

GD 2210 - VECTOR ILLUSTRATION

Credits: 3

This sophomore-level course introduces students to the concept of semiotics and vector-based art. Through demonstrations and exploration of tools and techniques in Adobe Illustrator, students create icons, symbols, and illustrations in conjunction with typographic forms. Upon successful completion of this course, students demonstrate vector-based drawing tools to create meaning in graphic and typographic messages through multiple projects.

Prerequisite: FD 1020 - 2D Design: Elements + Principles

| Course Learning Outcomes: | Exceeding | Meeting | Developing | Not meeting | Program Outcomes | Institutional Outcomes |
|---|--|--|---|---|------------------------------|------------------------|
| Use vector-based text, graphics and imagery to deliver an effective message. | Conveys an effective message using vector-based text, graphics and imagery. | Conveys a competent message using vector-based text, graphics and imagery. | Conveys a mediocre message using vector-based text, graphics and imagery. | Did not communicate a message using vector-based text, graphics and imagery. | GD-1, GD-5, GD-6, GD-8, GD-9 | Design Competence |
| Understand the tools used in creating vector-based shapes, graphics and text. | Able to leverage all of the interface elements that go beyond the basics including but not limited to Transform, Align, and Pathfinder Tool, as well as Brush Tools, and all Illustrator Tools | Able to leverage the core interface elements. Can consistently navigate to essential tools for text, shape, as well as effectively using the pen tool. | Able to identify and navigate to some core interface elements but not able to fully articulate their purpose. | Unable to navigate the user interface or identify the core elements. Not able to articulate the purpose of basic core interface elements. | GD-1, GD-5, GD-6, GD-8, GD-9 | Design Competence |
| Apply grids to page layouts | Provides examples of grid structures for all projects within course work. | Provides examples of grid structures for most projects within course work. | Provides examples of grid structures for some projects within course work. | Provides little to no examples of grid structures within course work. | GD-1, GD-5, GD-6, GD-8, GD-9 | Design Competence |