Art 255 – 33499
Adobe Illustrator: Art, Design and Illustration
Course Syllabus

Instructor: Rebekah Venturini

Contact Information
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Instructor Contact Expectations
- Office hours: Monday and Wednesday, 10:00AM — 11:00AM. via Skype, phone or chat.
- You are always welcome to schedule an appointment with me, if needed, at a different time.
- Responses to your posts will occur within 48 hours.
- I will be in this virtual classroom Sunday through Friday.

Course Description & Objectives

Welcome to Art 255! This course presents primary instruction in digital drawing and illustration using Adobe Illustrator. We are going to spend the next 18 weeks in vector heaven!

I use Illustrator everyday for both my clients' needs and my fine art pieces. This course has been organized to help you learn the software as linearly as possible, using methods that you'll immediately be able to apply to school, professional and personal projects. We will be reviewing fine art principles as well as introducing graphic design elements throughout the course.

Classes are held only in Moodle. There are no mandatory face-to-face meetings.
The only prerequisites for this course are basic computer skills.

Learning Outcomes
Upon completion of this course the student will be able to:

1. Demonstrate the use of Adobe Illustrator applications with a basic to intermediate level of competency.
2. Analyze and employ drawing, illustration, and image organizational tools and techniques.
3. Demonstrate design and artistic knowledge needed to create aesthetically successful digital illustrations.
4. Create and develop innovative, artistic, mixed media vector based work.
5. Use online resources to continue to develop skills using Adobe Illustrator.

6. Recognize the role of drawing in historical and contemporary art. Analyze and discuss class work and master art works utilizing the vocabulary common to all visual art.

Required Textbook:

- Adobe Illustrator CC Classroom in a Book (2014 release) Please ONLY order or purchase this edition.
- Textbook ISBN: 978-0133905656
- Copies are available at the SLO campus bookstore.
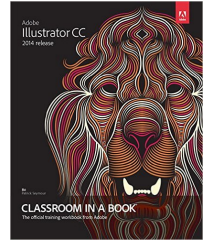
Required Materials & Computer Requirements:

- Must have access to a computer and Adobe Illustrator CC or higher. (For student discounts, you can order your software through bhphotovideo.com, journeyed.com or adobe.com.)
- 8GB flash drive or larger external hard drive
- Notebook for printouts, taking notes and sketching
- Access to a digital camera and scanner
- Browser requirements/minimum computer specifications http://www.cuesta.edu/student/aboutacad/distance/faqs_technical.html

College Support Services

- If you have a physical, mental, or learning disability that requires any special accommodation, please contact Disabled Student Programs and Services as soon as possible to ensure that you receive the accommodations in a timely manner. I will be happy to discuss and work with you on your need for accommodations.
- Tutorial services are provided to students and can be found at the following link: Tutorial Services
- For a list and reference to library services, including learning research and assistance, please follow the link: Library and Learning Resources
- You can find Veteran's services here.

Help & Technical Support

- For issues related to accessing Cuesta's Moodle Site or other technical issues, email: support@my.cuesta.edu.
- If the Cuesta server goes down or the power is out, you are still responsible for accessing the course. When this happens, you can access the class through: https://moodle.cuesta.edu
- For all other issues related to the course, course content or your grade, please email me.

Accessing Moodle/Course Website(s)

- Moodle or course access instructions with login info (Cuesta Moodle instructions: http://library.cuesta.edu/distance/docs/Moodle_for_students_QR.pdf.
- Tech support info for Moodle: http://www.cuesta.edu/student/aboutacad/distance/technical_support.html.
- Cuesta waitlist procedure and instructions: http://www.cuesta.edu/student/getstarted/register/Waitlist.html.

Course & College Policies

Attendance

Attendance is mandatory, and I can see your login activity and will be monitoring your participation. Online classes require some self-discipline, and I recommend setting reminders for yourself in your digital calendars or day planners to log into the classroom regularly to complete your exercises and assignments.

- As a general rule, a student missing a class or laboratory assignment because of observance of a religious holiday shall have the opportunity to make up missed work. Students must notify the instructor of anticipated absences by the last day of late registration, September 1, to be assured of this opportunity.
- Students who represent Cuesta at any official extracurricular activity shall also have the opportunity to make up assignments, but the student must provide official written notification to the instructor no less than one week prior to the missed class(es).

