



COMPUTER ILLUSTRATION

INSTRUCTOR: Ian Salsman

(602) 276-7692 5# (day) • (602) 285-7277 (PC Art Dept.) • Ian.Salsman@Worldnet.att.net*

*PLEASE put Course No. in the subject line of your e-mails

Calendar:

Meetings:

Monday evenings 6:00 - 9:45 pm

Jan 19, 2005 - May 5, 2005

No class on the following dates:

(1) January 17, 2005 (MLK, Jr. Day)

(2) February 21, 2005 (President's Day)

(3) March 14, 2005 (Spring Break)

Location: Phoenix College, Room F201

Important Dates:

January 17: MLK, Jr. Day (no class)

February 21: President's Day (no class)

March 14: Spring Break (no class)

April 1: Class Field Trip

April 25: Portfolios Due/Final class to complete all outstanding assignments

May 2: Final Exam and Portfolio critique

Grading:

Assignments 50%

Tutorials 10%

Outside Assignments 15%

Portfolio 10%

Final Exam 5%

Class Participation 10%

Extra Class Periods (mandatory)

In order to maintain the state's requirement for credit hours and still maintain our class schedule, four (4) extra class periods, or equivalent, must be arranged and upheld.

This will include the following two items:

1. Completion of the outside assignments as outlined on the attached assignment schedule.
2. Attendance of at least two Saturday lab times.

Special Notes:

- This syllabus is subject to additions, deletions and changes dependent upon student and course needs - which may vary from semester to semester.
- Attendance and class participation is mandatory. If unable to attend class, prior communication with instructor is required and appropriate make-up work agreed upon. Two unexcused absences will result in automatic withdrawal from the class roster. Two excused absences equals one unexcused absence. Students arriving after 15 minutes from start of class will be marked late.
- **Disability Support Services**
Learning Center Building • (602) 285-7477 V/TDD
The Disability Support Services (DSS) Office coordinates services which will ensure equal access to college programs for students with disabilities. Services include interpreting for the deaf/hard of hearing, notetaking, reading, scribing, adaptive technology, testing accommodations, alternative text formatting, and special seating arrangements. Some classroom accommodations such as interpreting services, audio taped texts and handouts, enlarged print and Braille materials require preparation time. For this reason, students with disabilities are encouraged to contact the DSS Office prior to registration and provide us with the necessary documentation. All disability-related information provided to DSS remains confidential.

The Course:

This course is intended to provide information about the multiple elements of commercial illustration using the desktop computer. It provides a basic foundation in the use of computer techniques, including color paint and draw programs, for the production of commercial illustrations used in publications and printed matter. **Prerequisites:** ART 100 or permission of the instructor.

Course Competencies:

By the completion of this course, the student will:

1. Have an overview of computer illustration, terminology, and definitions
2. Be able to explain the difference between shape-oriented (vector) graphics vs. pixel based graphics
3. Use design and composition theories when creating original computer illustrations and critically evaluate the work of both the student and others in the class
4. Use various computer drawing and painting techniques in Adobe Illustrator
5. Edit graphics and format text
6. Use and demonstrate different characteristics of graphic input devices for use in each piece
7. Design camera-ready black and white (gray scale) illustrations
8. Design camera-ready illustrations that include scaling, halftones and multi-color separations
9. Prepare a professional presentation of artwork created during the course

Text (Required):

- **Adobe Illustrator CS Classroom in a Book**, Adobe Press (ISBN 0-321-19380-6)

Text (Suggested):

- Sharon Steuer (2004). **The Illustrator CS Wow! Book**, Peachpit Press (ISBN: 0-321-16892-5)

Required Materials:

- Removable storage device(s): Zip Disks (preferably formatted for MAC, CD-R's or USB Jumpdrives)
- Drawing materials (sketchbook, pencils, markers, ...)

Course Requirements:

Each student is required to:

1. Participate in all class activities
2. Complete ALL tutorials
3. Submit ALL assignments as per the attached assignment schedule
4. Submit assignments by the end of class on the specified due date
5. Turn in portfolio
6. Take exam



