COURSE GUIDE:
VECTORIAL ILLUSTRATION BASICS

MULTIMEDIA AND DIGITAL ARTS DEGREE

Universidad Católica de Valencia

Guía Docente Fundamentos de la Ilustración Vectorial

Course 2024/25

TEACHING GUIDE SUBJECT AND / OR COURSE

	ECTS
Subject: Vectorial illustration basics	6
Matter: Graphics fundamentals	12
Module: Module 4 - Graphic bases	30
Type of learning: OB	**Year**: 1º **Semester**: 2ª
Professor: José María Lajara,	**Department: Multimedia**
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SUBJECT ORGANIZATION

Graphic bases			**Nº ECTS 30**	
Duration and temporal location within the curriculum:				
Subjects and courses				
Subject	**ECTS**	**COURSES**	**ECTS**	**Course/ semester**
Digital image	12	Digital image retouching	6	1/1
		Digital photography	6	2/1

Graphics fundamentals	12	Vector illustration basics	6	1/2
		Graphic expression	6	1/1
Artistic expression	6	History, theory and aplication of color	6	1/2

TEACHING GUIDE SUBJECT AND / OR COURSE:
Vectorial illustration basics

PREREQUISITES: NONE

OBJECTIVES

1- Acquire the fundamental notions of vectorial illustration by computer.

2- Acquire the ability to develop graphic projects by means of the tools taught in the course.

3- Ability to deal with text blocks, colour libraries, work tables, guides and rules.

4- Know how to prepare a file properly for printing (printing, plotter) or use it in the visual medium.

Encourage creativity. To develop the student's abilities to carry out their own creative and

BASIC COMPETENCES	Competence measuring scale			
	1	2	3	4
CB1 Students should have an Understanding of knowledge in an area of study that starts from the base of the general Secondary **E**ducation, and **it** is usually found at a level that although is supported by advanced textbooks it also includes some aspects that imply knowledge from the cutting edge of its field of study.				x
CB2 Students should apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated through the elaboration and defense of arguments as well as the problem solving within their area of study.			x	
CB3 Students should be capable to gather and interpret relevant data (usually within their area of study) in order to evaluate it that after a reflection on its relevant social impact, as well as scientific or ethical issues.				x
				x

Guía Docente Fundamentos de la Ilustración Vectorial

CB4 Students should have the capacity of communicating information, ideas, problems and solutions to a specialized and non-specialized public.				
CB5 Students should develop the required learning skills to undertake further studies with a high degree of autonomy.			x	

GENERAL COMPETENCES		Competence measuring scale			
		1	2	3	4
01	Capacity for analysis and synthesis			x	
02	Capacity to organize and plan			x	
05	Computer Skills for the scope of study				x
07	Troubleshooting				x
09	Decision-making				
11	Working in an interdisciplinary team			x	
14	Critical Reasoning			x	
15	Ethical commitment				x
16	Capacity to take responsibilities			x	
17	Capacity for self-criticism				x
18	Autonomous learning and motivation for learning throughout their working lives				x
19	Adjustment to new situations				x
20	Creativity. Capacity to generate new ideas.				x
22	Capacity for collaborating with other professions, and especially with professionals from other fields. Identify the appropriate professionals capable of developing creative work.				x
24	initiative and entrepreneurship				x
25	Concern (motivation) for quality				x
28	Sensitivity to cultural heritage			x	
32	Being capable to teach or train at basic levels and to spread ideas. To apply for teaching positions in the different educational levels. Designing, preparing and teaching courses related to Multimedia and Digital Arts, aimed at professionals, companies and public administration.			x	

Universidad Católica de Valencia "San Vicente Mártir"

Guía Docente Fundamentos de la Ilustración Vectorial

COMPETENCIAS ESPECÍFICAS		1	2	3	4
E2	Artistic sensitivity. To be able to develop the ability to appreciate beauty in different forms and artistic creations, applying aesthetic principles and fostering creativity as well as multidisciplinary innovation.				x
E3	Knowledge of specific methods of production and especially digital art techniques to apply to the world of communication, in addition to looking for new media.				x
E4	Developing the skills focus on illustration traditional techniques and procedures as well as the digital techniques for the creation and development of graphics, images, symbols, text, layout of publications and product packaging.			x	
E5	Develop the capacity to organize, classify and index all files and materials used in the development of the project, creating documents for the appropriate preservation or consultation. And the subsequent ability to search and retrieve that information.		x		
E8	Capacity to organize and process information that later will be included in the project.			x	
E10	Capacity to translate creative ideas so that it is possible to transmit them in digital format.			x	
E13	Capacity to contribute to the contemporary debate about the arts and digital media practices.		x		
E18	Knowing, appreciating and understanding the ethical obligations of the multimedia creation professionals and the implications of these when performing their work.			x	
E19	Comprehensive understanding of the media and artistic practices and the importance of their relationship within their social, economic and cultural context.			x	