Academic Honesty

Academic Honesty is essential to the academic community. Students expect that the Cuesta faculty is fair, truthful and trustworthy. The faculty expects that Cuesta students will share these same values. Students who violate these principles by cheating, plagiarizing, or acting in other academically dishonest ways are subject to disciplinary procedures. Below are some examples of academically dishonest behavior. If you are unclear about a specific situation, ask your instructor. Examples of Academic Dishonesty:

- Copying from another student's exam
- Giving answers during a test to another student
- Using notes or electronic devices during an exam when prohibited
- Taking a test for someone else
- Submitting another student's work as your own, e.g. copying a computer file that contains another student's own work
- Knowingly allowing another student to copy/use your computer file(s) as his or her own work
- Completing an assignment for another student
- Plagiarizing or "kidnapping" other people's thoughts, words, speeches or artistic works by not acknowledging them through proper documentation
- College Plagiarism and Academic Honesty Policy

At the discretion of the instructor, students caught being academically dishonest may receive a failing grade on the assignments in question, be dropped from the class, or be failed in the course. Beyond this, the student maybe subject to disciplinary action as determined by the Vice President of Student Services or designee. An appeals process is

available to the student through the office of the Vice President of Student Services. It is recommended that the faculty member report any acts of academic dishonesty to the Vice President of Student Services or designee.

- Follow this link for General Campus Policies (including: Withdrawal, Repeatability, Student Code of Conduct)
- Board Policy Student Conduct Code and Technology Agreement

Withdrawal Policy
A student may earn no more than a maximum of three (3) withdrawals ("W" symbol") in a non-repeatable course.

Last day to add class:	31-JAN-16
Last day to drop with a refund:	31-JAN-16
Last day to drop without a "W":	31-JAN-16
Last day to drop with a "W":	17-APR-16

Repeatability Policy
A student may repeat a course designated as a repeatable course including variable credit open-entry/open-exit courses up to the maximum number of allowed repetitions for that course. No more than two substandard grades may be alleviated within the allowable repeat limits for a repeatable course. If a course is repeatable two or more times, the first two substandard grades will be excluded in calculating the student's GPA.

Student Readiness, Time Requirement, Netiquette & Online Course Participation

- Basic computer skills are needed for this course. Be sure to check your Cuesta email regularly, because this is usually the email address associated with this course.

- It is recommended that you log in to this classroom 3 to 3 times per week, along with working on your assignments. Please be prepared to spend an average of 3 hours a day and 3 days per week, in this course.

- It is absolutely essential that you participate frequently in our discussion areas - this "virtual classroom" is where all of our work will take place.

- When completing assignments, be sure to follow the Grading Criteria carefully. (I am a stickler about following instructions carefully, and your ability to demonstrate that you can follow instructions carefully will be reflected in your grade.)

- Any TO DO LIST item with a hard due date will be closed at midnight of that due date. This means these must be submitted on time or you will not be able to participate in that item and you will not get any credit for it. There is no late work accepted.

- I recommend that you copy and paste discussion and response questions in to a Word doc, type the answers the questions, spell and grammar check, and then copy and paste your response back into the online forum.

- Whenever you are asked to respond to others as part of the assignment grading criteria, be sure to respond to two of your classmates' initial posts/answers with a minimum of 150 words per entry, and be sure to ask engaging questions to encourage discussion. (This is how we learn from our classmates, help our classmates, and grow into even more amazing artists than we already are!)

- Please be respectful and courteous of each other and use professional and appropriate language.

- Here is a link to Online Class Readiness Quiz. It is not mandatory, but it is helpful: http://www.cuesta.edu/student/aboutacad/distance/survey.html.

- If you have a disability and might need accommodations (support services) in this class, please contact Disabled Student Program & Services in Building 3300 as soon as possible to ensure that you receive the accommodations in a timely manner. http://academic.cuesta.edu/acasupp/dsps/

Assignments

Grading rubrics will be included with assignment instructions for your reference. This course will also include a final exam, based on exercises and textbook readings. Your course grade is based on the following:

- Three assignments (includes critique participation) 15% each = 45%
- Exercises = 30%
- Quizzes: 20%
- Final = 5%

Grading

Your grade for the course will be determined by the quality of the work you create in response to a given set of artistic and design problems to be resolved in your pieces, your attendance, and by your participation in critiques and in Moodle.

Save all of the artwork and project files you create for this class. Save multiple copies and maintain a safe archive aside from your portable media. Portable media can be subject to errors and damage, and can be lost or stolen.

Grading Scale

A 90.0 – 100.0%	B- 79.1 – 79.9%	D 60.0 – 65.9%
A- 89.1 – 89.9%	C+ 76.0 – 79.0%	D- 59.1 – 59.9%
B+ 86.0 – 89.0%	C 70.0 – 75.9%	F 59% and below
B 80.0 – 85.9%	D+ 66.0 – 69.9%	

Art 255
Prof. Venturini   Name _____

Assignment 1 - Mondernist Travel Poster

Objectives:
- ❑ Demonstrate the use of Adobe Illustrator applications with a basic to intermediate level of competency.
- ❑ Analyze and employ drawing, illustration, and image organizational tools and techniques.
- ❑ Demonstrate design and artistic knowledge needed to create aesthetically successful digital illustrations.
- ❑ Create and develop innovative and artistic vector based work.
- ❑ Recognize the role of drawing in historical and contemporary art.
- ❑ Analyze and discuss class work and master art works utilizing the vocabulary common to all visual art.

