



BT 1500

Division: Business and Technology

Department: Business Technology

Course: BT 1500

Title: Computer Illustration for Business

Catalog Description:

This course is designed to introduce students to using the computer as a design tool. Students will develop skills in working with the computer to create graphic design projects encountered in the business world using computer illustration software.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Justification:

Many times employees are called on to create original artwork, often in the form of logos. This course will help students understand features available in drawing software that enables them to create designs easily. Students will also be able to determine what effective and ineffective design elements are.

This course is recommended for the A.A.S. Desktop Publishing/Web Page degree and also the Desktop Publishing Certificate. In addition, this course was advised and is supported by the Business Advisory Committee. Similar courses are offered at other Utah System of Higher Education institutions, including Dixie State College and Salt Lake Community College.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to do or know the following:

- Students will use Illustrator features, terminology, and concepts.
- Students will complete assignments to demonstrate proficiency in Adobe Illustrator software.
- Students will be able to create original works of art.

Content:

Course objectives will be accomplished by

- Getting to know the work area
- Creating basic shapes

- Applying attributes to shapes (i.e. fill, stroke)
- Using path selection and manipulation tools
- Working with layers
- Creating artistic effects (i.e. watercolor, airbrush)
- Printing artwork and producing color separations
- Combining Illustrator graphics and Photoshop images
- Preparing graphics for web publication
- Demonstrating and discussing effective and ineffective use of design principles
- Completing assignments and class projects using effective design principles

General Education Outcomes:

- 4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Each student will evaluate illustrations from both digital and print sources. They will also be required to effectively deliver their own illustrations both digitally and in print. Completed work is evaluated by the instructor.

- 9) Respond with informed sensitivity to an artistic work or experience.

After studying and evaluating sample artwork from other digital artists, each student will be required to create original work using illustration software. The goal is that students will appreciate the talent and skill needed to create such illustrations. Completed work is evaluated by the instructor.

Applied Education Outcomes:

- 1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Students will learn to use current software to create forms, graphics and documents that are often needed in the business environment. Completed work is evaluated by the instructor.

Key Performance Indicators:

Examinations will be given to evaluate students' understanding of concepts related to design principles and software.

Students will complete assignments to demonstrate proficiency in Adobe Illustrator software.

Each student will create original works of art to demonstrate his/her ability to use Illustrator tools and features.

Representative Text and/or Supplies:

Botello, Chris, *Adobe Illustrator Revealed*, current edition or equivalent, Thomson.

Optimum Class Size: 12

Maximum Class Size: 19

Signatures:

I hereby submit this course syllabus:

Yvonne Williams, Masters, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Technology Department:

Lisa Anderson, MS, Associate Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)