Multimedia 340 | Vector Graphics
Fall 2013
Section # #3257
Jon Measures

Thursday 5:50 – 10;00 PM
Office Hours 4:00 PM – 4:40 PM
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Course Description
The Vector Graphics course provides students with a thorough overview of the skills required to master the software application Adobe Illustrator. During the course students are exposed to examples of vector graphics, this enables students to understand the uses for this type of graphics application. Each week students will receive a lecture on fundamental principles such as color, use of layers and typographic skills, these lectures dovetail with demonstrations of techniques that are done in the program. After the lecture and demonstration section of each class, class projects that are based on the demonstrations will be completed by students to gain a hands on understanding of a particular skill set. These step-by-step projects will be utilized in more creative projects that should be completed as homework assignments.

Course Objectives
The student will be able to:
1. Understand what place vector graphics has in the field of Multimedia.
2. Students will be able to demonstrate a proficiency in navigating the tool set and work area in Adobe Illustrator as well as knowing the most useful keyboard shortcuts.
3. Students will demonstrate good understanding of choosing and applying color; when to use CMYK, RGB, web safe and spot colors.
4. Students will be able to save and export files using the correct file formats and know what those file formats are used for.
5. Design and produce a series of projects that demonstrate a competent use of the software.
6. Develop an ability to critique their own work and that of other students based on objective understanding of design principles.

Recommended Texts
Classroom in a book; published by Adobe Press

Supplies:
USB drive for saving projects to or some other type of portable storage such as a portal hard-drive.
Sketchbook for thumbnails and roughs
B basic drawing equipment, pencils and eraser
Exacto knife
Spray adhesive (for mounting projects)
Matt board and foam-core or foam board

Grading Policy
60% is based on homework assignments including the final project
20% will be based on class projects and quizzes

10% will be based on class participation
10% is based on final test

Extra credit of up to 10% maybe awarded by students completing an assignment agreed upon by the instructor.

Attendance is Mandatory
Students must arrive at class on time. If students think that they maybe late or are going to miss class they should e-mail the instructor 24 hours prior to class. If you are more than 1 hour late for class it will be considered as an absent for that class. Tardiness will affect your grade. If a student misses more than three classes the instructor reserves the right to fail the student. If you are late for more than three classes the instructor will deduct 2 points from each class thereafter. Late assignments will drop a grade, however projects that are turned in on time can be reworked for a better grade, therefore it is always prudent to turn projects in on time.

"C" average passing grade	70 – 79%	
"B" above average work	80 – 89%	
"A" outstanding work only	90 – 110% (including extra credit)	

If you wish to challenge a grade, e-mail the instructor as soon as possible with a detailed narrative explaining why you feel the grade is inappropriate. The instructor can then set up an appointment to review all the work completed during the course and compare the grades that were given.

Conduct
Students will be given a warning if they are displaying inappropriate behavior during the class. The second time the student will be asked to leave the class. Cell phones must be turned of during class. Listening to music is only allowed with headphones and strictly while working on projects, not during lectures and demonstrations. No food or drink is allowed in the lab except water in a bottle with a cap. Students are expected to pay attention to the instructor during lectures and demonstrations, no talking or catching up on sleep please. If you have questions raise your hand, do not simply interrupt the lecture.

Week-by-week Class Breakdown

Week 1 | 8-29-2013
Introduction to the course, review the syllabus, overview of the tools and Illustrator interface.
Lecture
What is illustrator and how does it fit into the wide array of graphics software used by designers and multimedia practitioners.
Demonstrations and class projects;
Selection tools, using basic shapes, simple exercise is scaling and rotating objects, making duplicate shapes and modifying shapes using the Direct Selection Tool.
Homework Assignment:
Do thumbnails for characters. Practice the exercises completed in class from the handouts provided.

Week 2 | 9-5-13
Review last weeks class
Lecture
Constructing illustrations using basic shapes such as squares, circles, etc. A comparison to traditional drawing helps understand similarities and differences in approach. An explanation of the difference between vector and bitmap graphics, including the subject of resolution dependency is tackled.
Demonstrations and class projects;

Using basic shapes to construct an illustration, combining shapes and dividing shapes using the pathfinder palette to create more complex shapes. Continuing from last week's overview of tools the Knife Tool will be introduced along with the Gradient Tool and the Reflect Tool. Reflecting objects over a center point will be demonstrated as a way to create totally symmetrical shapes such as a bottle. We will also look a t the difference between creating shapes by dragging and by clicking to using numerical settings.

Homework Assignment

Create 5 robots using basic shapes. Visit the following sites; www.ledpants.com

Week 3 | 9-12-13

Review last weeks class

Lecture

Color in Computer Graphics; CMYK, RGB, spot color, hexadecimal color and web-safe color will be explained along with related terminology such as calibration, and gamut. The lecture will also give a brief overview of color theory in design; contrast of hue, contrast of saturation, contrast of value. Students will learn the advantages of a limited color palette and the systematic use of color for navigation. They will also gain a basic understanding of the psychological and symbolic value of color.

Demonstration and class projects

Students will learn the various ways that color can be applied to an object including; the Color Palette, the Swatches Palette and the Color Picker. Students will learn how to swap the color mode of a document. Students will also learn how to specify color and use the eyedropper tool.

Homework Assignment

Students will color and elaborate on the 5 robots begun the previous week.

Week 4 | 9-19-13

Review last weeks class

Critique

Lecture

We will look at examples of illustration current and historical that use Plakatstil and super flat sensibilities, we will look at the work of several current designers and illustrator from Shepard Fairey and Brian McGuinness to Nancy Stahl and Daniel Pelavin. Pen Tool Basics; anchor points, Bezier curves, and tracing. We will also look at layers, organizing your artwork through layers and the use of template layers.

Demonstration and class projects

Demonstration of how to use layers, creating layers, naming layers, moving things from one layer to another. In class students will trace create a tracing using the pen tool from artwork provided by the instructor.

Homework assignment

Create a tracing from a photograph. Visit the following sites for inspiration and discussion next week. www.studionumber-one.com, www.obeygiant.com, www.nancystahl.com,

Week 5 | 9-26-13

Review last week's class

Lecture

This week's lecture will focus on typography with Illustrator. Students will learn some important typographic rules and terminology such as, serif and sans serif, kerning, leading, tracking, baseline, x-height and ligature. In this section the instructor will introduce the students to two important typographic movements in the 20th century, The Swiss Style or International style and deconstruction. The instructor will also show and talk about examples of typography by designers such as Jan Tschichold and David Carson.

Demonstration and class projects

In this weeks demonstration students will learn how to create type and when to use the various type tools. Students will also learn how to specify fonts, size, tracking, kerning and leading settings. As well as this they will also learn how to manipulate

type by creating outlines from the font and putting type on a path. We will also look at the use of an underlying grid structure to design an alphabet. Students will create their own de Stijl font.
Homework assignment
Create two posters that showcase a particular font, one should be done using the structured approach consistent with the Swiss Style and one should use a more free-form approach reminiscent of David Carson or Deconstruction.

Week 6 | 10-3-13
Review last week's class
Lecture
This weeks topic is the use of information graphics, charts, diagrams and so on the illustrate data. We will look at Wired Magazine's consistently inventive use of information graphics to illustrate complex subjects in a clear and interesting manner.
Demonstration and class projects
In this weeks demonstration students will learn how to use illustrators various graph tools and how to integrate graphics into their charts. In the class projects students will create a map and a graph using data and sketches
Homework assignment
Finish Poster project

Week 7 | 10-10-13
Review last week's class
Critique
Lecture
This week' lecture will introduce a concept that will underpin the next 3 weeks. The area that will be looking at is the age-old preoccupation with representing three-dimensional form and space on a flat surface. Students will learn about various forms of perspective, including linear perspective and isometric projection. Students will also look at the way chiaroscuro or the use of light and dark in illustration can be used to show volume in objects.
Demonstration and class projects
This week students will learn to create simple three-dimensional objects such as cubes and cylinders. A demonstration of illustrator's 3D effects will also be shown as well as the use of gradients and blends to create the illusion of form. The tools that we will concentrate on this week will be the Gradient Tool, The Gradient Mesh Tool and the Blend Tool.
Homework assignment
Create an illustration of a future gadget, a design for a building or vehicle that shows dimension.

