	School of Business & Leadership
Yukon University	**MMC 123** **Digital Illustration**
	Term: Fall 2024 (2024-01) **Number of Credits: 3**
	Course Outline

INSTRUCTOR: Jon Gelinas   **E-MAIL:** jgelinas@yukonu.ca

TELEPHONE: (867) 668-8766   **OFFICE LOCATION:** T1026D

OFFICE HOURS: Wed. 10am-12pm by appointment, 4-5pm drop-in in the Multimedia Lab.
Online, phone and other days and times available by appointment. Please contact to arrange.

COURSE DESCRIPTION

This course provides a comprehensive overview of the fundamentals of industry-standard vector graphics software for creating, editing, and publishing complex vector artwork.

By incorporating the principles of design, colour, and typography as they apply to vector graphics, students will demonstrate how to effectively communicate through illustration, design, and layout.

Throughout the course, students will develop skills to manage vector illustration projects while cultivating an effective workflow for delivering projects that connect with their target audience to communicate and inspire.

COURSE REQUIREMENTS

Prerequisite(s): none

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:
https://www.yukonu.ca/admissions/transfer-credit

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Explain key terminology, functionality, and application of vector graphics.

- Identify and implement the essential tools and features of industry standard vector illustration software.

- Develop an efficient workflow for creating, editing, and publishing complex vector illustrations that meet a variety of project specifications.
- Communicate visually using the elements and principles of design, colour, and typography as they apply to vector graphic applications.
- Manage vector graphics projects through the design process and output work for publishing in the proper format for mobile, print, video, and web applications.
- Create a variety of complex vector artwork projects based on common industry applications such as product packaging, logo design and branding assets.

COURSE FORMAT

Weekly breakdown of instructional hours

Classes run once a week for 3 hours. Students are expected to arrive before class begins to log-in to their computer workstation and prepare for class.

Most class modules include an assignment used to reinforce and understand the practical application of the concepts covered. Some class time will be allotted for working on assignments, but students should expect to require additional time outside of class each week for completing this work.

The multimedia computer lab has some dedicated and open hours for independent work.

Delivery format

Classes are delivered face-to-face in the Multimedia lab (room T1030) at Yukon U's Ayamdigut campus in Whitehorse.

Conventional lecture and demonstration methods are used to present the theory portion while hands-on demonstrations, projects and assignments are utilized to reinforce and complement the theory.

During class time the instructor will introduce tools and concepts which will then be applied through instructor-led, hands-on software lessons. This will be supplemented by independent, self-directed exercises and assignments.

EVALUATION

Assignments	55%
Term Long Project	20%
Final Project	20%
Participation	5%
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

No textbooks are required for this course.

Selected online resources and readings will be provided in class.

RELATED COURSE REQUIREMENTS & LEARNING MATERIALS

The course is delivered in the multimedia computer lab (room T1030).

All computer hardware and software required for the course is provided on the computer workstations in the lab.

This course involves extended periods of time working on computers.

Students are expected to have fundamental digital literacy and should be able to effectively navigate operating systems and web browsers.

Students are expected to be able to manage files and folders, organize, copy, move, and delete files efficiently.

Though software specific instruction is part of the course, instructors are unable to provide individual assistance on computer fundamentals.

Students unable to demonstrate these basic computer skills will struggle to successfully complete the course.

Students may be required to access online tools and resources and should be prepared to apply and remember various passwords. Instructors are unable to assist with lost or forgotten passwords.

All classes and assignments will be created and delivered using the online Moodle learning management system. Some instruction on required basic functionality will be covered in class and additional resources are included on the course page and through the Learning Resources page on YukonU's website.

Though it is not required for you to own your own computer to successfully complete this course, acquiring a personal computer and the associated course software can be beneficial for optimal learning.

Students should purchase a USB flash drive or external hard drive to backup and transfer files or be prepared to utilize cloud storage options.

Failure to properly backup work could result in loss of files and the inability to recover content.

AUDIO OR VIDEO RECORDING

Audio or video recording, digital or otherwise, of lectures, labs, seminars, or any other teaching environment by students is allowed only with the prior written consent of the instructor or as a part of an approved accommodation plan. Student or Instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact Accessibility Services for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

Class	Date	Topics Covered
1		**Fundamental Theory** Vector graphic and software fundamentals
2 -6		**Creating and modifying visual elements** Selecting and Aligning / Project set-up & Interface / Creating and Editing Shapes / Transforming Objects / Drawing Tools
7-9		**Composing Visual Communication Solutions** Colour Theory & Application Typography Theory & Application Intermediate tools & techniques
10-11		**Project Management & Production** Working in the Design Industry
12-13		**Output and Delivery** Advanced Tools & Effects
Exam Period runs from Dec. 12-19, 2024		