

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**MASTER SYLLABUS**

**GMMD 331 – Digital Illustration and Typography**

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**CANINO SCHOOL OF ENGINEERING TECHNOLOGY  
GRAPHIC AND MULTIMEDIA DESIGN  
FALL 2018**

A. **TITLE:** Digital Illustration and Typography

B. **COURSE NUMBER:** GMMD 331

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

# Credit Hours: 3

# Lecture Hours: 3 per week

# Lab Hours: per week

Other: per week

Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** No

E. **GER CATEGORY:**

F. **SEMESTER(S) OFFERED:** Fall/Spring

G. **COURSE DESCRIPTION:**

This course emphasizes the acquisition of software skills in vector based graphics. Students explore digital workflow, visual communication, and the design process in relation to illustration, and logo and graphic identity.

H. **PRE-REQUISITES/CO-REQUISITES:**

a. Pre-requisite(s): GMMD 102 and GMMD 200 or permission of the instructor

b. Co-requisite(s):

c. Pre- or co-requisite(s):

I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome</u></b> <b><u>[SLO]</u></b>	<b><u>PSLO</u></b>	<b><u>GER</u></b>	<b><u>ISLO</u></b>
a. Plan, create and troubleshoot graphic designs.	<b>PSLO 2</b> Student design brief or contract demonstrates clear intention of purpose and criteria for assessment.		5
b. Understand and apply color theory models RGB, CMYK, Web-Safe.	<b>PSLO 7</b> Demonstrate historical or conceptual knowledge related to art, media, and visual communication.		4 [GL]
c. Create a series of illustrations for accompanying text.	<b>PSLO 4</b> Public display of student work demonstrates attention to professional detail.		1 [O, W]
d. Design a layout using vector tools and hierarchy to interpret a text.	<b>PSLO 4</b> Public display of student work demonstrates attention to professional detail.		1 [O, W]
e. Research, photograph and design advertisements including corporate identity and logo design.	<b>PSLO 1</b> Student assessment addresses composition, form, function, and design.		1 [O, W]
f. Research and design informational graphics for use in editorial design.	<b>PSLO 2</b> Student design brief or contract demonstrates clear intention of purpose and criteria for assessment.		1 [O, W]

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	<b>Communication Skills</b> Oral [O], Written [W]
2	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
3	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. **APPLIED LEARNING COMPONENT:** Yes X No \_\_\_\_\_

K. **TEXTS:**  
Strizver, I. 2010. *Type Rules: The Designer's Guide to Professional Typography*. New York: Wiley.

L. **REFERENCES:**  
Adobe Creative Team. 2015. *Adobe Illustrator CS6 Classroom in a Book*. New York: Adobe Press.  
Adobe Creative Team. 2015. *Adobe InDesign CS6 Classroom in a Book*. New York: Adobe Press.  
Elam, K. 2007. *Typographic Systems*. New York: Princeton Architectural Press.  
Samara, T. 2006. *Typography Workbork*. Beverly, MA: Rocpkort.

M. **EQUIPMENT:** Computer lab with Adobe Creative Suite

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Projects as Assigned  
Term Paper  
Final Portfolio  
Design Exercises  
Quizzes/Exams  
Final Project and/or Exam

**P. DETAILED COURSE OUTLINE:**

I. Introducing Vectors

- A. Bitmap vs. Vector
- B. Vectors in contemporary printing

II. Elements of Vector

- A. Stroke
- B. Fill
- C. Layers
- D. Effects

III. Vector Tools

- A. Selection Tools
- B. Shape Tools
- C. Pathfinders
- D. The Pen Tool
- E. Type Tools

IV. Color

- A. Basic CMYK
- B. Basic RGB
- C. Web-Safe
- D. Broadcast-Safe
- E. Pantone colors
- F. Editing colors
- G. Gradients

V. Transformations

- A. Scale
- B. Shear
- C. Reshape
- D. Distortions
- E. Transparency
- F. Mesh
- G. Blend

VI. Composition and Layout

- A. Balance
- B. Contrast
- C. Proximity
- D. Master Pages
- E. Style Sheets

VII. Design Process

- A. Thumbnails
- B. Creative Brief
- C. Sketches
- D. Composite Sketches
- E. Development of Final Piece

VIII. Production Process

- A. Saving
- B. Exporting
- C. Placing

D. Packaging  
E. Printing

**Q. LABORATORY OUTLINE:**  
**None**