learning Outcomes

Students will use vector tools to produce complex 4-color and spot color in computer generated graphics for print.

Requirement (r) or Elective (e) for these Certificates (c) or Degrees (d):

Graphic Comm: Emphasis in Digital Distribution, Emphasis in Production, or Emphasis in Management (r) • Electronic Publisher (c) • Screen Printing (r) • Digital Video (e) • Interactive Media Design--Emphasis in Multimedia Design (e) • New Media Compositing/Authoring/Distribution (e)

Website

<http://www2.palomar.edu/users/mbealo/>

Follow the GCIP 152 link. The site contains the syllabus, a calendar detailing the content covered each week, and grading requirements. Supplemental material may be found on the page as well including lesson videos.

Required Reading

The Adobe Illustrator CC Classroom in a Book (2015 Release), by Brian Wood
Publisher: Adobe Press. Print ISBN-13: 9780134308111

Software

Illustrator, Photoshop, InDesign

Required Supplies

USB thumb drives help out. A big smile and a healthy dose of enthusiasm goes a long way as well.

Materials

The professor will provide instructions on how to gather and create images needed to complete projects. Instructor will also provide information on obtaining additional material that may be required.

Open Lab Access

Open lab hours are subject to change - check lab schedules for updates.

Course Objectives

Successful students will be able to do the following by the end of the course:

1. Identify appropriate typefaces.
2. Create and manipulate text in Illustrator.

3. Explain and perform tool operations and graphics in Illustrator.
4. Explain and perform file management on a microcomputer.
5. Access and print to a variety of output devices.
6. Demonstrate universal employment skills.
7. Demonstrate your delight in the course and the GC department by entering the workforce and creating award winning works of vector image excellence that bring joy to the young and old alike and make this world a better place to live.

Outside Assignments

Students are expected to spend a **minimum of three hours per unit per week** in class and on outside assignments. Students are to read text, study lecture/lab notes, research and write required paper(s), and complete lab assignments. Keep notebook of all project storyboards, and finished videos.

Policies

1. Any student with a verified disability may be entitled to appropriate academic accommodations. Please contact Disabled Student Services for more information.
2. The GC Labs are available for your convenience in practicing and completing course assignments. Lab hours are posted.
3. Your classroom participation counts as part of your final grade. Because this course requires extensive hands-on application, attendance is imperative. If you choose to drop this class, it is your responsibility to do so, not the responsibility of the instructor. To drop the course use eServices otherwise, an F or FW will be recorded on your permanent record.
4. Students should be aware of Palomar's Student Rights and Responsibilities in the 2016-2017 Catalog. Please pay particular attention to the sections on Academic Integrity, Drugs and Alcohol Policy, Sexual Harassment Policy, Smoking Policy, Student Behavior Rules and Regulations, and the Student Conduct Code.
5. Meeting deadlines is critical. All projects must be properly completed and submitted by the assigned due date. If a project is turned in late, it is dropped a minimum of one full letter grade per week.

Evaluation

Evaluation for this course will consist of a series of projects, assignments, lessons and class participation. Assignments are evaluated on demonstration of concept assigned, use of media, handling of techniques, and completion by due date. These include but are not limited to the following:

1. **Learning Outcome:** Demonstrate mastery of the pen tool and other functions of the software by accurately recreating and tracing an image.

Goal: Master the Pen Tool!

Tracing Project: Use of proper techniques to trace an image to recreate an accurate representation of the original. Project dimensions will be 8.5x11" or 11x8.5".

Project requires an understanding of L1-5 from the textbook.

Grading - Tracing (100 pts. total)

2. **Learning Outcome:** Utilize precision drawing and transforming techniques with type, color, blending and layers to create a package design.

Goal: Precisely design a package design to be printed, scored and cut.

Package Design: Target market analysis, template creation, package design and final output.

Project requires an understanding of Lessons 1-12 from the text.

Grading - Package Design (200 pts. possible)

Accurate cut and score lines: 25pts

Color group with 8 global swatches: 10pts

Color tints (at least 3): 10 pts

Pattern: 10 pts

Live Paint Group: 5 pts

Point Type: 5 pt

Area Type: 5 pt

Threaded text: 10 pt

Text modified with Touch Type tool: 5 pts

At least 1 glyph: 5 pts

At least 1 paragraph style: 5 pts

At least 2 character styles: 10 pts

Warped text: 5 pts

Type on a path: 5 pts

Text wrapping: 5 pts

Main Text Headline in Outline and modified with direct selection tool: 5 pts

Properly named and organized layers: 5 pts

Additional Design in Perspective: 25 pts

Custom linear gradient: 5 pts

Gradient stroke: 5 pts

Modified radial gradient: 5 pts

Gradient applied accross multiple objects: 5 pts

Trasparency used in a gradient: 5 pts

Object blend: 10 pts

Stroke blend: 10 pts

3. **Learning Outcome:** Incorporate bushes, effects, attributes, styles, and symbols along with graphics from other applications to create a banner.

