

COURSE OUTLINE **Logo Design with Illustrator**

Course Description

IN 123. Logo Design with Illustrator. 3 hours credit. Prerequisite: IN 124 with a C or better. This course will enable the student to employ vector drawing tools and digital techniques to create a range of illustrative styles. The student's work will be based on a review of both traditional and digital illustrators, an exploration of contemporary illustration practices, and an application of graphic design tools and terminology. The student will focus on the principles of effective illustration and digital branding in the preparation of corporate logos and identity graphics.

Course Relevance

Digital drawing skills are integral to graphic designers and developers who specialize in online delivery. This course provides a solid conceptual and technical grounding for those interested in pursuing careers in visual identity, from a design or marketing perspective.

Required Materials

Landa, (2006) Graphic design solutions (3rd ed.). ITP

Sketch book (at least 8x10, white paper), pen, pencil, 1 GB MB USB drive.

Note: Majors in digital media and web programming can use one drive for several classes

Learning Outcomes

The intention is for the student to be able to

1. Produce digital logos and illustrations that reflect an understanding of the principles, methods, and techniques involved in the production of two dimensional (2D) illustration

Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course

Through the student's involvement in this course, he/she will develop his/her ability in the following PACT skill areas:

1. Field-Related Technology
 - Through the creation of digital illustrations, the student will develop skills in the use of vector drawing tools.

Secondary skills (developed but not documented):

Reading
Listening
Time Management
Problem Solving

Major Summative Assessment Task(s)

These learning outcomes and the primary Learning PACT skills will be demonstrated by:

1. Completing a summative design and production project that demonstrates the fundamental ability to apply traditional graphic principles to the creation of modern digital illustrations

Course Content

- I. Themes – Key recurring concepts that run throughout this course:
 - A. Theories of good design
 - B. Utilizing good design in the context of digital media
- II. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Understanding the conflict between the urge to design impulsively against the benefits of designing methodically
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. The common techniques for translating a design into a working model
 - B. Importance of patience in the design process
- IV. Skills/Competencies – Actions that are essential to achieve the course outcomes:
 - A. Review principles of graphic design, both traditional and digital
 - B. Describe the typical design process from concept through publication
 - C. Explore the digital tool box in vector graphics software
 - D. Develop icons and illustration based on specified models that represent specified styles or themes
 - E. Develop original icons and illustrations

Learning Units

- I. Elements of graphic design
 - A. Points, lines, and vectors
 - B. Shape
 - C. Mass, space, and light
 - D. Color and texture
 - E. Motion and time
- II. Principles of graphic design
 - A. Scale
 - B. Proportion
 - C. Unity
 - D. Variety
 - E. Repetition

- F. Rhythm
 - G. Symmetrical balance
 - H. Asymmetrical balance
 - I. Emphasis
 - J. Subordination
 - K. Contrast
- III. Graphic design process
 - A. Concept, production, and publication
 - B. Models and case studies
 - IV. Application of design using basic digital media techniques
 - A. Tools
 - B. Selections
 - C. Layers
 - D. Transparencies and blends
 - E. Transformations, filters, and effects
 - F. Typography
 - V. Application of design using advanced digital media techniques
 - A. Symbols
 - B. Brushes, scribbles, and airbrush
 - C. Three dimensional (3D) effects
 - VI. Application of design in digital media production
 - A. Design and development of original icons and illustrations
 - B. Printing artwork and working with color separations
 - C. Optimizing digital media for web delivery

Learning Activities

Independent learning activities will be assigned within the college classroom to assist the student in achieving the intended learning outcomes. Learning activities will involve the student in the modeling and animation of characters independently. This will include various aspects of design, technology, and project management. Homework, small group projects, readings, computer exercises, and rendering assignments will prepare the student to be equipped to complete the summative assessment task.

Grade Determination

The student will be graded on completion of the summative assessment task, participation, and the timely completion of class exercises and tutorials.