

# DIGITAL ILLUSTRATION

(DESIGN 140)

Instructor: LUIS MERINO

## COURSE INFO

- DESIGN 140
- Digital Illustration
- Term 3
- Mondays/Wednesdays: 2:30PM – 5:00PM
- Prerequisites:
  - None

## INSTRUCTOR INFO

- LUIS MERINO
  - Imerino@iadtvegas.com
  - (702) 530 5858 (Call or Text)
  - Office hours: By appointment
  - Also teaching:
    - GRAPH 160: Graphic Design I
    - DESIGN 275: Creativity in Design

## COURSE DESCRIPTION

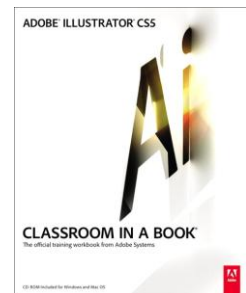
- This course covers the foundations of vector-based artwork in order to create digital illustrations, graphics, and interfaces. Students will create illustrations and will experiment with type as a graphical element. The differences between vector and raster based artwork will be delineated.

## LEARNING OBJECTIVES

- Compare and contrast vector and raster based art;
- Demonstrate the use of vector based art to create images and graphics for print, web and video use;
- Experiment and manipulate type for graphic purposes;
- Conceptualize an interface that will be animated in future coursework (examples include page of a web site, DVD menu, etc); and
- Create original illustrations using vector-based software.

## REQUIRED TEXTBOOK

- **ADOBE ILLUSTRATOR CS5: CLASSROOM IN A BOOK**
  - By Adobe Systems
  - CS5



## GRADING CRITERIA

- 40% • Projects
- 30% • Mid-Term / Final Exam
- 20% • Assignments, Critiques & Quizzes
- 10% • Class participation

## GRADING SCALE

- A • 100-90%
- B • 89-80%
- C • 79-70%
- D • 69-60%
- F • 59 and below

- W1 • Getting to know the Work Area
- W2 • Selecting and Aligning, Creating/Editing shapes
- W3 • Transforming objects, Color and painting
- W4 • Drawing with the Pencil/Pen tool
- W5 • Working with Type
- W6 • Working w/ Layers; Working w/ Perspective drawing
- W7 • Blending colors/shapes, Working w/ brushes
- W8 • Applying effects, Applying appearance attributes
- W9 • Application of Vector graphics
- W10 • Working with symbols, Combining Illustrator with other apps

## LATE WORK

- ASSIGNMENTS/CRITIQUES/QUIZZES
  - No late work accepted
- PROJECTS
  - 20 point deduction, every day project is late
- EXAMS
  - No late exams given. If you must miss, make arrangements with instructor

# VECTOR V. RASTER

WEEK ONE – CLASS ONE

## RASTER GRAPHICS

- Also called bitmap graphics
- Pixel information
- Best for photographs/paintings
- Loss of quality if enlarged

## VECTOR GRAPHICS

- Algebraic equations define shapes
- Can render type and large areas of color with relatively small file sizes
- Can be reduced/enlarged with no loss of quality
- Elements:
  - Path
  - Anchor point
  - Shape

## GRAPHIC FILE TYPES

### RASTER GRAPHICS

- JPEG
- GIF
- PNG
- PSD\*

### VECTOR GRAPHICS

- AI
- PDF\*
- EPS
- WMF

\*Compound file-type

## RASTER/VECTOR

- Demo