



BUED 1500

Division: Business and Technology

Department: Business Education

Course: BUED 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 illustrations 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: No

Prerequisites: CIS 1010 or equivalent

Justification:

Many times office assistants are called on to create original artwork, often in the form of logos and printed advertisements. This course will prepare students for such tasks. Students will also be able to determine what effective and ineffective design elements are.

This course is required for the A.A.S. Desktop Publishing/Web Page degree and also the Desktop Publishing Certificate. The addition of this course into the Business Education curriculum was advised and is supported by the Business Education 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:

- Create objects using Illustrator tools, paint and stroke
- Duplicate, rotate, and mirror objects
- Blend two objects
- Group/ungroup objects
- Make text follow a path
- Create text outlines and edit vertices
- Make compound objects
- Mask objects
- Make patterns for use as a fill

- Make guides
- Join two lines or paths
- Hide and show objects
- Use the Scissors tool
- Critique the effective and ineffective use of design principles from graphic art professionals
- Create original images based on effective design principles using digital drawing software

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 have the opportunity to evaluate the overall effectiveness of illustrations from both digital and print sources. They will also be required to effectively deliver their own illustrations both digitally and in print.
- 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.

Key Performance Indicators:

Assignments and projects will be evaluated to determine proficiency and knowledge of illustration software: 80 percent of the final grade.

Written quizzes will test the understanding of theory and terminology associated with illustration, and production exams will give students an opportunity to demonstrate their skill using illustration software: 20 percent of the final grade.

Representative Text and/or Supplies:

Adobe Illustrator, Against the Clock, Pearson Education: current edition or equivalent.

Optimum Class Size: 23

Maximum Class Size: 24

Signatures:

I hereby submit this course syllabus:

Lisa Anderson, MS, Associate Professor

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

, , , 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)