



Western Technical College

10201109 Adobe Illustrator

Course Outcome Summary

Course Information

Description	Students will use a popular vector illustration program to create illustrations, logos, and graphics within a design or graphics production environment.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Expand a Growth-Mindset
2. Cultivate Passion: Increase Self-Awareness
3. Live Responsibly: Develop Resilience
4. Live Responsibly: Foster Accountability
5. Refine Professionalism: Act Ethically
6. Refine Professionalism: Improve Critical Thinking
7. Refine Professionalism: Participate Collaboratively
8. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services.
2. Demonstrate proficiency in the use of design software, tools and technology.

3. Implement creative solutions from concept through completion using a formal process.
4. Apply effective legal and ethical business practices and project management skills.
5. Communicate artwork rationale in formal and informal settings.

Course Competencies

1. Draw basic shapes.

Assessment Strategies

- 1.1. Digital File Review

Criteria

You will know you are successful when

- 1.1. you draw basic shapes.
- 1.2. you manipulate basic shapes.

Learning Objectives

- 1.a. Draw every available basic shape.
- 1.b. Produce recognizable icons with layered basic shapes.
- 1.c. Modify icons with alignment techniques.
- 1.d. Utilize modifier keys to constrain shapes
- 1.e. Utilize grouping of shapes.
- 1.f. Modify basic shapes with direct selection arrow.

2. Draw Bezier paths.

Assessment Strategies

- 2.1. Digital File Review

Criteria

You will know you are successful when

- 2.1. you create smooth, curved paths.
- 2.2. you modify curved paths.

Learning Objectives

- 2.a. Draw smooth shapes with the pen tool.
- 2.b. Change curve anchor points to corner anchor points.
- 2.c. Change corner anchor points to curve anchor points.
- 2.d. Constrain pen tool with modifier keys.
- 2.e. Use add-anchor-point tools.
- 2.f. Use delete-anchor-point tools.
- 2.g. Use add-anchor-point tools.
- 2.h. Use pen tool to create illustrations.

3. Fill and stroke paths.

Assessment Strategies

- 3.1. Digital File Review

Criteria

You will know you are successful when

- 3.1. you fill shapes with process colors.
- 3.2. you fill shapes with spot colors.
- 3.3. you choose the correct color mode for a given output.
- 3.4. you apply a stroke style to a path.
- 3.5. you edit the shape of a stroke.
- 3.6. you fill a shape with a gradient.
- 3.7. you change the color of a stroke.
- 3.8. you apply transparency to filled shapes.

Learning Objectives

- 3.a. Learner fills shapes with color.
- 3.b. Learner strokes paths.
- 3.c. Learner chooses correct color model.

4. Manipulate type.

Assessment Strategies

- 4.1. Digital File Review

Criteria

You will know you are successful when

- 4.1. you manipulate type using the character panel.
- 4.2. you manipulate type using the paragraph panel.
- 4.3. you set type on a Bezier path.
- 4.4. you set type on a circle.

Learning Objectives

- 4.a. Learner formats type.
- 4.b. Learner sets type on a curve.
- 4.c. Set type on a Bezier curve.
- 4.d. Constrain type to an irregular closed shape.
- 4.e. Use horizontal scale, vertical scale, baseline shift and leading to achieve desired effects.

- 4.f. Stroke and fill type in a way that does not damage the letterforms.
- 4.g. Apply a readable drop shadow to type.

5. Draw compound paths.

Assessment Strategies

- 5.1. Digital File Review

Criteria

You will know you are successful when

- 5.1. you manipulate the shape of outline type.
- 5.2. you use the compound path command to create shapes with hollow areas.

Learning Objectives

- 5.a. Create shapes with transparent areas.
- 5.b. Control where shapes are hollow and where they are not.
- 5.c. Reshape type using the direct selection arrow.
- 5.d. Understand the value of converting type to outlines before sending files for off site printing.

6. Use the Blend Tool

Assessment Strategies

- 6.1. Digital File Review

Criteria

You will know you are successful when

- 6.1. you use blend tool to blend between shapes.
- 6.2. you change the direction or course of a blend.
- 6.3. you create smooth blends without banding.

Learning Objectives

- 6.a. Blend between colors and shapes.
- 6.b. Determine the number of steps required to make a smooth blend.
- 6.c. Blend so the intermediate shapes do not twist.
- 6.d. Adjust the spine of the blend.
- 6.e. Release and expand a blend.
- 6.f. Determine when to use gradient fill instead of blend.
- 6.g. Create complex blends using Gradient Mesh Tool.

7. Apply clipping masks.

Assessment Strategies

7.1. Digital File Review

Criteria

You will know you are successful when

- 7.1. you use open and closed shapes to mask out artwork.
- 7.2. you use both editable and outline type to mask artwork.

Learning Objectives

- 7.a. Mask artwork with a bezier path or basic shape.
- 7.b. Use a type shape to mask artwork.
- 7.c. Edit a mask and masked elements.
- 7.d. Adjust individual objects in the mask.
- 7.e. Add shapes to and remove shapes from a mask.

8. Use transformation Tools.

Assessment Strategies

8.1. Digital File Review

Criteria

You will know you are successful when

- 8.1. you create smooth logos working from low-resolution scanned or faxed artwork.

Learning Objectives

- 8.a. Use pathfinder palette to quickly create complex shapes from basic shapes.
- 8.b. Use pen tool to trace bitmap logos.
- 8.c. Create logos with hollow areas.

9. Use and understand layers.

Assessment Strategies

9.1. Digital File Review

Criteria

You will know you are successful when

- 9.1. you use layers to organize complex illustrations.
- 9.2. you edit layers.

Learning Objectives

- 9.a. Make multiple layers in a document.
- 9.b. Name every layer in a document.
- 9.c. Rearrange the stacking order of layers.
- 9.d. Move artwork from one layer to another.
- 9.e. Troubleshoot an illustration with hidden and locked layers.

10. Produce web graphics.

Assessment Strategies

10.1. Digital File Review

Criteria

You will know you are successful when

- 10.1. you create artwork for web publication.
- 10.2. you use correct file format for the art involved.

Learning Objectives

- 10.a. Use Save For Web command to create artwork that is browser-friendly.
- 10.b. Use Artboard Tool to determine the pixel dimensions of artwork.
- 10.c. Choose the correct file format for various images.

10.d. Use the Slice Tool to save a layout as multiple smaller images.