



GCIP 252, Section 31935

ONLINE | 3 units

Digital Publishing — ILLUSTRATOR II Spring 1/31/22 – 5/27/22 4pm

Instructor: Lillian Payn, Ph.D. 760/744-1150 X 3078 lpayn@palomar.edu

Office hours (Zoom, phone, e-mail): Thursdays 8 am –1 pm. Or by appointment.



Class Site >>> <https://www2.palomar.edu/users/lpayn/252>
 Syllabus >>> <https://www2.palomar.edu/users/lpayn/252/syllabus.pdf>
 Tutorials: <https://canvas.instructure.com/courses/1249488>
CANVAS URL: <https://canvas.instructure.com/enroll/HRK33L>
 (Self-enroll, and write down your logon and password so you can return to the tutorials.)

Office Hours 8AM – 1:00 PM ZOOM / By appointment
 >>> <https://palomar-edu.zoom.us/j/3742025403?pwd=bTk0eHU1Rk42NEkycWEzbIZEUkZPZz09>
 If needed: Meeting ID: 374 202 5403. Password: GC
 SAME LOGON for GCIP 252 Orientation and Demos: 11:30 AM – 12:30 PM
 (See exact dates below in the Syllabus.)

MODULE /DATE	ASSIGNMENT	POINTS
TUESDAY— February 1 11:30 am–12:30 pm	<ul style="list-style-type: none"> ○ Zoom Orientation (URL above) ○ Course Overview: Your Project Goals ○ Portfolio Project: Deliverables: Plan Write Up ○ (Alternatives: Non-profit, see info sheet, page 4) 	75
1 — 1/31 – 2/5	Portfolio Project: Deliverables: Plan Write Up Due 2/5	75
2 — 2/7 – 12	Project: Logo Design & Plan Write Up Examples Due 2/9 / Logo Due 2/12 [Demo Meeting Wednesday 2/9 – 11:00 am]	75
3 — 2/14 – 19	Project: Business Communication Set & Write Up, Due 2/19	75
4 — 2/21 – 26	Project: Print Advertisements & Write Up Examples Due 2/23 / Ad Due 2/26 [Demo Meeting Wednesday 2/23 – 11:00 am]	75
5 — 2/28 – 3/5	Project: Web Advertisements & Write Up Examples Due 3/2 / Ad Due 3/5	75
6 — 3/7 – 12	Project: Infographics & Write Up Examples Due 3/9 / Infographic Due 3/12 [Demo Meeting Wednesday 3/9 – 11:00 am]	75
7 — 3/14 – 19	Project: Collateral Graphics (Branding) & Write Up Examples Due 3/16 / Branding Due 3/19	75
8 — 3/21 – 26	Project: Website Wireframe & Mockup Due 3/26	75
3/28 – 4/1	Happy SPRING Break – no classes	
9 — 4/4 – 9	Project: Collateral Graphics (PhotoRealism) Due 4/16 Extra credit (Curvature Tool/Collaterals due by 5/21)	(75)

Posts & Assignments MIDNIGHT on the due date

— Schedule and tasks subject to change. —

MODULE /DATE	ASSIGNMENT	POINTS
10 — 4/11 — 16	○ Project: Collateral Graphics (PhotoRealism) Due 4/16	75
11 — 4/18 — 23	○ Project: Collateral Graphics (Other Techniques) Due 4/30	
12 — 4/25 — 30	○ Project: Collateral Graphics (Other Techniques) Due 4/30 ○ Project: Portfolio Projects Polishing	75
13 — 5/2 — 7	○ Project: Portfolio Production	
14 — 5/9 — 14	○ Project: Portfolio Presentation: Drafts [Demo Meeting Wednesday 5/11 — 11:00 am]	75
15 — 5/16 — 21	○ Project: Portfolio Revisions [Deadline for catch up posts: 5/21]	
16 — 5/23 — 27	○ Project: Portfolio Final Presentations Due 5/24 ○ Discussions/Review Discussions Due 5/27 4 PM	100

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 252.

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.

- 1/31 — Course begins
- 2/13 — Last day to get refund
- 2/13 — Last day to drop course (without notation)
- 3/6 — Last day to change status (P/NP)
- 3/28 — Last day to withdraw from course (W)
- 5/27 — Course ends at **4 PM**

Student Services: Please let us 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/>

**MATERIALS FEE (SUSPENDED DURING THE PANDEMIC/NO PRINTING).
NO TEXT: TUTORIALS PROVIDED IN CANVAS**

OBJECTIVES

1. Demonstrate knowledge of and ability to use Illustrator with other applications.
2. Demonstrate knowledge of and ability to use refined techniques using font tools.
3. Demonstrate ability to create special effects.
4. Explain the capabilities and limitations of printing devices.
5. Demonstrate the ability to create files for conversion.
6. Demonstrate the ability to develop printable files for import into other applications.

STUDENT LEARNING OUTCOME:

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

1. Create original digital illustrations with tools in Adobe Illustrator.
2. Demonstrate a mastery of color for print and design.
3. Produce a Portfolio that demonstrates skills and creativity.

ADMINISTRATIVE NOTES**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

Grades are posted in the Tools section of the Canvas virtual classroom.

SUPPLIES

- USB drives or CDs
- Notebook/digital folders 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.
- **Adobe Acrobat** – to package your portfolio

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)

PLEASE TURN OFF ALL CELL PHONES IN CLASS OR LABS.

NO SOCIAL NETWORKING ONLINE DURING CLASS.

GCIP 252 Service Learning Framework

This semester you will have an opportunity and option to tell a non-profit's "story" through your portfolio. This is a convenient and noble way to display your skills and talents through "Service Learning" graphic projects for local North County Non-Profits as well as for Palomar College.

You may want to select the organization, rather than a fictional company, to use to build your portfolio, which is a central project during the semester. 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 of non-profits asking to work with design students in our Canvas virtual classroom.)

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 252 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. Select a non-profit and do all of the projects for your portfolio that promotes the goals of the non-profit organization.

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. The non-profit may get more ideas and solutions from your creativity!

HOW MUCH TIME IS THE SERVICE LEARNING COMMITMENT?

Our course would meet 96 hours during the semester face-to-face, and you should plan on this time commitment whatever the theme may be for your portfolio. Please keep track of your time, just as you would do for a job with any design client. You will earn a Service Learning Certificate (15 hours minimum), CARD for 50 hours, graduation stole and VOLUNTEER award for 100 hours. Plan on working with the organization and presenting your portfolio to them.

WHAT ARE THE OUTCOMES OF SERVICE LEARNING IN GCIP 152?

You will leave GCIP 252 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 252

Remember that you need to stay focused on skill-building in GCIP 252, 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 252 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. Our virtual classroom is in Canvas, and we can submit files easily in Canvas. You will transmit completed files to the non-profit client, just as you would for a studio or free-lance client. In class we shall review the projects before submission to ensure that they are properly produced and meet the criteria for a finished project.

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 252 does not require you to meet with the client organization or the people they serve, 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. most likely only if you meet with them or their clients face-to-face. Your contact in the non-profit will advise you as to their specific requirements. This is an awesome opportunity and a win-win.