# IL 3850 Digital Illustration I

In this junior-level course, students will combine traditional skills, analog materials, and digital media to learn a variety of methods for creating their artwork digitally. This course also defines and develops the necessary methods for producing powerful single-image illustrations that can quickly create meaning for broad audiences. Upon successful completion of this course, students will have explored visual metaphor and applied digital tools to various conceptual projects.

*Prerequisites: FD 1020 2D Design: Elements + Principles and IL 2575 - Illustration I*

*Notes: (Formerly IL 4550 Digital Illustration I)*

| Course Learning Outcomes: | Exceeding | Meeting | Developing | Not Meeting | Corresponding Program Learning Outcomes | Institutional Outcomes |
|---|---|---|---|---|---|---|
| Demonstrate the use of Photoshop and Illustrator to produce single-image conceptual illustrations for contemporary market needs. | Applies advanced functions, tools, and digital image creation techniques to digital images. | Applies basic functions, tools, and digital image creation techniques effectively. | Applies inconsistent understanding of functions, tools, and digital image creation techniques. | Demonstrates little or no understanding of basic functions, tools and digital image creation techniques. | Technical Skills | Design Competence |
| Integrate traditional and digital media to create unique and effective illustrations. | The integration of media is unique, surprising, and effective. | The integration of media is unique and effective. | The integration of media seems to be predictable, common, and less effective. | Fails to integrate media in an effective way. | Creative + Crtical Thinking, Technical Skills | Critical Thinking Competence, Design Competence |
| Implement visual metaphor strategies for effective conceptual illustrations. | Demonstrates a compelling use of visual metaphor to convey meaningful conceptual ideas. | Demonstrates an effective use of visual metaphor to convey conceptual ideas. | Demonstrates a limited ability to use visual metaphor to convey ideas. | Fails to use visual metaphor to convey ideas. | Creative + Critical Thinking | Critical Thinking Competence |