



Syllabus

DAC 221 – Intermediate Illustrator

Welcome to DAC 221!

We're going to have a great time learning together!

Communication Policy

You may contact me through the messaging system. Please communicate with me early and often if you are experiencing challenges in completing course assignments on time. I will answer your messages within 24 hours or less of receiving them.

Course Description (Goals and Objectives)

Intermediate Illustrator is a course for professional designers, architects, engineers, contractors, marketers, and others seeking professional advancement or job transition through the acquisition of graphic design skills.

This intermediate level course is designed for the working professional and all individuals interested in utilizing Illustrator for their professional or personal advancement.

This course will breakdown advanced uses of the Illustrator application as well as introduce the specific tools and techniques required to create intermediate level vectors and graphic materials. Throughout four lessons, students will learn strategies necessary to create digital marketing materials including a website wireframe, presentation panels, a graphic skyline image, and a space scene.

Course Materials and Textbooks

Recommended Text: *Adobe Illustrator CC Classroom in a Book - Brian Wood*

ISBN-10: 013526216X

NOTE: The same textbook is used in all Illustrator courses.

Course Prerequisites

Fundamental working knowledge of the Windows environment or instructor approval. Manual drafting experience preferred.

Student Learning Outcomes/Learning Objectives

1. Reinforce the basic tools of Illustrator and appropriately utilize these tools for the desired graphic creation and transformation.
2. Carry out techniques to create, manipulate, enhance, and supplement graphic illustrations necessary to produce marketing materials.
3. Incorporate the client's determined goals, audience, and branding.
4. Assess and strategize layout and viewer attention techniques.

By the end of this course, students will be able to understand the process of beginning and completing a project with Adobe Illustrator. Students will gain the ability to set project requirements including identifying the purpose, audience and content to include within a project. In addition, they will be able to identify layout strategy as well as color selection for the intended illustrations. Within Illustrator, students will learn the tools and strategies necessary for creating graphic marketing materials and will complete a final project incorporating a graphic portfolio piece demonstrating multiple Illustrator techniques.

Adobe Certified Associate Certification Exam Objectives

The curriculum covered in this course includes the following Adobe Certification Exam Objectives:

Certification Exam Objective	Description
Domain 1.0 Setting Project Requirements	Identify purpose, audience, and needs necessary to manage the projects tasks & responsibilities.
Domain 2.0 Understanding Digital Graphics and Illustrators	Demonstrate knowledge of basic design principles and best practices for typography, color, resolution, and overall graphic design.
Domain 3.0 Understanding Adobe Illustrator	Identify elements, tools, strategies, and methods necessary to utilize Illustrator for graphic design and vector creation.
Domain 4.0 Creating Digital Graphics and Illustrations Using Adobe Illustrator	Demonstrate the ability to create new projects, draw shapes, transform graphics, manage layers, and manipulate type tools.
Domain 5.0 Archive, Export, and Publish Graphics Using Adobe Illustrator	Prepare and export images for web, print, and video with various file formats.

Course Schedule

Lesson	Topic	Reading	Quizzes/Assignments	Points
1	<i>Basic Graphic Design Review</i>	<i>3 – Using Shapes to Create Artwork for a Postcard</i> <i>5 – Transforming Artwork</i> <i>6 – Creating an Illustration with the Drawing Tools</i>	<i>Graded Forum – Intermediate Illustrator – Graded Post</i> <i>Quiz – Illustrator Basics</i> <i>Hands-On Quiz – Creating & Transforming Shapes</i>	5 50 50
2	<i>Graph Creation Design Planning & Strategy</i>	<i>4 – Editing and Combining Shapes and Paths</i> <i>7 – Using Color to Enhance Signage</i>	<i>Quiz – Guides</i> <i>Hands-On Quiz – Graphs</i> <i>Midterm Submission</i>	50 50 100
3	<i>Illustration Strategy & Design</i>	<i>9 – Organizing Your Artwork with Layers</i>	<i>Quiz – Trace & Transform</i> <i>Hands-On Quiz – Image Trace</i>	50 50
4	<i>Adding Effects & Stylizing Exporting</i>	<i>10 – Gradients, Blends, and Patterns</i> <i>12 – Exploring Creative Uses of Effects and Graphic Styles</i>	<i>Quiz – Live Paint</i> <i>Hands-On Quiz – Arrange & Align</i> <i>Discussion Forum – Intermediate Illustrator – Graded Comment</i> <i>Final Submission</i>	50 50 5 100

Attendance

To satisfy the course attendance requirements, students are typically required to complete at a minimum, the initial graded discussion forum engagement by the 4th day of the course and the midterm before the end of the 11th day of the course. All remaining course deliverables including the second graded discussion forum engagement, quizzes and final are due before the end of the 18th day of the course.

