

Adobe Illustrator

MMC Project Group

Course Overview

Instructor

Hope Miller

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Session hours

Mondays 1:00 pm – 2:00 pm

Tuesdays 3:00 pm - 4:00 pm

Contact

Please feel free to email or carmen message me with any questions you have. I check my email daily, and will most likely respond the same day, but it might take 24 hours to get back.

Materials

You need to have Adobe Illustrator installed on your computer. Dmac is offering free access codes so make sure that you request one before taking the course, keep in mind there are a limited amount so some students may not get one. Preference is given to students who are taking two adobe project groups, if you need more information here is the website <https://adobe.mmcscholars.com>

Attendance & Participation

Please login to zoom at the start of class, I will wait 2-3 minutes to make sure that all students are in before beginning. Each week of attendance is worth 3 points for the 14-week session. You can earn full points by arriving on time, participating and completing assignments. If you are going to be late or absent please let me know ahead of time. If you have to leave early send me a message on zoom at the beginning of the class.

Grading

Attendance	42 pts
Assignment 1	10 pts
Assignment 2	10 pts
Assignment 3	10 pts
Final Project	20 pts

Total

102 pts

Assignment 1:

Use what you've learned so far to create a simple graphic or icon. Anything goes as long as it's creative, clean and well made: a fruit, flower, silhouette of an animal or inanimate object, abstract shape, etc...

Assignment 2:

Pick the logo of a company or brand. Explore the history of its design and create a new iteration. You can choose a logo that you feel fits its brand poorly and try to improve upon it, but logos that you enjoy are fair game too. Even iconic companies like Coca-Cola, Google and Taco Bell rebrand periodically. Be prepared to explain your design choices and rationale when presenting to the group.

Assignment 3:

Use what you've learned about typography and the appearance panel to create a more complex type project. Be sure to use multiple techniques we've learned about to receive full credit. You can choose any premise that inspires the creative use of type: make up a logo, a band name, or even embody a word's meaning through typography

Final Project:

For your final project, create a piece that fits what you want to accomplish by taking this class. Since this assignment is more open-ended, I'll need to approve your ideas in advance to make sure they require an appropriate range of techniques and amount of effort for a final piece, but your options are fairly broad. If logos and branding are your thing, go for it. If you wanted to focus on complex line art that works. A more abstract design using plenty of effects and colors works too. Pick something you'll be excited to work on and I'll find a way to make it work.

Week	Tools/Resources	Learning Objectives
1 1/11	<ul style="list-style-type: none">● Window > Panels (Navigator, Pathfinder, etc...)● Artboard tool● Rulers & guidelines● Selection tool● Direct selection tool● Anchor points & paths● Pen tool	Entry survey Review syllabus Become familiarized with Illustrator Set up panels Manipulate anchors & paths
2 1/18	<ul style="list-style-type: none">● MLK No Classes	

3 1/25	<ul style="list-style-type: none"> ● Shapes tools (Rectangle, Ellipse, Star) ● Strokes & fills ● Rotate tool ● Reflect tool ● Type tool ● Pathfinder 	<p>Create & manipulate compound shapes</p> <p>Select a logo & come prepared next week to discuss your ideas for how you will redesign it</p>
4 2/1	<ul style="list-style-type: none"> ● Effects ● Warp ● Grouping ● Blend tool ● Best practice for layers 	<p>Learn how to work with multiple layers</p> <p>Use effects to enhance vector art</p>
5 2/8	<ul style="list-style-type: none"> ● Logopedia (Google, Pepsi, Apple) ● Creative Bloq ● <i>Symbol & Logo</i> 	<p>Logo-design process</p> <p>Sketch at least 5 different ideas for your redesigned logo</p> <p>Simple graphic or icon due (Assignment 1)</p>
Week	Tools/Resources	Learning Objectives
6 2/15	<ul style="list-style-type: none"> ● Transform ● Image trace ● Clipping masks 	Work on logo redesign
7 2/22	<ul style="list-style-type: none"> ● Instructional Day No Class 	
8 3/1	<ul style="list-style-type: none"> ● Photos ● Linked vs Embedded ● 7-week group discussion 	<p>Instructor survey</p> <p>Present final logo redesign (Assignment 2)</p>
9 3/8	<ul style="list-style-type: none"> ● Typography ● Sans Serif vs. Serif fonts ● Type on a path 	Explore type in depth
10 3/15	<ul style="list-style-type: none"> ● Color theory ● Swatches ● Eyedropper tool 	<p>Learn about swatches and the different color modes</p> <p>Brainstorm final project ideas</p>
11 3/22	<ul style="list-style-type: none"> ● Multiple strokes & fills ● Appearance panel 	Create more complex elements using the appearance panel
12 3/29	<ul style="list-style-type: none"> ● Shape builder tool ● Live paint tool 	Learn about the newer tools in Illustrator

		Complex typography assignment due (Assignment 3)
13 4/5	<ul style="list-style-type: none">● Exporting files for different destinations● Miscellaneous tips	Review final project process
14 4/12	14-week group discussion	Instructor survey Present final project