



Bauder College

COURSE SYLLABUS

December Term 2012

Course Number and Title:	DES 117 Digital Illustration
Academic Credit Hours Awarded:	3 Qtr
Course Prerequisites:	CA 100
Instructor Name and Credentials:	Sarah Paul, B.F.A. Graphic Design, M.F.A. Media Design
Instructor Contact Information:	sapaul@bauder.edu @sarahapaul www.creativedents.com 770-363-8844 mobile
Instructional Contact Hours:	4
Course Day and Time:	Monday, Wednesday 9am-11am

Course Start Date: Wed., Feb. 27, 2013

Course End Date: Wed., May 1, 2013

College Mission Statement:

Bauder College is an institution of higher education offering quality programs that integrate general education, professional skills, and career focused education, empowering students to develop and achieve their personal and career potentials.

Course Description:

This is a studio course in digital design and illustration. This course will concentrate on the use of various tools and features in *Adobe Illustrator®*. Branding experiences include brand identity, promotion, and advertising. This course may include logos, multiple design, and advertising applications with coordinated elements.

Required Textbook:

***Adobe Illustrator CS5 Classroom in a Book*, Adobe Press**

Visual Quick Start Guide, Illustrator CS5

YOU MUST HAVE A FLASH DRIVE IN CLASS - EVERYDAY

It is VERY important that you complete all assigned exercises from your text to successfully pass this course. It is your responsibility to find the time out of class to complete exercises started in class, to print these exercises and place them in your binder.

Teaching Strategies and Learning Activities:

1. Interactive lectures with both the instructor and the students participating in “hands-on” demonstrations of the software features and functions.
2. Instructor-lead demonstrations.
3. Instructor-guided practice sessions.
4. Independent lab sessions.
5. Projects (Each project will be supported by a creative brief)
6. Final Comprehensive Quiz (100 points)

Program Outcomes (PO's) for the Associate of Arts Degree in Graphic Design

1. Plan, prepare, and create a professional portfolio that is of acceptable quality for the student to secure entry-level employment
2. Demonstrate knowledge of the foundations of design through creative projects and presentations
3. Demonstrate superior computer technical skills as applied to graphic design and web design
4. Criticize and analyze peers' work through critique and presentation
5. Display competent craftsmanship in all artwork
6. Research, interpret, and respond to client needs with a creative project acceptable to the client
7. Formulate and execute a creative project that meets client deadlines

Student Learning Outcomes: After completing the course student will be able to:

1. Demonstrate functional skill and design techniques with Adobe Illustrator software.
2. Create illustrations, which incorporate both drawing and type for advertising artwork.
3. Produce at least (1) portfolio quality project utilizing Adobe Illustrator to produce work for both print and web media.
4. Design and produce a corporate identity project that meets industry standards and professional expectations.
5. Discuss and critique final projects with classmates and instructor in a professional manner that meets industry expectations using industry standard terminology.

QEP - Quality Enhancement Plan:

TOW (Technology, Oral and Written Communications): Students will complete projects and assignments addressing each of these communication disciplines.

NOTE: For each assigned reading and lesson completion, you MUST print out the completed exercise and place it in your binder in the tabbed section labeled “tutorials.” Before printing out please include your name in 8 pt. type on the completed exercise.

You MUST also do *research* before beginning each project. Research MUST also be placed in your binder. NO EXCUSES WILL BE ACCEPTED!!!!

Pay attention to the project sheets and follow ALL directions.

15 points for participation/professionalism will be deducted for each class session you're not in attendance. If you are not in class you are not participating.

General Education Outcomes (GEO's) for Bauder College

1. **Communications**: Students will be able to demonstrate professional communications through written and oral presentations.
2. **Mathematics**: Students will be able to apply quantitative reasoning to real world situations.
3. **Science**: Students will be able to relate scientific principles to real world contexts.
4. **Social Science**: Students will be able to evaluate the social or psychological issues that impact human behavior.
5. **Humanities**: Students will be able to apply understandings of the human condition to their personal and social lives.
6. **Research and Information**: Students will be able to apply methods for finding, evaluating, and using resources.
7. **Critical Thinking**: Students will be able to apply problem solving to real-life situations using critical thinking.
8. **Technology**: Students will be able to use technology to solve real world problems.

The GEO Assignment for this class on Technology, scheduled for Wednesday May 18th.

QEP - Quality Enhancement Plan:

WAC (Writing Across the Curriculum):

Students will complete projects and assignments addressing writing skills and correspondence.

Teaching Strategies/ Learning Activities: Instructor lead demonstrations, discussion, guided practice sessions, independent practice, lab sessions, and projects.

Academic Support and tutoring assistance: Free tutorial assistance is available. If you need additional assistance, contact the Chairperson for General Education, Mark Mooney in Academics via phone at 404-443-1727 or via email at mmooney@bauder.edu.

Graphic Design Late Work Policy:

1. No Late Work, either assignment or projects will be accepted without penalty:
Assignments must be turned in by the date due/time. *Late assignments will be accepted with a letter grade penalty of 10% per day*, in accordance with the department guidelines. Students having difficulty completing assignments, or meeting deadlines must discuss the problem with the instructor *prior* to the project deadline for consideration.
2. Make-up work for projects, tests and exams can only be made up under the following conditions:

- Any student who misses a test/exam will have to schedule a convenient time to make up the test/exam with the instructor.

Methods of Evaluating Students:

The following percentages are used in determining your final grade:

Assignments	Points
Two Projects @ 200 points each	400
Class lessons	200
Four Quizzes @ 50 points each	200
Attendance / Participation	100
Final Exam	100
Total Points	1000

Participation and Professionalism are part of each student's grade.

As an educational institution designed to help students acquire and maintain viable employment, we strive to teach professionalism to our students. To be professional, a sense of responsibility and accountability must be displayed.

Each student is expected to:

- Attend each class and arrive on time to each class session.
- Be prepared for each class session.
- Complete all assigned work on time.
- Participate in each class session.
- Show respect for diversity of people, opinions and cultures.
- Dress appropriately for an academic setting.
- Turn off cell phones, pagers and other distracting devices during class.
- Not engage in disruptive behavior in the classroom including arguments, quarreling, or fighting.
- Treat all persons at the College, whether fellow students, administrative staff or faculty, with the same respect and understanding they would like to receive.
- Not display behavior, speech, or body language that would make anyone feel threatened.
- Refrain from using profane, offensive or inflammatory language.

Cell Phone Policy

The campus-wide cell phone policy is as follows:

1. Cell phones and pagers are to be turned off during the times students and faculty are in class.

2. Students and faculty may not leave class to make or receive a call except during designated break times.
3. Pagers and cell phones are to be turned off in the Library and Computer Labs.
4. The only exception to this is if the student or faculty member has a bona fide emergency situation that might require instant access. These situations are to be cleared in advance with the teacher or supervisor and the device involved should be set to vibrate or silent ring.

Violations of these policies should be reported to the office of the Academic Dean. A student who leaves class to make or receive a call will be counted absent for that time when he/she is not in class. Professors are not to go over material or offer make-up work for students who are using cell phones and who thereby miss important class work.

We strongly believe in the professional preparation of our students. Part of that preparation includes helping students understand what is and what is not professional behavior. Use of cell phones during class or work time is clearly not professional and would not be tolerated on the job. It will not be tolerated here.

Instructor's Additional Comments:

To achieve success in this class, it is important for each student to keep up with assignments.

Good communication skills and a positive attitude will help each student to succeed. While each student is expected to work hard, all grades are earned. The quality of work submitted is the criteria on which all grades are determined. ***There is no guarantee that a student will earn a good grade, just based on hard work and /or attendance.***

Original Artwork Disclosure

In order to facilitate the learning process, all assignments must be your original work, which is begun and completed during the current term. No assignments from other or previous classes may be submitted.

Midterm and Final Presentations are *required* as a vital part of learning about design. There is much to be experienced from reviewing the work of your colleagues: learn from their design's strengths and weaknesses. Presentations also provide the opportunity to put your concept to words, and to help you learn how to speak intelligently and knowledgeably about your designs (a necessary skill for survival in the professional studio!).

Additionally, the instructor and your classmates may bring fresh insights and perspectives to your work that provides valuable feedback.

Requirements for Completion:

To successfully complete this course, you must pass quizzes, complete all exercises and projects on time, participate in class discussions and presentations, and comply with the Graphic Design Late Work Policy.

Attendance:

See the Bauder College Catalog for the official Attendance Policy, p. 23. (Also see Attendance Form.)

Cheating and Plagiarism:

Policies will be enforced in accordance with the academic "Conduct" section in the current Bauder College catalog.
In some cases Plagiarism may result in termination from the college.

PLAGIARISM STATEMENT:

At Bauder College, PLAGIARISM AND CHEATING ARE SERIOUS OFFENSES and will be taken seriously. Disciplinary action can include failing the assignment, failing the course, and/or suspension or expulsion from the College. Instances of plagiarism and cheating will be documented. Students will be provided with academic advisement forms in this case and records will be kept on instances of student cheating in the student's file.

Definition of plagiarism:

Plagiarism is the act of crediting someone else's work as your own, either intentionally or unintentionally.

Examples of plagiarism include:

- ◆ Downloading papers from the Internet and submitting them for class assignments. All research used in a student's report must have a complete bibliography attached, MLA format.
See your instructor for correct bibliography format.
- ◆ Cutting and pasting large sections of various Internet articles and placing them in your paper without listing the Internet address.
- ◆ Downloading any materials or images from the Internet, which you use in your own documents without proper citation.
- ◆ Copying someone else's homework, chapter notes, ideas, speech outlines, patterns, or designs.
- ◆ Summarizing or paraphrasing other's writing or oral speech without proper citation.
- ◆ Inserting pictures or other images with which you yourself did not create without proper citation.
- ◆ Failing to include a work's cited page along with written work
- ◆ Copying answers during a test, or finding out test answers before the test is given.

