

ILD1010 Fundamentals of Illustrative Design

Credits: 3

This freshman-level course provides an overview of illustrative design as a creative practice and introduces students to the fundamentals of illustration within graphic design. Students explore the differences between graphic design, illustration, and illustrative design and how illustrative design can elevate a brand. Upon the successful completion of this course, students will have a basic process of approaching a design problem through illustration.

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

Course Learning Outcomes	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Outline a process for solving visual design problems.	Student is able to outline and implement a process for solving visual design problems.	Able to outline a process for solving visual design problems.	Student is developing a process for solving visual design problems.	Student is not able to outline or develop a process for solving visual design problems.	ILD-3, ILD-4, ILD-11	Communication Competence, Critical Thinking
Understand the basic use of industry-standard tools.	Able to expertly use industry-standard software tools.	Able to use basic functions within the industry standard tools.	Understands the basic functions within the industry standard tools.	Does not use or understand the basic use of industry-standard tools	ILD-8	Design Competence
Show how type and imagery can work together in a composition.	Able to expertly use type and imagery together in a composition.	Able to use type and imagery together within a composition.	Able to somewhat use type and imagery together within a composition.	Does not know how to use type and imagery together within a composition.	ILD6, ILD8	Design Competence