Welcome to Art 255 Foundation of Digital Graphic Art — Adobe Illustrator. This is a 3 unit course that provides an introduction to Illustrator and will run 18 weeks. You will want to be ready to start right away with your book and your software. I currently teach part-time at Cuesta College, and have taught classes for the Art Institute of Pittsburgh (online) and Cal Poly, San Luis Obispo. You will also notice that I have 2 websites as I am an exhibiting photographer and have a small business designing books, ebooks and websites for 4 publishers plus text editing and indexing technical manuals for a small software company in Cambridge, MA and another in Ottawa, Canada. Illustrator is a constant companion in my work whether it is teaching, photography, or commercial design. I have used and loved this program since 1989. You will see in the samples above that I prefer to design the titles for book covers with Illustrator as well as the logos and spot illustrations, but I also combine Photoshop and Illustrator for some of my photography and this combination is critical to a book in progress that I am writing as well as illustrating titled Monsters of Math.

**Note:** All students receive an e-mail address that can be accessed through Gmail (my.cuesta.edu). If you do not want to use this e-mail you can login into your Gmail account and set the default e-mail to be forwarded to any e-mail of your choice (check myCuesta for information). Make sure you either check your mycuesta email daily or setup forwarding to the email you prefer to use.

If you have general questions about the class, tools, assignments or your grades use the Conversations tool on the left menu where you see this icon.

**Course Information: CRN 33499**

Presents primary instruction in digital drawing and illustration using Adobe Illustrator. Students will learn how to edit and create drawings and illustrations, use drawing and image creation tools, type, layout, and organizational features, filters, and format images for print, web and other digital media. Advisory: Basic computer skills. Transfer: CSU.

**Required Textbook:**

Adobe Illustrator CC Classroom in a Book
ISBN-10: 013526216X

Here is a link to the material available on Amazon or contact the Cuesta Bookstore. Make sure you have your book and software and are ready to start class.


**Required Software (VERY IMPORTANT):**

Before class begins — You will need to purchase and install on your computer Adobe Illustrator CC 2019 you may also may use a slightly older version but instruction will be based on CC 2019 so you may find some things you can’t do as the tools have changed. You can turn in your assignments in either version. **Be aware that**
I will not be able to troubleshoot problems with functionality if you are using an older version.

A good source for this software is https://foundationccc.org/CollegeBuys, or you can go straight to Adobe for student pricing at https://www.adobe.com/creativecloud/buy/students.html.

**Course Environment:**

This online course will be using a **Web-based** Learning Management System **CANVAS** as the method to disseminate information. Canvas provides the framework for the course including PowerPoint presentations, PDFs, student data files, the tools to receive and send course materials, and a grade book. Using the communication tools, you can communicate using e-mail and messaging, and you will share materials and ideas with other course participants via the discussion forums and groups.

Here you will upload your completed lessons from the book, post discussions and your special creative exercises and projects.

Make sure you have **Adobe Acrobat** or at least the free reader as I will post PDFs of project handouts, slides and other items of interest. Also check your web browser and make sure you have the latest **Flash Player** as I will provide screencast videos of projects I am working on plus demos of tools and tips. Most of these are mp4 files but a few are flash. Your project critiques will also be screencast videos as mp4’s.

**Computer Requirements**

*Adobe Illustrator ONLY will be needed for this class although I may show or discuss Photoshop integrated with other programs in the creative suite. Make sure you have installed Photoshop and it will run on your system either Windows or Mac OSX.*

Online class browser requirements/minimum computer specifications can be reviewed at http://www.cuesta.edu/student/aboutacad/distance/faqs_technical.html.

**Class opens / Accessing Canvas:**

Prior to the Monday classes start **August 12th, 2019**, you will receive an email to your my.Cuesta.edu address providing you with a reminder that class will be starting and log in procedures for Canvas, the learning management system (LMS) used to deliver course content. You can access Canvas by logging into MyCuesta, then clicking on the Resources Tab, then clicking on Canvas in the Online Learning Channel, or by typing the Canvas address (https://cuesta.instructure.com) into your browser address bar. Do not bookmark / favorite the canvas site after your login, or you will get an error message next time you try to log in. You must access the canvas log in directly.

If you are not familiar with logging into Canvas, please refer to the **Canvas Quick Reference Guide**. Once logged into Canvas you will be directed on where to get started. Be sure to read all the direction on the course home page.

**Technical Support**

If you are having difficulty logging into Canvas after Tuesday, June 18th, 2019 and need assistance please email me so I know not to drop you and contact technical support right away.

**Technical Support by phone or email:**

Call 805-546-3100 ext. 2802 during the hours of 7:30 am–9:00 pm, Mon.–Thu. and 7:30 am–4:00 pm Fri.

