

VCA 150 - DIGITAL GRAPHICS DESIGN I

Learning How to Learn:

- Frame useful questions for developing technical skills.
- Interact constructively during critiques and discussions.

Course Description

This course covers the basics of using Adobe Illustrator to create vector objects and layouts for print and interactive environments. Students will learn how to create and manipulate shapes, work with type, color, gradients, fills and strokes. Students will learn how to work with spot and process colors, create die lines for packaging and other basic design principles. Students will also learn to prep files for print and choose the correct color space for various applications. The Adobe Certified Professional Exam for Illustrator is included in the cost for this course. Use of the Macintosh or Windows operating system highly recommended. Group 2 course.

Credit Hours

3

Contact Hours

4

Lecture Hours

2

Lab Hours

2

Recommended Prerequisites or Skills Competencies

CIT 100 and basic keyboarding skills highly recommended

General Education Outcomes supported by this course

Communications - Direct

Course Learning Outcomes

Knowledge:

- Use software specific terminology and concepts.

Application:

- Apply software skills to self-directed projects.
- Create artwork using vector-based software.
- Select appropriate technologies to accomplish tasks.
- Employ creative problem solving strategies to resolve design issues.

Integration:

- Use industry standards for products and services.
- Prepare project files for service bureau production.

Human Dimension:

- Resolve issues in work through critiques and communication with others.
- Use the content in this course to inform and help others and themselves.

Caring - Civic Learning:

- Promote global awareness through product development.
- Recognize the global and societal implications of their artwork.