Course attendance is also evaluated by the timely submission of a student’s quizzes. Students who fail to participate in the graded discussion forum or attempt their quizzes by the 8th day of class will be considered “absent” by VDCI. Specific due dates for this course can be found in “Deadlines for Submitting Project Deliverables”.

Participation

Participation is evaluated by engagement in the Graded Discussion Forum. This forum encourages participation directly with instructors and students in a course. Typically, ten percent of the course grade is assigned for participation. A specific grading breakdown for this course can be found in “Weighted Grading Criteria”.

Grading Policies

After you have successfully completed all the requirements for your course, you will receive a VDCI course completion certificate. If you are a VDCI Technology Certificate student, your course must be taken for a letter grade. Classes that are taken as an Audit will not qualify for a completion certificate or count towards a VDCI Technology Certificate Program or VDCI Digital Badge.

You can change your VDCI grading option from letter grade to Audit any time BEFORE the 18th day of class by contacting either the Program Manager or Program Coordinator.

Letter grades are based on the following scale. Your final course grade is based on the weighted grading criteria of the points you have earned.

Passing Grades	
A+	100%
A	93-99%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%

Non-Passing Grades	
D	60-69%
F	59% and below

Weighted Grading Criteria

Participation	10%
Quizzes	10%
Hands-On Quizzes	20%
Midterm Submission	20%
<u>Final Submission</u>	<u>40%</u>
TOTAL	100%

NOTE: Students can check their course progress in the Learning Hub at any time by clicking the Assignments link on the left sidebar of each course page.

Deadlines for Submitting Project Deliverables

Project deliverables must be submitted to me through the Learning Hub.

1. One post in the course Graded Discussion Forum is due before the end of the first Monday (4th day) of the course. Your grade for this post will be reduced by 10% (one full letter grade) for every day the deliverable is late.
2. The midterm is due before the end of the second Monday (11th day) of the course. Your grade for this deliverable will be reduced by 10% (one full letter grade) for every day the deliverable is late.
3. All remaining course deliverables are due by the end of the third Monday (18th day) of the course. This includes the second graded discussion forum engagement, quizzes and final.
4. Course deliverables will not be accepted any later than one day after the course has formally been closed (19th day). Your grade will be reduced by 10% (one full letter grade) for being late.

IMPORTANT: Please review all course due dates in the Learning Hub.

Final Project Deliverable File Types

When you submit your Final Project to me, please create a ZIP file and submit that to me through the Student Portal. Append your initials to the end of the file name, after the file name and before the “.ZIP” file type extension.

EXAMPLE: VDCI-A201-Initials.zip

Discussion Forums/Student Engagement

Please be engaged in the Graded Discussion Forum. Your postings and responses in the Graded Discussion Forum are geared toward expanding the learning experience for you and your classmates in meaningful ways.

NOTE: The Graded Forum is a required and graded element for this course.

Please read the instructions for each Graded Discussion Forum assignment as they may differ in terms of content and response requirements.

To effectively participate in the discussion forum, you can:

1. Take a leadership role by being the first to post a topically-meaningful response in the Discussion Forum.
2. Reply thoughtfully to the postings of your classmates, including rebuttal of ideas/opinions.
3. Expand on the comments in the Discussion Forum by posing thought-provoking questions and/or providing topically-relevant/related outside links.
4. Post in a timely manner.

When I grade your Discussion Forum comments, I am most interested the quality of your postings/responses. Your contributions should add to the knowledge base of our course participants and provide substantive thought to receive points. If you are less knowledgeable about a topic, pose questions about the topic and/or share what you find when you research the topic yourself.

Academic Integrity Policy

The Virtual Design & Construction Institute (VDCI) is an institution of learning, career education, and technical skill development – a community based on academic honesty and integrity. As members of the VDCI community, faculty, students, and administrative staff share responsibility for maintaining this environment. It is essential that all members of the VDCI community subscribe to the ideal of academic honesty and integrity and accept individual responsibility for their work. Academic dishonesty is unacceptable and will not be tolerated at VDCI. Cheating, forgery, dishonest conduct, plagiarism, and collusion in dishonest activities erode the Institute's educational, research, and social roles.

If students who knowingly or intentionally conduct or help another student perform dishonest conduct, acts of cheating, or plagiarism will be subject to disciplinary action at the discretion of VDCI.