COURSE TITLE: DIGITAL ILLUSTRATION & DESIGN FUNDAMENTALS
COURSE CODE: MDIA1002
LEVEL: 1
CREDITS: 3
DURATION: ONE SEMESTER
PRE-REQUISITES: NONE

DESCRIPTION
This course helps participants to develop their drawing skills and learn to use a vector drawing program for illustration.

RATIONALE
This course delivers the necessary fundamentals for a practical project that may include development of effective layouts, logos and simple illustrations.

LEARNING OUTCOMES
On successfully completing this course, students should be able to:

- Explain the difference between vector and bitmap based applications;
- Use the Pen tool for drawing accurate paths and figures;
- Manage document and workspace settings in a vector illustration application;
- Select tools from the toolbar of a vector illustration application;
- Create and manage documents in a vector illustration application;
- Use Transform, Stroke, Fill, Alignment and Selection Tools;
- Develop design requirements;
- Choose appropriate colours, based on design requirements;
- Develop an appropriate logo based on design requirements and design guidelines;
- Develop an appropriate layout based on design requirements and design guidelines

**COURSE CONTENT**

Hand Drawing Basics and Sketching

Hand Drawing

Overview to Cascading Style sheets

Survey of other Supporting and Related Technologies

Digital Illustration Fundamentals

Managing Documents

The Basic Tools

Creating Shapes

Moving and Scaling Tools

Transforming

Grouping

Using Fill and Stroke

Duplication Alignment and Distribution

Z-order

Selection and Selection Tools

Pasting

Drawing Freehand

Using the Pen Tool and Working with Paths

Working with Type: letter positioning and kerning
COURSE ASSESSMENT

Assessments will be based on course assignments and one integrated project. Participants will be required to maintain a blog. Participants will be required to present their designs to a panel for critique. Course assignments will be a mix of take home assignments and in-class assignments.

In class Assignment 1 (10%)
In class Assignment 2 (10%)
Take Home Assignment 1 (10%)
Presentation – Students will be required to pitch an idea which will be used as their final integrated project (10%)
In class Test (10%)
Integrated final project: Students will be required to produce a basic identity kit for an individual or organization using primarily vector based tools relying the techniques learned during the course (35%)
Blog: Students will be required to keep journal entries of each class and other observations related to things learned in class = (15%)

TEACHING METHODS
Lectures
Demonstrations
Workshops
Screencasts

PRESCRIBED TEXT:

http://www.inkscape.org/doc/

PRESCRIBED RESOURCES:

http://delicious.com/pigeonflight/drawing
http://www.inkscape.org/doc/basic/tutorial-basic.html
http://youtube.com/watch?v=5DzpT8POAME
http://desktoppub.about.com/cs/basic/a/thumbnails.htm
http://www.deviantart.com/deviation/19619077/
http://www.nitaleeland.com/project/tree_design_styles.htm