Module specification

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Module code	ARD471
Module title	Advanced Design and Digital Illustration using Adobe Illustrator
Level	4
Credit value	20
Faculty	Faculty of Art Science and Technology
Module Leader	Dr Rafiq Elmansy
HECoS Code	100440 – Digital Media
Cost Code	GADC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (hons) Graphic Design	Standalone module aligned with Graphic design

Pre-requisites

Students are required to complete the essentials version of this module.

Breakdown of module hours

Learning and teaching hours	18 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	18 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

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Initial approval date	17/12/2021
With effect from date	17/12/2021
Date and details of revision	

Module aims

Adobe Illustrator is an essential tool to take your creative sketches and illustrations to the digital world. It is the first tool to learn to be able to create digital illustrations, icons, user interfaces (UI), web sites and more. Illustrator courses are in two main levels: Beginners and Advanced. These courses will prepare you on both academic and professional levels to use the software to plan, develop, and integrate vector graphics in creative practice.

This Advanced course prepare you for the Adobe Certified Associate (ACA) exam through a hands-on approach. You will be introduced to advanced Graphic Design & Illustration Using Adobe Illustrator. You will be introduced to the ACA exam, cover its different aspects and break the ice through several practical questions. This course will help you put your creative ideas into action by integrating theory and practice into tasks that prepare you for your future career in digital graphics.

Certification

This module will prepare you for the Adobe certification exam, for more information follow the link: Graphic Design & Illustration Using Adobe Illustrator. Taking the certification exam is optional and the student is responsible for any fees.

What will be your future career?

The list below includes examples of the future career paths that involve Adobe Illustrator:
- Graphic designer
- Digital designer
- UI/UX designer
- Web designer
- Illustrator
- Concept artist
- Logo designer
- Printing specialist

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate an advanced understanding of the complex design process and project specification challenges using Adobe Illustrator.
2	Demonstrate advanced knowledge of Adobe Illustrator tools.
3	Complete a series of advanced level questions based on Adobe illustrator within the field of Digital Design.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

The summative assessment of the module is through a Moodle Quiz of 30 questions. The module is pass or fail. The pass mark is 20 correct answers out of a possible 30 questions.

Students will be given an opportunity to re-sit the test in the event of failing to achieve the pass mark.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	In-class test	Pass/Fail

Derogations

None.

Learning and Teaching Strategies

How will you learn?
You will learn using a hands-on practice that merges both theory and practice related to creating vector graphics. The course will be based on tasks that you are expected to have in your future career as a graphic designer.

How will this course prepare you for the ACA exam?
This course will walk you through the topics and objectives described in Adobe Certified Associate exam guide. Also, it will provide practical examples of the ACA exam questions to prepare you for the exam challenge.

How will this course prepare you for your study?
This course gives you the chance to learn the tool required to complete your motion graphics projects and use the different features to fuel your creative ideas.

The module delivery will be broken down into the required 36 hours of contact time. Utilising the ALF framework and a blended approach to delivery. 3 hours per week over 6 weeks face to face (either on campus or online) and 3 hours per week over six weeks of online practical content.

Indicative Syllabus Outline

Adobe Illustrator Advanced

You are expected to have the Essential level experience and at least 50 hours of using Illustrator.

Course Outline:
- **Working with Layers**

- o Creating and working with layers
- o Modifying and deleting layers
- o Working with sub-layers
- **Working with Bitmaps**
  - o Placing images
  - o Live tracing image to vector
  - o Generating colour group
  - o Improving traced images
- **Advanced Work with Text**
  - o Applying effects to type
  - o Applying type effects and styles
  - o Text as a mask
  - o Working with character and paragraph styles
- **Working with 3D Effects**
  - o 3D effects: Extrude, Revolve and Rotate
  - o 3D Perspective grid
  - o Creating 3D scene using the Perspective Grid
- **Drawing Tools and Techniques**
  - o Using the drawing tools
  - o Creating and modifying symbols
- **Working with Printing**
  - o Preparing work for printing
  - o Setup the printing properties
  - o Creating term and crop marks
  - o Packing and Die cuts
- **ACA Exam Preparation**
  - o Overview the exam objectives
  - o Preparing for the exam
  - o Learning resources
  - o Practice exam questions

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads
- Illustrator tutorials
  - o https://helpx.adobe.com/illustrator/tutorials.html

Other indicative reading
- **Career Path Courses:**
  - o Become a Digital Illustrator
  - o Become a Graphic Designer
  - o Ace the Basics: Adobe Photoshop, Illustrator, and Premiere Pro
  - o Become a Print Production Professional
  - o Become a Fashion Designer
  - o Become a User Experience Designer
  - o Improve Your Logo Design Skills
- Certiport Exam Tutorials
  - o https://certiport.pearsonvue.com/Educator-resources/Exam-details/Exam-tutorials
- LinkedIn Learning Courses:

- o <u>Cert Prep: Adobe Certified Associate - Illustrator</u>
- o <u>Illustrator 2021 Essential Training</u>
- o <u>Illustrator 2021 One-on-One: Fundamentals</u>
- o <u>Illustrator 2021 One-on-One: Advanced</u>

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication