

# The CodeUp Club

## Course Syllabus

**Course Title:** Create Your Logo: Adobe Illustrator for Complete Beginners.

**Class Meetings:** Tuesday & Thursday- 7:00pm-8:30pm,

**Year:** 2020

**Instructor Name:** Nano Hovsepyan

### Create Your Logo: Adobe Illustrator for Complete Beginners

#### **Course Description:**

Students develop basic digital illustration skills. Emphasis is placed on mastering the fundamentals of typography, logo design and color management.

#### **Course Achievement:**

By the end of this 4 week course, students will create their own professional logo, for their business or personal brand. Starting as a complete beginner, you will learn how to create vector images, using Adobe Illustrator, where you will be able to create a logo all on your own you can be proud of. You will be able to use this logo on the web or for paper design. Students can print their logo to business cards and stationary by submitting it to any printing company, such as Staples.com, VistaPrint.com or Moo.com.

**Course Prerequisite(s):** None

**Instructional Contact Hours/Credits:**

**Course Length:** 4 Weeks

**Contact Hours:** Twice a week and 1.5 hours for each class

#### **OUTCOMES**

Upon successful completion of this course, the student should be able to:

##### ***Create and manipulate vector graphics through Adobe Illustrator***

- Generate technically accurate digital drawings

##### ***Create and optimize graphics for print***

- Learn to identify the most effective illustrative techniques to obtain desired results

##### ***Select and apply appropriate visual elements***

- Skillfully apply principles of design, composition, and visual hierarchies
- Demonstrate the ability to manipulate type according to design parameters

##### ***Articulate and defend concepts***

- Articulate and solve basic problems
- Gain knowledge in visual thinking systems, narrative content, and communication methods
- Maintain consistency of design and style
- Articulate the relationship of content/form and typography/image

##### ***Critique and evaluate design solutions***

- Develop the ability to effectively critique your own and other students' designs

##### ***Meet deadlines according to project specifications***

- Demonstrate effective file and time management skills in the production of projects

**Demonstrate typography applications using technology**

- Distinguish between traditional and computer based type
- Apply digital typographic solutions appropriate to the design goal

**Instructional Materials and Reference:**

**Materials:** sketchbook or paper, pencil, pen, portable hard drive or USB

**Estimated Homework Hours:** 2 Hours

**Software Needed:** Adobe Creative Suite subscription for student teacher version. Illustrator

[https://www.adobe.com/creativecloud/buy/students.html?sdid=1XGJD51C&mv=search&ef\\_id=Cj0KCOjw0Mb3BRCaARIsAPSNgpXCXZICFLavtDjkMnrMmlsJ8PXyyTAO1zuT9skFlaxrVe2uodCfpRQaAiQvEALw\\_wcB:G:s&s\\_kwid=AL!3085!3!377767030003!e!!g!!adobe%20creative%20suite%20student](https://www.adobe.com/creativecloud/buy/students.html?sdid=1XGJD51C&mv=search&ef_id=Cj0KCOjw0Mb3BRCaARIsAPSNgpXCXZICFLavtDjkMnrMmlsJ8PXyyTAO1zuT9skFlaxrVe2uodCfpRQaAiQvEALw_wcB:G:s&s_kwid=AL!3085!3!377767030003!e!!g!!adobe%20creative%20suite%20student)

**Technology Needed:** Personal Computer

**Course Outline**

<b>Week 1a:</b>	<p><b>Lecture:</b> Course Introduction, review syllabus, Illustrator Introduction, and general workspace overview. [Tools, tool option bar, palettes, menus] Add, edit, rename, and reorder artboards in an existing document. Navigate artboards. Work with rulers and guides. Position objects with precision. Position and align content with Smart Guides. Move, scale, rotate, reflect, and shear objects using a variety of methods. Use the Free Transform tool to distort an object. Create a PDF.</p> <p><b>Lab:</b> Student will familiarize themselves with the Illustrator workspace and tools. Students will complete Exercises (Files provided by instructor)</p> <p><b>Homework:</b> Complete homework assignments based on class work (use images provided by instructor)</p>
<b>Week 1b:</b>	<p><b>Lecture:</b> Introduction to Tools panel. Work with panels. Reset and save workspace. Use viewing options to change the display magnification. Navigate multiple artboards and documents. Explore document groups. Discussion on layers and layering techniques. Intro to pen tool.</p> <p><b>Lab:</b> Students will complete Exercises (Files provided by instructor)</p> <p><b>Homework:</b> Complete homework assignments based on class work (use images provided by instructor)</p>
<b>Week 2a:</b>	<p><b>Lecture:</b> Discussion on usage of shape tool, coloring. Techniques for Selecting Artwork. Differentiate between the various selection tools and use different selection techniques. Recognize Smart Guides. Hide and lock items. Use tools and commands to align</p>

	<p>shapes and points to each other and the artboard. Group and ungroup items. Work in Isolation mode. Tracing techniques.</p> <p><b>Lab:</b> Students will complete Exercises (Files and tutorial provided by instructor)</p> <p><b>Homework:</b> Complete homework assignments based on class work (use images provided by instructor)</p>
<b>Week 2b:</b>	<p><b>Lecture:</b> Discussion of Text creation and control including blending options, anti-aliasing, pattern overlays, drop shadows strokes, and controlling kerning and leading. Also, how to put images inside of the text and shapes. Create a document with multiple artboards. Use tools and commands to create a variety of shapes. Understand Live Shapes. Round corners. Work with the Shaper tool. Work with drawing modes. Use Image Trace to create shapes.</p> <p><b>Lab:</b> Students will complete Exercises (Files and tutorial provided by instructor)</p> <p><b>Homework:</b> Complete homework assignments based on class work (use images provided by instructor)</p>
<b>Week 3a:</b>	<p><b>Lecture:</b> iWork with the Shape Builder tool. Work with Pathfinder commands to create shapes. Create a compound path. Edit strokes with the Width tool. Outline strokes.</p> <p><b>Lab:</b> Utilizing masking techniques in Illustrator. Students will complete Exercises (Files and tutorial provided by instructor)</p> <p><b>Homework:</b> Complete homework assignments based on class work (use images provided by instructor)</p>
<b>Week 3b:</b>	<p><b>Lecture:</b> Intro to type tool for logo design and effects. Demonstration on vector imaging and using the shape tool. Draw curved and straight lines with the Pen tool. Edit curved and straight lines. Add and delete anchor points. Draw with the Curvature tool. Delete and add anchor points. Convert between smooth points and corner points. Create dashed lines and add arrowheads. Draw and edit with the Pencil tool. Work with the Join tool.</p> <p><b>Lab:</b> Students will complete Exercises (Files and tutorial provided by instructor) and sample images for advanced compositing</p> <p><b>Homework:</b> Complete homework assignments based on class work (use images provided by instructor)</p>
<b>Week 4a:</b>	<p><b>Lecture:</b> Logo design and Typography. Calligraphic, Art, Bristle, and Pattern. Apply brushes to paths. Paint and edit paths with the Paintbrush tool.</p> <p><b>Lab:</b> Students will complete Exercises (Files and tutorial provided by instructor)</p> <p><b>Homework:</b> Complete homework assignments based on class work (use images provided by instructor)</p>
<b>Week 4b:</b>	<p><b>Lecture:</b> Class discussion of techniques covered through the course.</p> <p>Create type on a path and on shapes. Create text outlines.</p>

	<b>Lab:</b> Finalizing personal Logo and stationery for print.
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