Bauder College Grading Scale:

Students at Bauder receive grades based on course participation, course assessment, written papers, presentations, and projects. The following grading system is in effect:

Grade	Scale	Points	Grade	Scale	Points
A	93% - 100%	4.0	D+	67% - 69%	1.3
A-	90% - 92%	3.7	D	60% - 66%	1.0
B+	87% - 89%	3.3	F	0% - 59%	0.0
B	83% - 86%	3.0	W	withdrawal	N/A
B-	80% - 82%	2.7	WP	withdrawal pass	N/A
C+	77% - 79%	2.3	WF	withdrawal fail	0.0
C	73% - 76%	2.0	I	Incomplete	N/A
C-	70% - 72%	1.7			

The complete grading scale can be found in the catalog under Academic Standards. Tutoring and Advising. Students who need extra assistance because of academic difficulties may arrange for tutoring through their instructor.

Disability Services

In accordance with the Rehabilitation Act of 1973 (Section 504) and the 1990 Americans With Disabilities Act (ADA), Bauder College will provide reasonable and individualized reasonable accommodations for students who have provided proper documentation outlining their disabilities and have requested reasonable and appropriate accommodations. Since each student's disabilities may differ in degree and impact, reasonable accommodations will be made on an individual basis. Documentation to support the disability must be provided to the College at the time of the request. Information pertaining to a student's disability is voluntary and confidential. If this information is supplied, it will be used to identify reasonable and required accommodations to attempt to overcome the effect of conditions that limit the participation of qualified disabled students.

Requests for accommodations should be directed to Carolyn Jenkins, Disability Coordinator in the Student Services Office at **404 443-1728** or cjenkins@bauder.edu. Please see the Student Handbook for more information.

Students are expected and should plan on six to eight hours of out-of-class work per week to fulfill the requirements for this course.

Course Outline			
Date:	In-class Activities Planned:	Readings/Material Covered:	Out of class time
Week 1:	Class introduction. Review syllabus. Review Mac OS X/ Network. Lecture & Demo: Overview of Illustrator files, tools, menus and palettes. SLO 1, 2, 4	Chapter 1	Begin to collect images Bring in photos for next class Complete unfinished Chapter work.
Week 2:	<u>Monday</u> Chapter 2 and 3 SLO 1, 2, 3	Chapter 2 and 3	Choose Final image for Project 1. Complete unfinished Chapter work.
	<u>Wednesday</u> Studio Time – Work on Project 1 Due March 27, 2013 by 9:30 AM	n/a	Work on Project 2 Study for Quiz 1
Week 3:	<u>Monday</u> Quiz #1 Chapter 4 and 5 SLO 1, 2, 4	Chapters 4 and 5	Complete unfinished Chapter work.
	<u>Wednesday</u> Studio Time – Work on Project 1 Due March 27, 2013 by 9:30 AM	n/a	Work on Project 2
Week 4:	<u>Monday</u> Chapter 6 and 7 SLO 1, 2, 4	Chapters 6 and 7	Complete unfinished Chapter work.
	<u>Wednesday</u> Studio Time – Finish Project 1 Due March 27, 2013 by 9:30 AM	n/a	Work on Project #1 Study for Quiz 2
Week 5	<u>Monday</u> Quiz #2 Turn in Project #1 and start Chapter 8 SLO 1, 2, 4	Chapter 8	Complete unfinished Chapter work.

Course Outline			
	<u>Wednesday</u> Project #1 Critique and start Project #2 Studio Time – Due April 24, 2013 by 9:30 AM	n/a	Work on Project 2
Week 6	<u>Monday</u> Chapter 9 and 10 SLO 1, 2, 4	Chapters 9 and 10	Complete unfinished Chapter work.
	<u>Wednesday</u> Studio Time – Finish Project 2 Due April 24, 2013 by 9:30 AM	n/a	Work on Project 2 Study for Quiz 3
Week 7:	<u>Monday</u> Quiz #3 Chapter 11 and 12 SLO 1, 2, 4	Chapters 11 and 12	Complete unfinished Chapter work.
	<u>Wednesday</u> Studio Time – Finish Project 2 Due April 24, 2013 by 9:30 AM		Work on Project 2 Study for Quiz 4
Week 8	<u>Monday</u> Quiz #4 Chapter 12 SLO 1, 2, 4	Chapters 12	Complete unfinished Chapter work. Study for Final Exam
	<u>Wednesday</u> Studio Time – Finish Project 2 Due April 24, 2013 by 9:30 AM	n/a	Finalize work on Project #2 Study for Final Exam
Week 9	<u>Monday</u> Last Chance to Work in class on Project 2 SLO 1, 2, 5	None	Study for Final Exam

Course Outline

Course Outline			
	<u>Wednesday</u> Deadline: Project #2 Due April 24, 2013 by 9:30 AM Take Final Exam	n/a	
Week 10	<u>Monday</u> Chapter 13	Chapter 13	Complete unfinished Chapter work.
	<u>Wednesday</u> Review Grades Critique Project #2		