



School of Business & Leadership

MMC 123

Digital Illustration

Term: 2023 (2023-01)

Number of Credits: 3

Course Outline

INSTRUCTOR: Jon Gelinias

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TELEPHONE: (867) 668-8766

OFFICE LOCATION: T1026-D (Next to Multimedia Lab)

OFFICE HOURS:

Drop-In: Wednesdays 10am-12pm and 4-5pm.

By appointment: Please contact to schedule a meeting.

COURSE DESCRIPTION

This course provides a comprehensive overview of the fundamentals of industry standard vector illustration software for creating, editing and publishing complex vector artwork.

By incorporating the principles of design, colour and typography as they apply to vector graphics, students will demonstrate how to effectively communicate through illustration, design and layout.

Throughout the course, students will develop skills to manage vector illustration projects while cultivating an effective workflow for delivering projects that connect with their target audience to communicate and inspire.

COURSE REQUIREMENTS

Prerequisite(s): none

EQUIVALENCY OR TRANSFERABILITY

www.yukonu.ca

Receiving institutions determine course transferability. Find further information at: <https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Explain key terminology, functionality and application of vector graphics.
- Identify and implement the essential tools and features of industry standard vector illustration software.
- Develop an efficient workflow for creating, editing and publishing complex vector illustrations that meet a variety of project specifications.
- Communicate visually using the elements and principles of design, colour and typography as they apply to vector graphic applications.
- Manage vector graphics projects through the design process and output work for publishing in the proper format for mobile, print, video, and web applications.
- Create a variety of complex vector artwork projects based on common industry applications such as product packaging, logo design and branding assets.

COURSE FORMAT

Weekly breakdown of instructional hours

Classes run once a week for 3 hours. Students are expected to arrive before class begins to log-in to their computer workstation and prepare for class.

Most class modules include an assignment used to reinforce and understand the practical application of the concepts covered. Some class time will be allotted for working on assignments, but students should expect to require up to 4 or more additional hours of time outside of class each week for completing assignments. The multimedia computer lab has some dedicated and open hours for independent work.

Delivery format

Classes are delivered face-to-face in the Multimedia lab (room T1030) at YukonU's Ayamadigut campus in Whitehorse.

Conventional lecture and demonstration methods are used to present the theory portion while hands-on demonstrations, projects and assignments are utilized to reinforce and complement the theory.

During class time the instructor will introduce tools and concepts which will then be applied through instructor-led, hands-on software lessons. This will be supplemented by independent, self-directed exercises and assignments.

EVALUATION

Assignments	65 %
Term Long Project	15 %
Final Project	20 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

No textbooks are required for this course.

Selected online resources and readings will be provided in class.

Though not required, the Adobe Illustrator CC Classroom in Book series of textbooks (from 2013-2022) are suggested for reference (especially if you are not comfortable researching and reading online content).

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

Class	Date	Topics Covered
1		Fundamental Theory Vector graphic and software fundamentals
2 -6		Creating and modifying visual elements Selecting and Aligning / Project set-up & Interface / Creating and Editing Shapes / Transforming Objects / Drawing Tools
7-9		Composing Visual Communication Solutions Colour Theory & Application Typography Theory & Application Intermediate tools & techniques
10-11		Project Management & Production Working in the Design Industry
12-13		Output and Delivery Advanced Tools & Effects

Exam Period runs from Dec. 7-14, 2023.