

Adobe Illustrator

MMC Project Group

Course overview

Instructor

Jack M^cDermott-Sweeney
mcdermott.150@osu.edu | 216.978.2579

Session hours & location

Mondays 4:00 PM @ Morrill Browsing Room (?)

Contact

In case you have any questions, please do not hesitate to get in contact with me. I am more likely to respond to text, but that does not mean you should be discouraged to email me. I check my email daily and will respond to you within 24 hours.

Materials

Come prepared with your computer and phone each session. This semester, I require that you install Adobe Illustrator on your personal computer. We will discuss how to do this and payment options.

Attendance & participation

Arrive at least 5 minutes before class starts. Attendance is worth 6 pts for the 7 week session and 3 pts for the 14 week session. You can earn full points for arriving on time, participating, and completing assignments. Contact me ahead of time with a legitimate excuse if you will be late and everything will be fine.

Assignments

You will have until 12:00 PM the following Monday to submit assignments (two hours before the next session). I accept assignments through email or text and *prefer* PNG files. I will not accept any assignments submitted past 12:00. You will have 3 assignments, each worth 10 points, and a final project, worth 20 pts.

Grading

Attendance	42 pts	A = 90+
7 w. = 6/ses.		B = 80
14 w. = 3/ses.		C = 70

Assignment 1 10 pts
 Assignment 2 10 pts
 Assignment 3 10 pts
 Final Project 20 pts

D = 60
 F = 50

TOTAL 102 pts

Communication

Multiple times throughout this project group, we will critique each other's work. Let's do this in a positive manner. Please be aware of what you say and the tone you say it in. When reviewing somebody's work, I will sometimes ask you *what you would have done differently*. This is not intended as an opportunity to degrade their work. The purpose of this exercise is to offer another opinion and explore alternatives. Criticism should be constructive.

WEEK	TOOLS / RESOURCES	LEARNING OBJECTIVES
1	<ul style="list-style-type: none"> Window > Panels (Navigator, Pathfinder, etc.) Selection tool Direct Select Tool Anchor points & paths Pen tool 	Entry survey Become familiarized with Illustrator Set up panels Manipulate anchors & paths
2	<ul style="list-style-type: none"> Shapes tools (Rectangle, Ellipse, Star) Rotate tool 	Create & manipulate compound shapes

	<ul style="list-style-type: none"> • Reflect tool • Type tool • Pathfinder 	<p><i>Select a logo and come prepared next week to discuss your ideas for how you will redesign it</i></p>
3	<ul style="list-style-type: none"> • Logopedia (Google, Pepsi, Apple) • Creative Bloq • <i>Symbol and Logo</i> 	<p>Analyze the history of logo redesign Logo-design process</p> <p><i>Create a graphic depicting the logo redesign history of a company</i></p>
4	<ul style="list-style-type: none"> • Effects • Warp • Grouping • Blend tool 	<p>Learn how to work with multiple layers Use effects to enhance vector art</p> <p><i>Sketch at least 5 different ideas for your redesigned logo</i></p>
5	<ul style="list-style-type: none"> • Transform • Image Trace • Clipping Masks 	<p>Learn</p> <p><i>Work on logo redesign</i></p>
6	<ul style="list-style-type: none"> • Photos • 7 week group discussion 	<p>Instructor survey</p> <p><i>Work on logo redesign</i></p>
7		Present final logo redesign

WEEK	TOOLS / RESOURCES	LEARNING OBJECTIVES
8	<ul style="list-style-type: none"> • Branding principles • Types of brands • Branding personalities • Creative Bloq 	<p>Understand how branding effects the consumer experience</p> <p><i>Find at least 3 pictures online that represent your branding personality</i></p>
9	<ul style="list-style-type: none"> • Color theory • <i>Color Index</i> 	<p>Explore how color subliminally affects brand perspective</p> <p><i>Select a corporate logo and create a graphic analyzing the implications of its color</i></p>
10	<ul style="list-style-type: none"> • Logo • Business card • Letterhead • Notebook & folder 	<p>Analyze how corresponding elements help to build brand identity</p>

	<ul style="list-style-type: none"> • CD • Unique novelty items 	<i>Create a fictional company for which you will brand and design (1) logo (2) business card and (3) letterhead</i>
11	<ul style="list-style-type: none"> • Typography • Sans serif vs. serif fonts • Font meanings (heavy, curved, angular, etc.) 	Type and logotype <i>Work on branding project</i>
12	<ul style="list-style-type: none"> • Transform • Image Trace • Clipping Masks 	Review branding project progress <i>Work on branding project</i>
13	<ul style="list-style-type: none"> • <i>Exit Through the Giftshop</i> • 14 week group discussion 	Instructor survey <i>Work on branding project</i>
14		Present final branding project