Assignment requirements:
- ❑ Submit an 11"x17" digital file of your poster that demonstrates each of the technical requirements and the creative challenge.
- ❑ This assignment must be turned in on 4/9/15 – no late work accepted.
- ❑ Must participate in critique.

Creative Challenge:
- ❑ Create a travel poster for a destination, using elements inspired by the Modernism movement.

Technical Requirements:
Must demonstrate Illustrator CS6 knowledge by:
- ❑ Apply skills and tools learned from Chapters 1-5 of your textbook.
- ❑ Use color schemes, fonts and specs outlined in the Assignment 1 Addendum.
- ❑ No live trace allowed, and no Photoshop elements. This must all be vector art created from the pen and shape tools.

Grading Rubric:
This is how your assignment will be graded:

Assignment 1 Grading Criteria	Maximum Points
One image was submitted on time and uploaded to the Student Share folder.	10
Creative challenge was met, and concept is successful.	40
Each of the Technical Requirements were met completely.	40
Participated in critique by writing artistically about your work and concept, as well as commenting on classmates' work constructively. Written statement was included.	10
Total:	100

Assignment 1

MODERNISM TRAVEL POSTER

No. 3 SAFE SANDS

EAST COAST JOYS
travel by L·N·E·R
TO THE DRIER SIDE OF BRITAIN

Create a travel poster for a destination, using elements inspired by the Modernism movement.

REQUIRED SPECS:
- •11"x17" print. May be portrait or landscape format.
- •Image must have a border within the print, with your indecia in the lower right corner, outside of your border.
- •Content must be for a destination outside of the USA.
- •May use a maximum of seven colors in the supplied color scheme.
- •May ONLY use colors from the supplied color scheme.
- •May use a maximum of two fonts.
- •May ONLY use fonts from the supplied font list.
- •May only use found images or sketches. Do not take any pictures for this assignment.
- •Poster must be printed in the GRA246 computer lab.
- •Neatly mounted on black mount board or black foam core. (I recommend mounted with a repositionable spray mount.)

COLOR SCHEME OPTIONS:

000 C / 000 M / 000 Y / 000 K	000 C / 090 M / 100 Y / 000 K	060 C / 030 M / 055 Y / 010 K
010 C / 050 M / 090 Y / 000 K	000 C / 000 M / 000 Y / 100 K	090 C / 050 M / 000 Y / 010 K
030 C / 065 M / 090 Y / 015 K	050 C / 090 M / 100 Y / 000 K	000 C / 030 M / 090 Y / 000 K
075 C / 060 M / 000 Y / 000 K	000 C / 100 M / 100 Y / 030 K	100 C / 040 M / 100 Y / 000 K

FONT OPTIONS:
Avenir 65 Medium
Compacta Bold
Eurostyle Bold Condensed
Futura Black BT
Futura Medium
Futura Extra Bold
Futuraismo Regular
Gill Sans Extra Condensed Bold
Gill Sans Regular
Gill Sans Light
Gill Sans Condensed
Haettenschweiler
Helvetica Ultra Compressed
Helvetica Black Condensed Oblique
Impact
Insignia Alternate
ITC Avant Garde Gothic Black
Johnston Underground
P22 Johnston Underground
The Sans Black caps
Trade Gothic Bold Condensed
No20 Oblique

DUE:
FEB 17

Name _____

Assignment 2 - Still Life

Objectives:
- ❑ Demonstrate the use of Adobe Illustrator applications with a basic to intermediate level of competency.
- ❑ Analyze and employ drawing, illustration, and image organizational tools and techniques.
- ❑ Demonstrate design and artistic knowledge needed to create aesthetically successful digital illustrations.
- ❑ Create and develop innovative and artistic vector based work.
- ❑ Recognize the role of drawing in historical and contemporary art.
- ❑ Analyze and discuss class work and master art works utilizing the vocabulary common to all visual art.

Assignment Requirements:
- ❑ Turn in one 16"x20" digital file of your still life that demonstrates each of the technical requirements and the creative challenge.
- ❑ This assignment must be turned in on 4/28/15 – no late work accepted.
- ❑ Must participate in critique.

Creative Challenge:
- ❑ Create a still life of personal items that create a narrative. Compose them thoughtfully and position lighting consciously.

Technical Requirements:
Must demonstrate Illustrator CS6 knowledge by:
- ❑ Apply skills and tools learned from Chapters 6, 10, 11 and 12 of your textbook.
- ❑ Draw from a real-life setup that you create, not a photograph of a found setup.
- ❑ No live trace allowed, and no Photoshop elements. This must all be vector art created from the pen, shape and gradient tools.

Grading Rubric:
This is how your assignment will be graded:

Assignment 2 Grading Criteria	Maximum Points
One image was submitted on time.	10
Creative challenge was met, and concept is successful.	40
Each of the Technical Requirements were met completely.	40
Participated in critique by writing artistically about your work and concept, as well as commenting on classmates' work constructively. Written statement was included.	10
Total:	100