



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number
DMA 115

Course Title
Vector Drawing

Credits
3

Hours:
Lecture/Lab/Other
1 / 4 / 0

Co- or Pre-requisite
No Co- or Pre-requisites

Implementation
Spring 2022

Catalog description:

Acquaints students with the basics of production and use of vector graphics for use in print and illustration, web-based media, and animation. Skill development will concentrate in the use of tools and transformation options of Adobe Illustrator. Emphasis will be placed on digital drawing for both text and graphics, use of Wacom pen tablet, key tools within Illustrator, and production of standard industry graphics for use in print, web, and animation.

General Education Category:
Not GenEd

Course coordinator:
Mauro Zamora ext.3340 zamoram@mccc.edu

Required texts & Other materials:

Sketchbook with gridded pages
USB Flash Drive: 75 - 150GB
Wacom Pen Tablet

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Create vector-based works of computer art using a variety of concepts, tools, and techniques [Supports ILG # 4, 6; PLO # 1, 3]
2. Demonstrate basic knowledge of computer as an art tool and medium [Supports ILG # 4, 6; PLO # 1, 2, 3, 4]
3. Plan and realize vector drawings, logos, text manipulations and drawings for animation from initial concept, from research to final execution [Supports ILG # 1, 4, 6, 7, 8, 10, 11; PLO # 1, 2, 3, 4]
4. Defend and critique vector works on conceptual, aesthetic, and technical levels [Supports ILG # 1,4,5,6,7,8; PLO # 6]
5. Describe and analyze vector works of computer art in the contexts of developments in technology, art, and society [Supports ILG # 1, 4, 6, 7, 8; PLO # 6]
6. Demonstrate ability to use the following digital tools and techniques: Selection Tool, Direct Selection Tool, Pen Tool, Bezier Curves, Curved Pen Tool, Blob Brush, Paint Brush, Pattern Tool, Layers, Cutting and Pasting, Extruded Objects, Image Trace, and File Management. [Supports ILG # 4, 6; PLO # 1, 2, 3, 4]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Institutional Learning Goal 7. History. Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Digital Media Arts (PLO)

1. Understand the pre-production process, for applied design in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
2. Understand and apply storytelling principles applicable in the areas of animation, multi-media, web design, and digital asset distribution on the internet.
3. Produce and manage digital assets for various production scenarios including animation, multi-media, web design.
4. Produce and manage two-dimensional and three-dimensional digital assets containing change over time and throughout pagination using professional software.
5. Use professional 3-D modeling, animation, prototyping, and text editor software applications.
6. Develop and present ideas in both written and oral formats.
7. Use professional software applications to design websites with accessible design and content.
8. Use design principles to develop websites that communicate effectively.
9. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I **Illustrator Foundations: Line, Shape, Color, and Texture [Supports Course SLO # 1,2,4,5,6]**

Learning Objectives

The student will be able to:

- Create simple vector drawings utilizing line, shape, color, and texture as art elements.
- Discuss her/his work during critiques and critically evaluate and justify her/his creative choices.
- Demonstrate understanding of use and meaning for line, shape, color, and texture as formal elements and as a means of creative expression of vector art.
- Describe and analyze use of line, shape, color, and texture in vector art.
- Compare and contrast vector projects based on how they utilize line, shape, color, and texture.

Unit II **Text and Logo [Supports Course SLO # 3,4,5,6]**

Learning Objectives

The student will be able to:

- Create vector artworks using concepts of pastiche, hybrid, appropriation in combination with text.

- Discuss her/his work during critiques and critically evaluate and justify her/his creative choices.
- Demonstrate ability to convey a clear and effective message through appropriation and mixture of written language.
- Demonstrate understanding of the use of pastiche, hybrid, appropriation in present-day art visual communication.
- Demonstrate understanding of the impact of vector images in combination with text.
- Assess a selection of vector artworks of classmates and determine each works ability to communicate intended ideas.

Unit III Vector Raster Combinations [Supports Course SLO # 1,2,3,4,5,6]

Learning Objectives

The student will be able to:

- Create computer artworks using a combination of vector images and raster images.
- Discuss her/his work during critiques and critically evaluate and justify her/his creative choices.
- Demonstrate basic understanding of construction of vector graphics, its relationship to layers and appearance in works of computer art.
- Demonstrate basic understanding of such new genres of computer art as Vector Graphics and Digital Drawing and Painting.
- Assess a selection of vector artworks of classmates and determine each works ability to communicate intended ideas.

Unit IV Vectors for Motion [Supports Course SLO # 1,2,5,6]

Learning Objectives

The student will be able to:

- Create vector graphics to be utilized in a motion project.
- Discuss her/his work during critiques and critically evaluate and justify her/his creative choices.
- Evaluate the impact of digital technology on the fields of Animation, Film, and Video.
- Demonstrate basic understanding of concepts and techniques of Vector Graphics for computer Animation.
- Assess a selection of vector artworks of classmates and determine each works ability to communicate intended ideas.

Unit V Final Project [Supports Course SLO # 1,2,3,4,5,6]

Learning Objectives

The student will be able to:

- Create an independent project based on the use of vector graphics and motion.
- Discuss her/his work during critiques and critically evaluate and justify her/his creative choices.
- Evaluate the impact of digital technology on visual communications today.
- Assess the use of vector artworks utilized across a variety of media such as print and illustration, web, and animation.

Evaluation of student learning:

Teaching Techniques:

Students will encounter lecture, individual studio assignments with specifications and limitations set by the instructor, demonstrations by the instructor, group assignments, internet research assignments, observational assignments, writing assignments, and other techniques deemed appropriate.

Student Responsibilities:

The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. Diligent work on assignments is essential.

Evaluation of Progress:

Evaluation of progress and grades are determined by the instructor, based upon the following considerations: attendance, participation, and estimate of quality of class work and homework assignments and projects.

Values of quality, aesthetics, etc., are based upon the parameters of the assignments, the instructor's judgment of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments must be submitted on time.

Finale grade will be based upon the college's grading policy and will consist of:

- 15% Class Attendance and participation
- 17% Project 1L Foundation
- 17% Project 2: Text and Logo
- 17% Project 3: Vector Raster Combinations
- 17% Project 4: Vector for Motion
- 17% Final Project