

MART 372 Digital Illustration

MART 372 DIGITAL ILLUSTRATION

Using Adobe Illustrator and other digital design software students will develop strategies for content development, visual cohesiveness and graphic production techniques. Topics include design, layout, typography, and color principles, vector graphics versus raster graphics and project preparation for print. The student will create projects ranging from promotional posters and business cards, to bottle labels and restaurant menus. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

Units: 3

Hours/semester: 48-54 Lecture; 32-36 TBA; 64-72 Homework

Transfer Credit: CSU

