SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 661

COURSE TITLE   ALTERNATE TITLE(S)

VECTOR DESIGN

TYPE COURSE

NON-FEE   VOCATIONAL

CATALOG COURSE DESCRIPTION

This course provides students with knowledge and foundational skills required to create graphics using a vector-based application. Students will learn basic design principles and best practices for vector-based graphics employed in the visual design industry. The course provides a hands-on approach to planning, designing and creating print pages using vector-based graphics for portfolio development. This course builds upon knowledge and skills acquired in the Visual Design course. Skills acquired in this course will serve as a foundation for additional training in digital media design. (FT)

LECTURE/LABORATORY HOURS

125

ADVISORY

Successful completion of COMM 660 Visual Design

RECOMMENDED SKILL LEVEL

- Possess a 10th grade reading level
- Effectively communicate in the English language
- Possess basic computer and visual design skills
- Understanding of either MacOS or Windows operating system

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
   SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

2. Effective Communication
   SDCE students demonstrate effective communication skills
3. Critical Thinking
   SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
   SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Enhance communication skills through group or team projects.
2. Develop real world experiences to increase awareness of necessary job skills and career opportunities using vector-based graphics and text.
3. Improve design skills through assigned projects.
4. Develops the skills to troubleshoot software and hardware for vector-based graphics.
5. Gain competence through hands-on projects and portfolio pieces.
6. Gain the technical skill in applying proper file formats to projects.

COURSE OBJECTIVES

Upon successful completion of the course the student will be able to:

1. Demonstrate ability to communicate effectively in a group or team setting.
2. Evaluate applications for appropriateness to a project.
3. Demonstrate knowledge of project management tasks and responsibilities.
4. Demonstrate knowledge of basic design principles and best practices employed in the visual design industry using vector graphics.
5. Navigate, organize and customize the workspace.
6. Understand and use tools to create vector-based graphics, text and design techniques to enhance page layouts.
7. Identify elements of the vector-based software interface and demonstrate knowledge of their functions.
8. Define the functions of commonly used tools including drawing, painting, type and vector shape tools.
9. Understand and use vector-based design techniques to enhance print projects using vector-based software.
10. Demonstrate knowledge of creating vector-based graphics using vector-based software.
11. Create documents for print publication.
12. Demonstrate ability to develop a portfolio.

SECTION II

COURSE CONTENT AND SCOPE

1. Setting Project Requirements for Vector-Based Graphics
    1.1. Image preparation
        1.1.1. Purpose
        1.1.2. Audience
        1.1.3. Audience needs
    1.2. Content
        1.2.1. Copyright
        1.2.2. Permissions
        1.2.3. Licensing
    1.3. Project management
        1.3.1. Tasks
        1.3.2. Responsibilities
    1.4. Communication
        1.4.1. Peers
        1.4.2. Clients
        1.4.3. Design Plans
2. Understanding Digital Graphics and Illustrations
    2.1. Key terminology
        2.1.1. Digital image
    2.2. Basic design principles in visual design industry
    2.3. Typography
        2.3.1. Use in visual design
    2.4. Color
        2.4.1. Use in digital images
    2.5. Image resolution
        2.5.1. Image size
        2.5.2. Image file format
            2.5.2.1.   Print
3. Understanding Vector-Based Graphics
    3.1. Elements of vector-based graphic
        3.1.1. User interface
        3.1.2. Interface functions
    3.2. Panel functions
        3.2.1. Brushes
        3.2.2. Layers, art boards
        3.2.3. Color
        3.2.4. Symbols
        3.2.5. Stroke, gradient, transparency

COURSE CONTENT AND SCOPE (CONTINUED)

