COURSE OUTLINE

GMMD 331 – Digital Illustration and Typography

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CANINO SCHOOL OF ENGINEERING TECHNOLOGY
GRAPHIC AND MULTIMEDIA DESIGN
APRIL 2015
A. **TITLE:** Digital Illustration and Typography

B. **COURSE NUMBER:** GMMD 331

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE (OPTIONAL):** No

E. **COURSE LENGTH:** 15 Weeks/One Semester

F. **SEMESTER(S) OFFERED:** Fall/Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 hours lecture

H. **CATALOG DESCRIPTION:**
   This course emphasizes the acquisition of software skills in vector based graphics. Students explore digital workflow, visual communication, and the design process in relation to illustration, and logo and graphic identity.

I. **PRE-REQUISITES/CO-COURSES:** GMMD 102 Intro to Design and GMMD 201 Digital Photography or permission of the instructor.

J. **GOALS (STUDENT LEARNING OUTCOMES):**

<table>
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<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tbody>
<tr>
<td>a. Plan, create and troubleshoot graphic designs.</td>
<td>1. Communication skills</td>
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<td>g. Research, design and produce designs from concept to completion.</td>
<td>2. Critical Thinking</td>
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L. **REFERENCES:**
M. **EQUIPMENT:** A/V equipment; Activision’s *The Movies* for Windows

N. **GRADING METHOD:** (P/F, A-F, etc.) A-F

O. **MEASUREMENT CRITERIA/METHODS:**
   - studio projects
   - presentation of finished graphic identity project
   - portfolio
   - critiques

P. **DETAILED TOPICAL OUTLINE:**
   I. Introducing Vectors
      A. Bitmap vs. Vector
      B. Vectors in contemporary printing
   II. Elements of Vector
      A. Stroke
      B. Fill
      C. Layers
      D. Effects
   III. Vector Tools
      A. Selection Tools
      B. Shape Tools
      C. Pathfinders
      D. The Pen Tool
      E. Type Tools
   IV. Color
      A. Basic CMYK
      B. Basic RGB
      C. Web-Safe
      D. Broadcast-Safe
      E. Pantone colors
      F. Editing colors
      G. Gradients
   V. Transformations
      A. Scale
      B. Shear
      C. Reshape
      D. Distortions
      E. Transparency
      F. Mesh
      G. Blend
VI. Composition and Layout
   A. Balance
   B. Contrast
   C. Proximity
   D. Master Pages
   E. Style Sheets

VII. Design Process
   A. Thumbnails
   B. Creative Brief
   C. Sketches
   D. Composite Sketches
   E. Development of Final Piece

VIII. Production Process
   A. Saving
   B. Exporting
   C. Placing
   D. Packaging
   E. Printing