



**ART 255**  
**SUMMER 2017**  
**CUESTA COLLEGE**  
**DISTANCE LEARNING**

# FOUNDATION OF DIGITAL GRAPHICS

**Section:** CRN 32621 **Units:** 3

**Instructor:** Nick Bockelman

**Email:** [nicholas\\_bockelman@cuesta.edu](mailto:nicholas_bockelman@cuesta.edu)



Nick Bockelman - [BockelmanIllustration.com](http://BockelmanIllustration.com)



Amanda Woolridge (L), Miguel Baltazar (R) 2016



Raina Sison (L), Samuel Lee (R) 2016



Laura Castaneda 2015



Cassidy Folesch (L), Kristen Ready (R) 2015

Welcome to Art 255, the Foundation of Digital Graphic Art (formerly Adobe Illustrator). I'm your instructor, Nicholas Bockelman, but please call me Nick! This is a 3 unit course that provides an introduction to Adobe Illustrator. I currently teach part-time at Cuesta College and I have taught classes for Cal State Universtiy Fullerton and other private studios. On the side, I work as a freelance illustrator and designer creating information graphics as well as technical & editorial illustrations.

For this online class expect to spend just as much time in this course as you would in a traditional class (it's 3 units for a reason). We are compressing a 17 week course into a 6 week class, so expect at least 12-20 hours per week plus time for assigned projects. The pace is fast and you will accomplish a lot in a short time! Usually, I begin each unit with a project proposal, and then move into exercises that will help guide you in learning Illustrator and completing the projects sucessfully. I will post project instructions and grading criteria so that you will know what to expect. You will also be required respond with discussions and critiques. **Your responses should be a least 150 words.**

All students receive an e-mail address that can be accessed through Gmail ([my.cuesta.edu](mailto:my.cuesta.edu)). If you do not want to use this e-mail you can login into your Gmail account and set the default e-mail to be forwarded to any e-mail of your choice (check myCuesta for information). Make sure you either check your mycuesta email daily or setup forwarding to the email you prefer to use. **It is very important that you check your email and myCuesta a daily basis!** The best way to contact me is by email (shown above). I will hold virtual office hours and post the times in our classroom once we get going. I will respond to your posts and emails within 24-48 hours. I look forward to being your instructor on this journey digital vector graphics. Welcome aboard!

**Prerequisites:**

Basic computer skills or DIST 101 Introduction to Online. You *need* experience navigating and using your operating system. This course will NOT help you with Windows or Macintosh operating systems, nor is the instructor able to respond to computer questions not specific to Adobe Photoshop, or the course content. Additionally knowing how to upload and download files, attach documents, use e-mail, and word processing software are critical skills in an online course environment.

**Course Description:**

This course presents the primary instruction in digital vector graphics and illustration using Adobe Illustrator and other Adobe Creative Cloud software. Students will explore visual problem solving and utilize industry standard digital tools to create graphic works for illustration, graphic design and user experience workflow. Transfer: CSU. Materials fee \$45.00. (Formerly ART155)

**Course Objective:**

This course presents the foundational skill sets for creating vector-based graphics and illustrations in Adobe Illustrator. Students will learn how to integrate drawings (traditional or digital) into the Illustrator interface in order to create and edit original artwork using Illustrator tools, panels, effects, and organizational features for print, web, and other formats. Additionally, students will practice discussing and applying the elements and principles of design, as well as gain exposure to the broader field (historical and contemporary) of digital graphics and illustration.

**Student Learning Outcomes:**

- 1) Familiarity and basic competency with Adobe Illustrator features and functions.
- 2) Techniques for creating vector-based graphics and illustrations.
- 3) Apply the visual elements and principles of design to creative work.
- 4) Development of creative work for a design portfolio.
- 5) Integration of other Adobe software and related programs into workflow.

**Required Supplies:**

- 1) Computer with Mouse +/- Tablet
- 2) Adobe Illustrator (I use Illustrator CC, you can use Illustrator CS6 or later)
- 3) USB Drive or Cloud Drive account (Dropbox, Google Drive, etc.)
- 4) Digital camera or Smartphone or Scanner
- 5) Sketchbook with pen & pencils.

**Textbook:**

LEARN Adobe Illustrator CC for Graphic Design and Illustration (1st Ed.) Dena Wilson, Peter Lourekas, Rob Schwartz, Peachpit Press (2016).

**Methods of Instruction:**

We will be using Cuesta's Distance Education site: Here you will upload your completed exercises, post discussions and your special creative projects. I will also provide online lectures, slide presentations, demonstrations, weekly exercises, projects, discussions, critiques, and encourage self-imposed challenges.

**Grades:**

This course uses the + / - grading scale. Please refer to Cuesta Academic Policies & Procedures for information regarding grading policies, leave-of-absence, incompletes, and withdrawals.

A= 100-90% B= 89-80% C=79-70% D=69-60% F=59% or lower

### Online Attendance

Because this class builds upon each previous lesson, it is important you stay engaged each week in order to keep up with required coursework. Please check into myCuesta daily and frequently!

### Deadlines & Discussions

Your grade depends heavily on meeting project deadlines and participating in online discussions. This is the time to learn from fellow students and brainstorm on improving your graphic skills!

### Online Responses 20 pts

These are part of the discussions we will have regarding the lectures, exercises, and fellow student work. In order to gain the most, it's important to respond to online discussions.

### Exercises: 30 pts

These are small follow-along assignments and mini projects that help you master the material and complete the projects. They are due at the END OF THE WEEK they are assigned, before the following class. No exceptions.

### Projects: 50 pts

The culmination of your technical and creative efforts in vector graphics; You will be graded for quality, creativity, and successful use of program features. Projects can be resubmitted before finals week for a new grade. At the end of the semester you will turn in a multi-page PDF of your notes, exercises, and projects for work done in this class.

**TOTAL: 100 pts**

# COURSE OUTLINE

Subject to change based on progress made in class.

## Week 1

**Textbook:** Chapter 1,2,3,5, 6,7,9, & 13

**Lecture:** Raster vs Vector, Ai & Interface, Drawing for Vector, Project 1 Outline

**Exercises:** Drawing & Editing Basics, Pen & Pencil Tool, Pathfinder & Shapebuilder

## Week 2

**Textbook:** Chapters 4, 10, 11, 14,

**Lecture:** Project 2 Outline

**Exercises:** Strokes, Fills, Swatches, Brushes, Gradients & Blends, Transparency & Textures

**PROJECT 1 DUE**

## Week 3

**Textbook:** Chapters 15, 16

**Demo:** Project 2

**Exercises:** Type, Appearance & Effects, Patterns

## Week 4

**Textbook:** Chapter 14

**Lecture:** Project 3 Outline

**Exercises:** Patterns, Live Trace, Symbols

**PROJECT 2 DUE**

## Week 5

**Textbook:** Chapters 10 & 11

**Lecture:** Project 3

**Exercises:** Advanced Rendering, Illustrator to Photoshop Workflow

## Week 6

**Textbook:** Chapters 16

**Exercises:** Illustrator to Acrobat

**PROJECT 3 DUE**

**PDF PORTFOLIOS DUE**

