

COURSE TITLE	GRAPHICAL ILLUSTRATION
COURSE CODE	05MA0104
COURSE CREDITS	4

Objective:

- 1 Master the fundamentals of Adobe Illustrator's interface and tools
- 2 Develop proficiency in creating vector graphics for various applications
- 3 Learn techniques for illustration, logo design, and typography
- 4 Gain experience in preparing artwork for print and digital media
- 5 Develop creative problem-solving skills using Illustrator

Course Outcomes: After completion of this course, student will be able to:

- 1 Students can demonstrate a strong understanding of Adobe Illustrator's interface and tools
- 2 Students can create professional-quality vector graphics for various applications.
- 3 Students can design effective logos and work with typography
- 4 Students can prepare artwork for print and digital media.
- 5 Students can apply creative problem-solving skills using Illustrator

Pre-requisite of course:Basic computer literacy

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
0	0	8	0	0	0	50	50

Contents : Unit	Topics	Contact Hours
Total Hours		

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Introduction to Adobe Illustrator Understanding the Illustrator interface: panels, tools, and workspace, Working with artboards and document setup, Basic drawing tools: shape tools, pen tool, pencil tool, Selection and transformation techniques, Working with color: swatches, gradients, and color modes.	30

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
2	Vector Graphics and Illustration Understanding vector paths and anchor points. - Advanced pen tool techniques: creating complex shapes and curves, Working with layers and groups. - Using Pathfinder tools for shape manipulation, Creating custom brushes and symbols. - Illustration techniques: creating characters, objects, and scenes	30
3	Logo Design and Typography Principles of effective logo design. - Using Illustrator for logo creation: brainstorming, sketching, and vectorizing, Working with type: fonts, styles, and formatting. - Creating text outlines and manipulating text as shapes, Typography techniques: kerning, tracking, and leading. - Preparing logos for different media (print, web, etc.)	30
4	Advanced Techniques and Output Working with effects and filters. - Using Illustrator for layout and page design. - Preparing artwork for print: color management, bleed, and resolution, Exporting artwork for web: file formats (SVG, PNG, JPG), optimization, Introduction to automation: actions and scripts. - Exploring advanced features: perspective grid, gradient mesh, etc	30
Total Hours		120

Textbook :

- 1 Foundations of Graphic Design, Gavin Ambrose & Paul Harris, Bloomsbury Publishing, 2019
- 2 Illustration: A Theoretical and Contextual Perspective, Alan Male, Bloomsbury Visual Arts, 2017

References:

- 1 The Fundamentals of Illustration, The Fundamentals of Illustration, Lawrence Zeegen, Bloomsbury Publishing, 2012
- 2 Illustration Now!, Illustration Now!, Julius Wiedemann, Taschen, 2010

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Practical
- 2 Boardwork
- 3 PPT

Supplementary Resources:

- 1 <https://helpx.adobe.com/illustrator/user-guide.html>
- 2 Lynda.com/
- 3 <https://www.adobe.com/learn/illustrator/web/what-is-illustrator?learnIn=1&locale=en>
- 4 <https://www.behance.net/galleries/illustrator>
- 5 <https://www.andacademy.com/resources/blog/graphic-design/what-is-adobe-illustrator/>