        3.2.6. Appearance
        3.2.7. Typography
        3.2.8. Links
    3.3. Tool functions
        3.3.1. Selection
        3.3.2. Pen
        3.3.3. Brushes, pencil
        3.3.4. Shape, shape builder
        3.3.5. Transformation, scale
        3.3.6. Editing
        3.3.7. Gradient, blend
    3.4. Work Space
        3.4.1. Navigate
        3.4.2. Organize
        3.4.3. Customize
    3.5. Non-printing design tools
        3.5.1. Interface
        3.5.2. Rulers
        3.5.3. Guides
    3.6. Basic vector graphics editing
        3.6.1. Layers
        3.6.2. Masks
        3.6.3. Colors, swatches gradients
        3.6.4. Brushes
        3.6.5. Symbols
        3.6.6. Graphic styles
        3.6.7. Patterns
        3.6.8. Views, modes
        3.6.9. Vector drawing tools
4. Creating Vector Graphics and Illustrations using Vector Software
    4.1. Project creation
    4.2. Vector drawing and shape tools
    4.3. Transform graphics and illustrations
    4.4. Create and manage layers
    4.5. Import assets
    4.6. Typography
    4.7. 3D and perspective
5. Archive, Export and Publish Vector Graphics using Vector Software
    5.1. Prepare images for export
        5.1.1. Print

COURSE CONTENT AND SCOPE (CONTINUED)

      5.1.2. Export vector graphics
      5.1.3. File formats

APPROPRIATE READINGS

Reading assignments related to vector design may include, but are not limited, to:

- Textbooks
- Supplemental reading assignments
- Industry-related periodicals or magazines
- Manuals
- Online help pages
- Articles posted on the Internet and information from web sites
- Online libraries and databases

WRITING ASSIGNMENTS

Writing assignments related to vector design may include, but are not limited, to:

- Essays
- Critiques
- Text for an assigned project and portfolio
- Journal on laboratory and project work
- Notebook based on lecture material and handouts

OUTSIDE ASSIGNMENTS

Outside assignments related to vector design may include, but are not limited, to:

- Reading texts, reference resources or handouts
- Researching Internet sites for the understanding and use of vector-based graphics
- Viewing online videos
- Conducting research as needed to complete projects or portfolio
- Organizing and preparing written answers to assigned questions

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to:

- Analyzing different strategies for the development of vector-based graphics
- Analyzing and comparing digital media consisting of raster and vector images in existing layout
- Analyzing and comparing digital media for print and web

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING (CONTINUED)

- Examining the limitations of the hardware and software and determining how particular digital media projects fit within these parameters
- Applying design theory through the creation of digital media
- Defining the relationship of the digital media project solution to the intended goals and objectives

EVALUATION

A student's grade will be based on multiple measures of performance and may include evaluation of student's ability to:

- Perform a variety of activities, discussions and assignments related to course objectives
- Apply theory to assignments
- Successfully complete all lessons and examinations
- Maintain attendance and punctuality per current policy
- Demonstrate ability to work independently and as a team member
- Demonstrate troubleshooting skills
- Deliver an oral presentation
- Present a digital portfolio

Upon successful completion of this course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, hands on lecture, computer based instruction, self-paced lab, demonstrations, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips, and guided student job assignments.

This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Adobe Illustrator Classroom In A Book, Brian Wood, Adobe Press, current edition
The Illustrator Book, Deke McClelland, Peachpit Press, current edition
Adobe Illustrator Masterworks, Sharyn Venit, MIS: Press, current edition
Illustrator Wow Book, Sharon Steuer, Peachpit Press, current edition
The Whole Mac Solutions for the Creative Professional, Daniel Giordan, Hayden Books, current edition
Adobe Illustrator: A Visual Guide for the Mac, Janet Ashford, Addison-Wesley, current edition
Illustrator: A Visual Quick Start Guide, Elaine Weinmann and Peter Lourekas, Peachpit Press, current edition

TEXTS AND SUPPLIES (CONTINUED)

Web Resources
Online Video Training: Lynda.com

PREPARED BY: Jane Newcomb, Toni Renier   DATE: March 6, 2019

REVISED BY: DATE:

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog