



GCIP 152, Section 70745

ONLINE | 3 units

Digital Publishing — ILLUSTRATOR I FALL

8/22/22 – 12/16/22 4pm

Instructor: Lillian Payn, Ph.D.:

760/744-1150 X 3078

lpayn@palomar.edu

Office hours (Zoom, phone, e-mail): Thursdays 9 am – 1 pm.

by appointment

Class Site >>> <http://www2.palomar.edu/users/lpayn/152>
 Syllabus >>> <http://www2.palomar.edu/users/lpayn/152/syllabus.pdf>
 Tutorials >>> <https://www2.palomar.edu/pages/atrc/lms-login/>
 (Select CANVAS: Logon: 9-digit ID number/Password: eServices PW)

Office hours: Th. 8 – 1 — Other times available on request. (Please by appointment, so we don't double book)

ZOOM >>> Meeting ID: 374 202 5403. Password: GC

<https://palomar-edu.zoom.us/j/3742025403?pwd=bTk0eHU1Rk42NEkycWEzbIZEUkZPZz09>

(NO required meetings. Recommended sessions for Orientation and Project launches.)

NOTE: Free digital textbook (2020) information is on page 3. (Tutorial files are in Canvas for you,) If you prefer a hard copy, you might buy it from many sources. The 2021 edition is the most recent, but not available for free to us. The tutorials are not that different from the 2020 edition. The tutorial files have

MODULE /DATE	ASSIGNMENT	POINTS
MONDAY— 8/22 12:30 pm–1:30 pm	<ul style="list-style-type: none"> ○ Zoom Orientation (URL above) ○ <i>(Not required, but you are encouraged to attend to get important information)</i> ○ Syllabus Review Assessment (Required, due by 9/2) 40 ○ Online Learning Orientation Badge (Extra Credit = 25) (due by 11/19 11:59 pm) 	
1 — 8/22 – 27	<ul style="list-style-type: none"> ○ Course Overview ○ Concepts: Interface/Tools & Selection Tools • Ch 1 & 2 ○ Hello post with Treat Certificate - due 8/27 ○ SERVICE LEARNING OPTIONS! Substitute selected exercises to design graphics/collaterals for community- based non-profits. Service Learning Section on page 5 – Syllabus. 	50
2 — 8/29 – 9/3	<ul style="list-style-type: none"> ○ Concepts: Shapes & Typography • Ch 3 & 9 ○ Helvetica, the movie. (Replies due 9/3) 	50
3 — 9/5 – 10	<ul style="list-style-type: none"> ○ Concepts: Shapes/Paths/Transform Tools • Ch 4 & 5 ○ Pen tool exercises • Post Hypnopaedia - due 9/10 	50
4 — 9/12 – 17 ZOOM (Project 1-4) Monday 9/12 12:30 pm–1:30 pm	<ul style="list-style-type: none"> ○ Concepts: Drawing Tools/Pen Tool • Ch 6 & 7 ○ Curvature Post [Extra Credit 50 points] ○ Overview of Branding Campaign (Project 4) due 11/19 (1) Logo due 10/1; (2) Type as Art due 10/15; (3) 3D Packaging due 11/5 	
5 — 9/19 – 24	<ul style="list-style-type: none"> ○ Concepts: Color/Layers • Ch 8 & 10 ○ Project 1: Logo– Good/Bad Examples due 9/24; replies 9/26 	
<u>Posts & Assignments due MIDNIGHT on the due date</u>		
<i>– Schedule and tasks subject to change. –</i>		

MODULE /DATE	ASSIGNMENT	POINTS
6 — 9/26 –10/1	<ul style="list-style-type: none"> ○ Concepts: Gradients/Blends/Patterns • Ch 11 ○ Project 1: Logo due 10/1 — <i>Replies due 10/4</i> 	100
7 — 10/3 – 8	<ul style="list-style-type: none"> ○ Concepts: Brushes/ Styles • Ch 12 & 13 ○ Project 2: Type as Art (Packaging) due 10/15 (150) 	
8 — 10/10 – 15	<ul style="list-style-type: none"> ○ Concepts: Symbols • Ch 14 ○ Symbols Post [Extra Credit 50 points] ○ Project 2: Type as Art due 10/15 — Replies due 10/18) 	150
9 — 10/17–22	<ul style="list-style-type: none"> ○ Concepts: Transform/Crop/Mask Images • Ch 15 ○ Simulation 1 due 10/22 	100
10 — 10/24–29	<ul style="list-style-type: none"> ○ Concepts: Package/Share Files/3D • Ch 16 	
11 — 10/31-11/5	<ul style="list-style-type: none"> ○ New Techniques: Proofreading / Graphs ○ Project 3: 3D Packaging: due 11/5—replies due 11/8 	150
12—11/7 – 12	<ul style="list-style-type: none"> ○ New Techniques: Prepress ○ Now You Do It: Prepress [Extra Credit 50 points] ○ Branding Campaign Final Assembly 	
13 — 11/14—19	<ul style="list-style-type: none"> ○ Project 4: Branding Campaign due 11/19—replies due 11/22 ○ New Techniques: More Transformations ○ Now You Do It: Transformations [Extra Credit 50 points] ○ Project 5: Vinyl Banner due 12/10 (200) 	50
11/21 –26	Happy Thanksgiving break – no classes	
14 — 11/28–12/3	<ul style="list-style-type: none"> ○ New techniques: Web Graphics ○ Now You Do It: Web Graphics [Extra Credit 50 points] ○ Project 5: Banner Production Plan – due 12/3 	35
15 — 12/5 – 10	<ul style="list-style-type: none"> ○ Project 5: Banner Production due 12/10 replies due 12/13 ○ Podcast: COLOR CMYK for Print ○ Final date to submit any late projects: 12/10 	
16 —12/12 –16	<ul style="list-style-type: none"> ○ Project 5: Banner — replies due 12/13 ○ Final Simulation 2 — due 12/16 4pm*** <p>*** Note: TECH SUPPORT ends at 4 pm. Please submit by 4 pm to avoid tech glitches.</p>	125 100
<p><i>If the business, state, and college regulations allow May Field Trip Opportunities:</i></p> <ul style="list-style-type: none"> • MGX Copy (Graphic Production and Digital Printing) • Field Trip: Modern Postcard (Lithography/Digital/Prepress/Post Press) 		

ADMINISTRATIVE NOTES

DUE DATES

You are urged to keep up with the daily assignments to ensure that you are getting a quality learning experience by participating with the entire community of learners in GCIP 152.

Please complete all assignments for the week in a timely manner. 10% penalty for each late assignment. Incompletes are acceptable only under extreme circumstances. Pass/No Pass is a realistic option to prevent stress and frustration. Remember that a **3 unit course is equivalent to 96 hours of in class lecture/lab**. Please, if you anticipate any conflicts, let's work out a sensible completion plan in advance.

Assignments are to be posted in Canvas virtual classroom (requirements are in each tutorial).

It is your responsibility to drop the class, not the instructor's.

- 8/22 — Course begins
- 9/4 — Last day to get refund
- 9/5 — Last day to drop course (without notation)
- 9/12 — Last day to change status (P/NP)
- 10/15 — Last day to withdraw from course (W)
- 12/16 — **Course ends at 4 PM**

Student Services: Please let me know if you have any special needs or go directly to Student Services for assistance. The college has many resources to support your learning, too. The College Code of Conduct link / regulations for attendance, conduct, academic integrity, etc. apply to Graphic Communications courses, and can be found at

<http://www.palomar.edu/students>

Register for a student e-mail account:

<http://studentmail.palomar.edu/>

FREE REQUIRED TEXT: CALM (COMET AFFORDABLE LEARNING MATERIALS)

Adobe Illustrator Classroom in a Book (2020 release)

By Brian Wood, Adobe Press ISBN -10: 0-13-650310-1

Instructions to download Digital Edition from Safari Books Online:

1. Go to Library site: <https://www.palomar.edu/library/>
2. Go to DATABASES in the navigation bar on the left.
3. Go to SAFARI BOOKS ONLINE:
(<https://palomar.libguides.com/az.php?a=s> is direct link)
4. Once connected to the site, you will be asked to select an institution from the drop down menu. Choose "Not Listed" since Palomar College is not on the list. It will then ask you to provide your Palomar email address and then follow the instructions. If you already have an account created, click on "Already a User, Click here."
5. In search bar in top left, add "[Adobe Illustrator Classroom in a Book \(2020 release\)](#)."
6. Make a Playlist so you can return to it quickly by clicking on an icon of the book in the upper right corner.

OBJECTIVES

1. Identify and specify typefaces.
2. Create/manipulate text in Illustrator.
3. Use Illustrator's tools to create graphics.
4. Implement the basic tools: fills, strokes, filters, transform, masks, etc.
5. Specify color: spot and process.
6. Save files as various formats for different purposes: ai, eps, tiff, ps, pdf, jpg, gif, etc.
7. Use proper terminology.
8. Produce graphs.
9. Proofread files.
10. Prepare files for prepress.
11. Print work.
12. Manage computer files.
13. Familiarize with printing industry standards and requirements: separation, trapping, halftones, etc.
14. Participate in Career Topic.
15. Prepare for employment to be effective in the workplace.

STUDENT LEARNING OUTCOMES:

At the completion of the course, students will be able to:

1. Draw with the pen tool.
2. Create complex computer-generated graphics.
2. Print to a range of Substrates.
3. Use multiple layers.
4. Select appropriate typefaces
5. Make color selections.

GRADING SCALE

1000 – 900	A
899 – 800	B
799 – 700	C
699 – 600	D
599 – 0	F

Please see Rubric in Canvas virtual classroom (Course Information) for Grading Criteria:

- Discussions and Participation
- Project Production (Individual Assignments)

Grades: Posted in the Navigation Bar > Grades in the Canvas virtual classroom.

SUPPLIES

- USB drives / External back-up
- Folders (digital or hard copy) for handouts and assignments

SOFTWARE

- **Adobe Illustrator CC** <http://www.adobe.com> is the software publisher
<http://www.adobe.com/products/creativecloud.html>
- Internet Connection with a browser such as Safari or Chrome.
- Word Processing Application, such as MS Word.

METHODS

1. Lectures.
2. Discussions.
3. Questions and answers.
4. Assignments:
 - a. Readings
 - b. Exercises/Tutorials
 - c. Projects
 - d. Case studies
 - e. Field Trips (when permitted)

GCIP152 Service Learning Framework

This semester you will have an opportunity and option to substitute some of your assignments for “Service Learning” graphic projects for local North County Non-profits as well as for Palomar College.

You will have a choice of a selection of non-profits or Palomar College in need of graphic materials for promotion and marketing. (Please see the list below of non-profits asking to work with design students – or arrange projects for your favorite non-profit.)

WHAT IS SERVICE LEARNING?

Service Learning seeks to provide active, service-focused, community-based, learning opportunities for students. These opportunities are designed to build and enhance students’ commitment to academics, personal and professional development, and civic responsibility. The linking of students and faculty to the community through service is the primary focus and role of the Service Learning Department. Service learning is “1) a teaching and learning strategy that integrates meaningful community service with instruction and 2) reflection to enrich the learning experience, teach civic responsibility, and strengthen communities.”

<https://www2.palomar.edu/pages/servicelearning/>

Go directly to the Service Learning home page for complete details and requirements, as well as the forms you will need to fill out to join the program and to ensure that you get your certificate.

WHAT ASSIGNMENTS WILL WE DO FOR SERVICE LEARNING?

Since our goals and purpose in GCIP 152 is to learn Adobe Illustrator and leave the course with marketable skills, you will substitute equivalent projects for the community organization that you would do for your class. Depending upon which organization you choose and their needs for graphic communication materials, the projects may range from short project to longer campaigns. Together we shall determine which projects are equivalent to specific class assignments.

You will determine what the goals of the organization are, their target audience, and how to solve the design problem they present to you. During our course, we shall allow academic freedom to solve the design goals in collaboration with the client organization, as well as offer recommendations and oversight within the context of our course. You may want to select the organization, rather than a fictional company, to use to build your branding campaign, which is a major project during the semester. The non-profit may get more ideas and solutions from your creativity!

HOW MUCH TIME IS THE SERVICE LEARNING COMMITMENT?

The standard time frame is 10 hours for a project and service learning submission. Please keep track of your time, just as you would do for a job with any design client (and is required for GC 115. If you elect to do a longer project or even a number of other smaller projects, such as a branding campaign, you will earn a Service Learning Certificate (15 hours minimum of Service Learning).

WHAT ARE THE OUTCOMES OF SERVICE LEARNING IN GCIP 152?

You will leave GCIP 152 with references from the non-profit organization, résumé builders, and portfolio pieces. You will have a story to tell about your experience working with an actual client as you created design solutions.

YOUR PURPOSE FOR TAKING GCIP 152

Remember that you need to stay focused on skill-building in GCIP so that the non-profit does not distract you from your goals to learn Adobe Illustrator and leave the course with employable skills. Everything you do for the non-profit should lead you to your goals of learning and implementing digital illustration skills while working with design clients.

WHERE WILL THE DESIGN WORK BE DONE FOR THE CLIENT?

Since GCIP 152 will be online, the non-profits have been advised that we are learning at a distance. You can contact the client conveniently via phone and zoom/facetime kinds of meetings. Files can be exchanged via the internet. Since GCIP 152 class meetings, help sessions, and office hours will be held via Zoom, we can also use that time to do status checks for the projects for the non-profit clients. Our virtual classroom is in Canvas, and we can exchange files easily in Canvas. You will be expected to work on your own computer and software, since the GC labs have not been opened as yet. You will transmit completed files to the non-profit client, just as you would for a studio or free-lance client. In class, to support you, we shall review the projects before submission to ensure that they are properly produced and meet the criteria for a finished project.

WHAT ARE PROJECT WRITE UPS?

Every project in GCIP 152 requires a write-up that establishes the purpose, the target audience, the design solutions, and the procedures used to complete the project. You can use the template provided in your Canvas virtual classroom.

WHAT ARE THE FORMAL REQUIREMENTS TO PARTICIPATE IN SERVICE LEARNING?

If you choose to participate in Service Learning (THANK YOU!), you will fill out some required forms for Palomar College. While GCIP 152 does not require you to meet with the client organization or the people they serve in person, if you elected to do so, you will be required to fill out specific release forms and meet other requirements such as background references, checks, etc. Your contact in the non-profit will advise you as to their specific requirements.

OPPORTUNITIES:

Please note that you can select a non-profit organization from the list below or select a favorite non-profit of your choice. You can choose from your sports or youth clubs, food distribution, religious institutions, museums, or other non-profits that serve and build a sense of community.

5 on Palomar College Campus

PALOMAR COLLEGE STUDENT HEALTH CENTER: SPRING BLOOD DRIVE (PRINT AND WEB) PROJECTS TO ADVERTISE TO PALOMAR STUDENTS.

Palomar College Library: May Fashion Show Collaterals

Palomar College Outreach: Campaigns, etc.

Palomar College TLC (Teaching Learning Center) San Marcos: Collaterals

Palomar College Career Center: Branding and Collaterals

7 in North County: Non-profit Organizations (plus 2 pending further discussion)

BOYS AND GIRLS CLUB OF VISTA: Event logos, event campaigns, holiday-themed materials, flyers, inspirational materials based on core values

Provides a safe place and organized activities for youth.

NORTH COUNTY OUTREACH INITIATIVE: Undersigned but will request a fit for what the students are doing

Tutoring and mentoring Face-to-Face tutoring and mentoring at Maryland Elementary School

Operation Hope - North County: Agency brochures, posters, banners, outreach flyers, Donor appreciation cards, invitations, graphics for social media,

Provide a safe, caring and supportive environment for families with children and single women experiencing homelessness as they rebuild their lives and reclaim independence. Our Steps to Independence shelter program provides trauma informed care and intensive case management that addresses barriers, stabilizes families and helps navigate them to stable housing.

Project LIKE: Black History Month, Women's History Month, Global Literacy Collaterals

Provide youth attending non-profit and public agencies with free global literacy resources and support. Project LIKE relies heavily on service learning students to volunteer in local literacy projects such as in-school and after-school tutoring, youth mentorship, and bilingual content development.

San Marcos Senior Activity Center: Promotional Materials

Older adults are provided with resources, programs and activities that respond to their diverse needs and interests, enhance their dignity, support their independence and encourage their involvement in the community.

STAR Repertory Theatre: Graphic Design. Marketing / Communication / Promotion

STAR Repertory Theatre is a non-profit 501(C)(3) corporation that is organized exclusively for the education, literary and presentational purposes of fostering greater awareness and understanding of performance theatre through educational programs and onstage theatrical performances for youth, teens, and adults. Everyone at STAR Repertory Theatre is a volunteer.

A STEP BEYOND: Undecided but will ask for design work

A Step Beyond (ASB) serves underserved youth with opportunities that greatly expand their expectations and ambitions through dance education, academic support, and family services. ASB is focused on how to empower our students through academics and support them in creating successful educational paths. Through our academic program, our volunteer tutors work with students on a one-on-one or small group basis. The main expectation is to support the student with homework and/or school instruction in whatever subjects the student requires assistance.

340 N. Escondido Blvd. Escondido, 92025

<http://a-step-beyond.org/>

Contact: Blanca Zuniga (760) 670-3250 bzuniga@a-step-beyond.org

AND POSSIBLY 2 OTHERS (pending):

> COUNTY OF SAN DIEGO DEPARTMENT OF PARKS AND RECREATION

Park and facilities located throughout the county.

> North County Lifeline, Inc.: Marketing Materials (+ Intern)

Mission: North County Lifeline's mission is to build self-reliance among youth, individuals and families through problem solving, skill-building and accessible community-based services.

CHECKLIST OF TASKS

Be sure to go through this list to make sure the details are completed:

- Select a community-based non-profit from our list. (Please verify with the Professor if you select an organization not on the list.)**
- Complete the forms on the Service Learning Website, so you can proceed. If there will be contact with the staff or clients, you may need to have other paperwork. Check with your contact to verify.**
- Fill out the Plan for your project in Canvas's corresponding discussion board, "Alternative Service Learning Plan".**
- After completing and delivering the task, please post a PDF of your project to share with the class. Also, please wrap up about your experience by answering the questions in the discussion board "Alternative Service Learning Plan". [We may need to customize due dates because your clients' timelines may differ from our course timeline. You will still need to respond to at least 3 posts from your colleagues who may be doing an in-course task.]**