Email support@my.cuesta.edu Include your name, class, section number (50780), and my name. Describe the problem you are experiencing. This information will be sent to a technical support individual at Cuesta who will get back to you within 48 hours (usually a response will be much sooner).

**Your Skills**

You need experience navigating and using your operating system. This course will **NOT** help you with Windows or Macintosh operating systems, nor is the instructor able respond to computer questions not specific to Adobe Photoshop, or the course content. Additionally knowing how to download files, attach documents, use e-mail, and word processing software are critical skills in an online course environment.

If you have never taken an online class or this is your first experience with Canvas, please be patient with yourself. **Online classes are NOT easier,** although they may be much more convenient for many students. You should expect to spend at least as much time, if not more on this course as you would on a course that meets face to face. Since there is no lecture component, much of this time will be **self-directed** and there will be a substantial amount of **reading, viewing, studying, and writing** required. This course is completely online using Canvas;
all coursework (discussions, assignments, quizzes) is submitted online. There are no face-to-face meetings. Please be prepared to spend 6 – 8 hours per week on coursework for this class.

If you are uncertain about your abilities, you may want to enroll in DIST 101: Introduction to Online. If you have little or no experience with computers — a good “on campus” class is CAOA 266. Cultivate a willingness to trouble shoot and be willing to seek technical assistance. Bookmark this address: https://cuesta.instructure.com/eportfolios/96/Home/DIST_101__Introduction_to_Distance_Education

**IS an ONLINE CLASS FOR YOU?**

First, go to the Online Readiness Resources to take a “self-assessment”. There are many resources that were designed to help you understand the basis for an online class and the skills necessary for success. (If the tutorials do NOT describe you, then taking this class online is NOT for you and I strongly suggest that you drop the online class and enroll in a traditional classroom section.)

**Regular Effective Contact policy:**

Regular and Effective Instructor Contact will be met through weekly instructor initiated threaded discussion forums; weekly announcements to students; timely and effective feedback on student assignments; email, or messaging to individuals; and virtual office hours. You will need to login at least 3 times a week and review all the items in the module. You will be able to download handouts and slideshows and there are web pages of links to other resources. I will have new announcements every Sunday to let you know what to expect in the next week for your assignments.

**Course Policies and Procedures**

Expect to spend at least as much time in this course as you do in a traditional class (otherwise it wouldn’t be worth 3 units—would it?). Academic courses, such as this, with a lab component require 2 hours of lecture plus 4 hours of lab each week for a 3 unit class spanning 18 weeks. We are compressing 108 hours into this 6 week class so expect at least 18–20 hours per week plus time for special projects. It will go fast and you will accomplish a lot in a very short time! For your creative assignments I will post project instructions and the grading criteria so that you will know what is expected. You will also be required to post to the discussion and critique areas and your posts should be about 150 words. For critiques you will need to explain what is working well and what you would do to improve on the projects for at least two of your classmates to get credit for this. There are always **three posts** required: Your image with a description of your techniques plus two critiques.

- Academic honesty policy: https://www.cuesta.edu/student/studentservices/finaid/fa_policies/code_of_conduct.html
- Cuesta waitlist procedure and instructions: https://www.cuesta.edu/student/studentservices/admrreg/apolicies/Waitlist.html

**Attendance:**

Online classes also demand dedication in time for reading posted materials and writing independently in the discussion forums. In many ways it is more than an online class. You will be a part of a community and you will need to participate to be successful. The nice thing about online classes is that they can be accessed from anywhere, at any time, but you have to put in the T.I.M.E. It is recommended that you login to this classroom 3 to 5 times per week, along with working on your assignments offline. **EVERY WEEK:** You will be required to check the Announcements to see what is expected for the week’s assignments and activities.

**Course Objectives**

This course presents primary instruction in digital drawing and illustration using Adobe Illustrator. Students will learn how to edit and create drawings and illustrations, use drawing and image creation tools, type, layout, and organizational features, filters, and format images for print, web and other digital media. (Course Catalog)

Additional goals include:

- Learning how to learn software
- Gaining exposure and applying the basic elements, principles and aesthetics of art.

**Student Learning Outcomes**

1. Apply basic illustration software operations.
2. Integrate basic drawing and observational techniques.
3. Apply the visual elements and principles of design to the two-dimensional format.

**Accommodations:**

This course is designed using an accessible Learning Management System, and course materials have been created with ADA compliance in mind for a VISUAL
course. If you have a disability and might need accommodations in this class such as extended time on projects or other resources. Please contact DSPS (Disabled Student Programs & Services) at 805-546-3148 and let me know as soon as possible so that you can receive appropriate accommodations in a timely manner. There may be quizzes but there are no timed exams as this is a project based art class.