Banners: Target market analysis, banner design and final output.

Project requires an understanding of Lessons 1-12 from the text.

Grading - Banner Design (200 pts. possible)

Calligraphic brushes: 5 pts.

Art brushes: 5 pts.

Bristle brushes: 5 pts.

Pattern brushes: 5 pts.

Pathfinder effect: 5 pts.

Stylize effect: 5 pts.

Distort & Transform: 5 pts.

3D Effect: 15 pts.

Add additional stroke(s): 5 pts.

Add additional fill(s): 5 pts.

Appearance attribute on a layer: 10 pts.

Multiple appearance attributes on an object or layer: 5 pts.

At least 3 custom graphic styles: 10 pts.

One object must have multiple graphic styles: 10 pts.

- Text with custom graphic style: 10 pts.
- Create a custom symbol: 5 pts.
- Use symbol sprayer: 5 pts.
- Modified sprayed symbols: 10 pts.
- Map a symbol to 3D artwork: 15 pts.
- Place a .psd file: 5 pts.
- Mask a placed image: 10 pts.
- Create an opacity mask: 5 pts.
- Folder with all linked files: 10 pts.
- Design and esthetics: 30 pts.
- Lack of aesthetics and design will receive up to -40 pts. off.

4. **Learning Outcome:** Create a 5-8 color design for screen printing and accurately separate the colors.

Color Separations: Incorporate proper pen tool, drawing, selecting, editing, transforming, color, type, brushes, and blending techniques along with effective design to produce a screen print to be color separated and output.

Project requires an understanding of Lessons 1-15 from the text.

Grading - Color Separations (200 pts. possible)

- Pen tool accuracy: 25 pts.
- Correct 5-8 solid colors, no extras: 25 pts.
- Paper separation proofs: 50 pts.
- Design/Composition/Contrast: 50 pts.
- Typography: 25 pts.
- Registration Marks: 25 pts.
- Lack of aesthetics and design will receive up to -50 pts. off.

These projects will account for approximately 78% of your final grade, whereas classroom participation will account for 22%. Each project will reflect specific illustration techniques and may have special output properties. Details will be given defining the parameters of each project. The grading scale for the course is as follows:

90-100% = A 80-90% = B 70-80% = C 60-70% = D < 60% = F

Important Dates

All outstanding fees must be paid within 10 days of registration to avoid being dropped from classes. If you need \$\$ for college, apply for a BOGW fee waiver. If students are not sure about their fee balances, they can check them through eServices at www.palomar.edu.

Last day to qualify for a refund for Fall Semester classes	Sunday, Sept 4
Last day to add or register for Fall Semester classes	Monday, Sept 5
Last day to drop with no notation on record	Monday, Sept 5
Last day to apply for May 2016 graduation	TBD
Last day to drop with a "W" on record	Saturday, Oct 15
Final Project Due	Wednesday, Dec 14

Excerpts from Palomar's Educational Philosophy

from the 2000-2001 Catalog, p. 13

The educational philosophy of Palomar College is based upon belief in the value of the individual and belief in the individual's potential for intellectual, ethical, personal, and social growth. Only through growth in these areas can a citizen come to understand personal rights...

Excerpt From Teaching to Learning – A New Paradigm for Undergraduate Education

By Robert B. Barr and John Tagg

In the Learning Paradigm... a college's purpose is not to transfer knowledge but to create environments and experiences that bring students to discover and construct knowledge for themselves, to make students members of communities of learners that make discoveries and solve problems. The college aims, in fact, to create a series of ever more powerful learning environments...

Selected Excerpts from Student Code of Conduct

II. Standards of conduct. Here is a list of examples of conduct inappropriate and unacceptable for which students should expect to be held accountable.

- A. Students are expected to avoid any type of dishonesty, including, but not limited to cheating, plagiarism, forgery, fabrication or counterfeiting documents, furnishing false information to the College, alteration or misuse of college documents or records, duplication of assignments, or aiding another in an act of dishonesty. As noted in the Statement of Academic Integrity, honesty is of utmost importance in all endeavors related to the College. A detailed discussion of academic dishonesty and related consequences are addressed in Section II.
- I. Continued disruptive behavior, profanity or vulgarity, or defiance of the authority of, or abuse of College personnel.
- L. Misuse of District computers, telephone, or telecommunications devices.

Also refer to : <http://www2.palomar.edu/pages/studentaffairs/files/2011/10/STATEMENT-ON-ACADEMIC-INTEGRITY-a.pdf>

Final Note

The instructor reserves the right to make any needed and appropriate adjustments to this syllabus.