

**TECHNICAL CAREER INSTITUTES
DIGITAL MEDIA ARTS**

**DMA104 – Digital Design I
3 Credits, 3 Hours/Week**

**DMA
Spring 2010**

Faculty Member: Julia Hutchinson
Office Hours(s): Thurs. 11:15 – 12:15
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Text: **Illustrator CS4 for Windows and Macintosh (Visual QuickStart Guide)**
by Elaine Weinmann and Peter Lourekas; Peachpit Press; ISBN-10: 032156345X

References: **Color Index: Over 1100 Color Combinations, CMYK and RGB Formulas, for Print and Web Media** by Jim Krause; ISBN: ISBN-10: 1581802366

Software: Adobe Illustrator CS4, Adobe Photoshop CS4 and Adobe Bridge CS4

Required: USB Flash Drive; Notebook

Description: This course is designed to introduce students to the world of vector-based design using the industry standard software Adobe Illustrator. Students will explore basic drawing, typography, identity design for print, multimedia, and web. Students will also learn how Adobe Illustrator and Adobe Photoshop are integrated through project workflows.

Specific Class Objectives (By Midterm):

- Illustrator's Interface
- Commonly Used Tools
- Typography
- Logos & Identity

Specific Class Objectives (By Final):

- Color Management
- Drawing & Tracing
- Photoshop Integration
- Exporting for Print, Web, & Multimedia

STUDENT PLEASE NOTE

Homework: There will be various homework assignments that you will be expected to complete. Failing to hand in homework assignments on time will have a negative impact (meaning lowering) your final grade for this course.

Attendance: Attendance is mandatory for all classes because new information is provided each week. Attendance will be taken in the beginning of each class. It is important that you do not miss class.

Attendance Addendum: Students who have 5 or more absences for a course will not pass the course, even with a re-entry form from Student Affairs. The exception, at the discretion of the instructor, will be considered for students who have documented verification of extraneous circumstances and were in good standing prior to the absenteeism.

Lateness: For the benefit of all students, your punctuality is expected to be able to complete the class objectives during the class period.

Weekly Class Schedule: We have educational goals to complete by the midterm and then by the final exam; but depending on how the class is proceeding, the schedule may change for any given week.

Method of Evaluation:

- 10% - Attendance
- 40% - In-Class Assignments & Homework
- 25% - Midterm Project
- 25% - Final Project

Instructor's Suggested Methodology: Instructor should introduce the student to vector-based design through illustration, typography and identity design. As this is an introductory course, the instructor will give the student step by step implementation of the Illustrator interface to achieve the objectives.

Week	Topic	Textbook	Homework
1	- Illustrator CS4 Interface - Commonly Used Basic Tools - Exercise: Use the basic tools to create a children’s book cover		
2	- The Characteristics of a Good Logo - Logo Design Techniques Part I		
3	- Iconic Imagery - Logo Design Techniques Part II		
4	- Brushes & Symbols		
5	- Tracing Bitmapped Images w/Pen Tool and the Live Trace Tool		
6	- Open Lab - Unique Lesson*		
7	- Midterm Project Due		
8	- Understanding Live Color - Using Adobe Kuler		
9	- Placing Illustrator files into Photoshop as Smart Objects - Creating promotional merchandise with Illustrator and Photoshop		
10	- Vector Self –portrait trace		
11	- Creating 3D Objects - Discuss the Final Project		
12	Vector Self Portrait is Due Web Design Techniques		
13	TBA		
14	Final Project is Due		