Palomar College – Graphic Communications
GCIP 252 – Digital Publishing/Illustrator II
Six hours lecture/laboratory (4 units)

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

Catalog Description

Advanced concepts and methods of Illustrator and its use in graphic illustrations and problem solving. Software capabilities for use in preparing computer files for publishing to digital and electronic delivery systems.

Student Learning Outcomes

Integrate typography and graphics and demonstrates a mastery of color for print and design principals.

Elective for Screen Printing Certificate or Degree

Website

http://www2.palomar.edu/users/mbealo/
Follow the GCIP 252 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.

Various Assigned Chapters will be from Portions of the Following Texts:

Adobe Illustrator WOW! Book for CS6 and CC, by Sharon Steuer
Publisher: Peachpit, Pub. Date:
Print ISBN-13: 9780133928501

Adobe Master Class: Illustrator Inspiring artwork and tutorials by established and emerging artists, by Sharon Milne
Published Dec 28, 2012 by Adobe Press.
ISBN-13: 978-0-321-88640-8

Illustrator CC: Visual QuickStart Guide (2014 release), by Elaine Weinmann; Peter Lourekas
Published September 11, 2014 by Peachpit Press.
ISBN: 978-0-13-398703-4

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. Demonstrate knowledge of and ability to use Illustrator with other applications.
2. Demonstrate knowledge of and ability to use refined techniques using font tools.
3. Demonstrate ability to create special effects.
4. Explain the capabilities and limitations of printing devices.
5. Demonstrate the ability to prepare photographic slides.
6. Demonstrate ability to create files for conversion.
7. Demonstrate ability to develop printable files for import to other applications.

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 projects.

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 Lab is available for your convenience in practicing and completing course assignments. Lab hours are posted outside of each lab.

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 understanding of limitations and technical requirements of output medium and create a printable design

   Goal: Understand Separations, Trapping and Printing!

   8 Color Screen Print and CMYK Illustration and Separations Project: Use of proper techniques to create an 8 color illustration for a screen print, and

a CMYK version of the illustration for offset press. Project dimensions will be 11x17" max.

Project requires an understanding AI CC On Demand Chs 2 & 14; Foundations Ch 17; Illustrator Help "Overprinting" and "White Overprint."

Grading - 8 Color Screenprint/Offset Illustration (200 pts. total)
Translate QCM Ink Colors to Pantone (PMS): 30
Utilize Color Palet of 8 total, can use white, 2 whites, and/or black as part of the 8 total for screen print: 20
Create Design w/ Registration Marks: 50
Correct Settings and Separations for white shirt, and black shirt: 50
Duplicate design and modify for CMYK offset printing w/ Rich Black: 20
Trap Effect: 10
Bleeds and Marks: 10
File Information: 10
Lack of aesthetics and design will receive up to -30 pts. off.

2. **Learning Outcome:** Utilize precision drawing and coloring techniques with gradients, mesh, masks, blends, and transparency to create a photo realistic illustration.

    Goal: Master the Gradient Mesh tool!

    Photorealistic Illustration: Using a photo or sections of photos as a base from which to draw, recreate the imagery while attempting to emulate the original. Project Dimensions: 17"x22" or 22"x17"

    Project requires an understanding of Illustrator Foundations 5 & 10; Adobe Help: Meshes, Blending Objects, Transparency and Blend Modes; Master Class "Bunny Girl," "Using Opacities," and "Self Portrait" Tutorials.

    ### Grading - Photorealistic Illustration (200 pts. possible)
    Accurate illustration of original: 50
    Uses at least 5 Gradient Mesh Objects: 20
    Uses at least 4 Gradients: 28
    Uses at least 3 Masks: 27
    Uses at least 3 Object and/or Path Blends: 27
    Uses at least 3 Blend Modes: 21
    Uses at least 3 Transparency: 27
    Lack of aesthetics and design will receive up to -30 off.

3. **Learning Outcome:** Incorporate data, basic graphs, and variables to create a graphical illustration of data and data driven graphics.

    Graphic Representation of Data: Find relevant data, create Excel Spreadsheet using the data, import data into AI to create a graph. Use the graph as a guide to help you create a graphical illustration to better represent the data.

    Project requires an understanding of Illustrator Foundations 12; Adobe Illustrator CC On Demand 13; Illustrator Help: Graphs, Actions and Data Driven Graphics.

    ### Grading - Graphic Representation of Data (200 pts. possible)
    Create a correctly formatted spreadsheet populated with data for the project: 15
    Create at least 2 relevant graphs with custom formatting in AI from the data: 15

Duplicate the graphs and add pictures or symbols: 10
Apply a marker design to a line or scatter graph: 10
Create an illustration that depicts the data in a more visual way: 75
Create variable driven graphics with at least 8 data sets: 75
Lack of aesthetics and design will receive up to -30 pts. off.

4.   **Learning Outcome:** Utilize skills and techniques learned throughout the course to create a final illustration.

Student Choice Final Project: Project proposal must be presented and given instructor approval before proceeding.

Project requires an understanding of a majority of techniques and skills from the course.

Grading - Student Choice Final Illustration (200 pts. possible)
Lack of aesthetics and design will receive up to -50 pts. off.
Grading will be worked out on an individual basis based on the parameters of each proposed project.

These projects will account for approximately 80% of your final grade, whereas classroom participation will account for 20%. Each project will reflect specific illustation 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://www.palomar.edu/studentactivities/statement_on_academic_integrity.htm

Final Note

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