Week 8 | 10-17-13
Review last week's class
Critique
Lecture
This week's topic looks more closely at Linear or mathematical perspective.
Demonstration and class projects
Using precision tools such as rulers, guide and smart guides students will learn to construct first a 1-point perspective drawing and then a 2-point perspective drawing.
Homework assignment
Finish homework project started last week

Week 9 | 10-24-13
Critique
Lecture
Review what we have covered in class up until this point in the course.
Demonstration and class projects

Students will be given artwork and instructions that demonstrate the skills that they should have gained so far during the course. Students will go over the construction of the files and will be expected to recreate as closely as possible the artwork provided. This exercise is used as a tool for assessing student's progress in the course and allows the instructor to ascertain where further work is required both as a group and on an individual basis. The following week the students will go over the same project without the instructor helping them.
Homework assignment is to practice the project for next week.

Week 10 | 11-31-13
Midterm
No lecture this week
Quiz
Practical test is to recreate the project that was covered in last week's class following the directions provided by the instructor.
Homework assignment
None; take a breather and review your notes practice any areas that were giving you problems during the midterm test.

Week 11 | 11-7-13
Lecture
During this class we will concentrate on the topic of appearances in Illustrator such as filters, effects, brushes, styles, symbols, transparency and blending modes.
Demonstration and class projects
Students will create a clipping mask and an opacity mask. They will also learn to create and use different types of brushes, styles and symbols and to use the symbol sprayer tool. During this series of demonstrations students will learn how to use the warp tolls and the envelope distort tools such as make with top shape, and make with mesh. Students will learn how and why to flatten transparency and how to rasterize parts of the artwork.
Homework:
Introduce Final project – "package design"

Week 12 | 11-14-13
Critique
Lecture
Animation; although illustrator is not an animation program it syncs with other software such as Macromedia Flash, Image Ready and After effects and can be useful because of it's superior drawing tools as a starting point for animations to be used on the web or for motion graphics.
Demonstration and class projects
The demonstrations this week show how to create animations using layers that can then be exported as frames to Flash or as layers to image Ready that can be turned into frames. This set of demonstrations gives us an opportunity to look a little deeper at the way that the layers palette can function. We also revisit the blend tool to create animations. Produce a 15 second animation in illustrator that is exported as in SWF format.

Homework assignment
Work on package design

Week 13 | 11-23-13
Lecture
Web graphics and interactivity in Illustrator
Demonstration and class projects
Create a web page, slices, saving for web. SVG.
Homework assignment

Work on final project

Week 14 | 11-30-13
THANKSGIVING HOLIDAY (COLLEGE CLOSED)

Week 15 | 12-5-13
Critique
Lecture
This lecture concentrates on how to work most efficiently within the program including automating tasks using actions. How Illustrator can work in conjunction with Photoshop, exporting layers.
Demonstration and class projects
Using actions and exporting layers
Homework
Finish on final project

FINALS WEEK | 12-12-13
Final test
Critique final project

Projects
Class exercises	15 points
Project 1 – "Characters	10 points
Project 2 – "Tracing"	10 points
Project 3 – "Posters"	15 points
Project 4 – "3D illustration"	10 points
Final Project – Package design	20 points
Tests – Written and practical	20 points

Students must be registered for an additional 500 lab. I have add slips for these.

IMPORTANT
The reason students must register for a 500 lab

1. Students will not be able to access the labs to complete their homework without being registered.
2. Students will not be able to complete their degree or certificate without the lab units.
3. We pay for the tutor hours, software and equipment through MM lab registration.

HOLIDAYS (College CLOSED)
Memorial Day – May 27
Independence Day – July 4
Labor Day – September 2
Veteran's Day – November 11
Thanksgiving – November 28 to December 1