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ASSIGNMENTS

- 1. GEOMETRIC SHAPES DUE: FEBRUARY 7**
Design 2 sets of 12 2" squares. Each square contains a black and white pattern using primarily the pen and shape tools. One set of squares is of SYMMETRIC designs. The other set is of ASYMMETRIC designs.
- 2. ARCHITECTURAL RENDERING. DUE: MARCH 7**
Bring a photograph of a favorite building, house, church, etc. Use various shape tools and techniques to render a scanned picture of an architectural building
- 3. OUTSIDE ASSIGNMENT (PART 1) DUE: MARCH 21**
Seek out at least five (5) web sites offering tutorials and/or tips on using Adobe Illustrator. Submit a one or two page report showing the web site address, the apparent main focus of the site (or section of the site), the effectiveness/clarity of the tutorial and the skill level of the tutorial. Also indicate to what skill level the tutorial is targeting.
Alternative: If web access is not available or you prefer not to research only the internet, you may find 5 other sources of tutorials/tips and report as mentioned above.
- 4a. ABSOLUT AD DUE: APRIL 4**
Design an original poster/ad based on the ABSOLUT VODKA ad. The assignment will be graded not only on the artwork and use of ILLUSTRATOR, but will also consider the completeness of all the Ad campaign's components and your originality.
- 4b. DIGITAL ART DUE: APRIL 4**
Complete a piece to be submitted to the student art exhibit. **Must** be done using Illustrator and framed and presented according to the guidelines set out by the exhibition's requisites. Grade will be completed upon submission of your project to the student exhibition. A copy of the submission receipt will be your proof of submission. Grade will NOT be dependant upon acceptance of the piece to the show - only upon proper submission. In addition to your submission, turn in one copy for my reference.
- 5. OUTSIDE ASSIGNMENT (PART 2) DUE: APRIL 1**
Attend a class field trip ... details will follow
- 6. POSTER DUE: APRIL 25**
Create a poster of your choice. Must contain text in an eye catching manner, color and style. Use this poster to communicate an idea, cause or event (such as a play or local festival).
*****NOTE: A thumbnail sketch of your poster must be submitted as part of your assignment by end of class March 7, 2005**
- 7. PORTFOLIO. DUE: APRIL 25**
Portfolio must consist of ALL the semester's work PLUS a disk containing each of your assignments. The layout and format of your final portfolio will be left to your creativity. It must be self contained, large enough adequately display your work and small enough to easily be transported and handled by your client (in this case, your instructor). Your portfolio and disk **MUST** contain your name and a means by which you can be reached (e.g. phone number, address, and/or e-mail). Consider this the presentation that will convince a potential client or employer of your prowess as a high level, professional designer. If you have any questions, please ask your instructor.
- 8. OUTSIDE ASSIGNMENT (PART 3 & 4) DUE: MAY 2**
Must attend 2 lab sessions.
- OPTIONAL: SELF-PROMOTION* DUE: APRIL 25**
The self promotion piece can be any creative design you wish that when produced will help promote and sell your design services to clients and/or employers in your given market. Consider economy and a effectiveness in getting it reproduced.
**MUST be pre-approved by the instructor (no exceptions). Proposal must be submitted verbally and in writing no later than end of class April 4, 2005*



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ASSIGNMENTS

(continued)

* ALSO DUE:

With the final portfolio, include the Project Self-Evaluation Sheet. Be honest. It will be a factor (*but not entirely*) how you are graded this semester.

Each assignment will be marked according to the following breakdown:

Assignments requirements met:40%
Design:40%
Deadline Met:20%

Submission of each assignment must include the following:

1. The artwork
2. Name, course number
3. Digital files saved for web gallery ("full size" and thumbnail sizes to be determined separately from this syllabus)

Gallery of Class work will be available at the following address:

<http://www.pc.maricopa.edu/art/salsman>

This and other handouts will always be available at

<http://www.pc.maricopa.edu/art/salsman/handouts>



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SCHEDULE

Note: This schedule is subject to change as per this syllabus

Date	Project	Tutorial	Other
January 17 NO CLASS		
January 24	<i>Intro to Class and Illustrator</i>	Tutorial 1,2,4	Introduce Project 1
January 31		Tutorial 3,5	
February 7	Project 1 - Shapes	Tutorial 10	Introduce Project 2
February 14		Tutorial 6	
February 21 NO CLASS		
February 28		Tutorial 7	
March 7	Project 2 - Architectural Rendering		Introduce Project 3
March 14 NO CLASS		
March 21	<i>Outside Assignment #1</i>		
March 28		Tutorial 8	
April 4	Project 3 - Poster	Tutorial 9	Introduce Project 4
April 11		Tutorial 11	Introduce Project 5/Portfolio/Exam
April 18	<i>Outside Assignments #2</i>		
April 25	Project 5 - Absolut Ad/Portfolio		
May 2	<i>Outside Assignments #3 and 4</i>		