Guía Docente Fundamentos de la Ilustración Vectorial

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LEARNING OUTCOMES	COMPETENCES
R-1. Mastery of computer applications related to vectorial illustration.	**CB:** 1,2,3,4,5 **CG:**1,2, 5, 7, 8, 9, 11,14,15, 16,17,18,19, 20, 22, 24, 25, 28, 32, **CE:**2,3,4,5,8,10,13,18,19
R-2. Application of theoretical knowledge on specific graphic production methods and selection of suitable materials according to the means of their subsequent distribution.	**CB:** 1,2,3,4,5 **CG:**1,2, 5, 7, 8, 9, 11,14,15, 16,17,18,19, 20, 22, 24, 25, 28, 32, **CE:**2,3,4,5,8,10,13,18,19

CLASSROOM WORK TRAINING ACTIVITIES			
ACTIVITY	**Teaching-Learning methodology**	**Relationship with Learning Outcomes for the subject**	**ECTS**
ON-CAMPUS CLASS	Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.	R1, R2	1
PRACTICAL CLASSES	Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.	R1, R2	1
LABORATORY	Activities in spaces with special equipment.		0
SEMINAR	Supervised monographic sessions with shared participation		0
WORK GROPU EXHIBITION	Aplication of interdisciplinary knowledge		0

Guía Docente Fundamentos de la Ilustración Vectorial

TUTORING	Custom and small group attention. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in the class.	R1, R2	0,25
EVALUATION	Set of oral and / or written used in initial, formative or summative evaluation of the student.	R1, R2	0,15
		Total	(2,4*)

INDEPENDENT WORK ACTIVITIES			
ACTIVITY	**Teaching-Learning Methodology**	**Relationship of Course with Learning Outcomes**	**ECTS**
GROUP WORK	Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.		0
INDEPENDENT WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university	R1, R2	3,6

Universidad Católica de Valencia "San Vicente Mártir"

	Total	(3,6*)

SYSTEM FOR ASSESSING THE ACQUISITION OF THE COMPETENCES AND ASSESSMENT SYSTEM		
Assessment Tool	**LEARNING OUTCOMES ASSESSED**	**Allocated Percentage**
Conducting theoretical and practical activities	R1, R2	50%
Final Exam	R1, R2	50%

The practical content will have a percentage of 50% of the final grade.
The final exam will have a percentage of 50% of the final grade.

A minimum passing grade (50% of the grade in the final exam) must be obtained in the final exam of the 1st or 2nd call in order to compute and average with the practical grades.

In order to pass the exam it will be necessary to achieve a minimum grade of 5 out of 10 points in both the theoretical and practical parts. The answers of the theoretical part containing spelling mistakes will not be graded.

The grades obtained in the practical part of the first call will be kept in the second call to be averaged with this test in case of not passing the first call.

If a student repeats the course, he/she will not be able to present as practices, the works and projects of the failed course.

In case of failing the first round, one of the deliveries may be resubmitted for the second round at the professor's discretion, which will replace one that was not delivered or with a low grade in the first round; the grade of the first delivery will be annulled and will be replaced by the grade obtained in this new delivery.

The delivery of practices will not be allowed outside the date and time established in the platform for each one. The delivery of practices can only be done through the platform.

The format of the practices delivered will be determined in each statement of the same. The delivery in a format different from the specified will mean the failure of the practice without possible qualification.

The copy or falsification in the delivery of a work, will mean the immediate failure of the whole delivery in both first and second call.

The use of artificial intelligence for the realization of digital practices will always be done in consultation with the teacher, who will indicate what can be worked on and done with this technology.

Its use, if allowed, will be described in the statement of the practice or set by the teacher in class.

Under no circumstances may a work done entirely with this technique be presented, nor may any practice be presented without prior consultation with the teacher. If this happens, it will be considered as a very serious fault and all the practices of the course will be suspended.

Copying in the exam will result in the immediate failure of the exam.

MANDATORY ATTENDANCE

According to the guidelines for the development of the General Regulations for Evaluation and Grading of Official Studies and UCV degrees, in face-to-face degrees, class attendance will be required with a minimum of 80% of the sessions of each subject as a requirement to be evaluated. This means that, if a student does not attend more than 20% of the sessions of each subject, he/she will not be evaluated, neither in the first nor in the second call, unless the person in charge of the subject, with the approval of the person in charge of the degree, in view of exceptional circumstances duly justified, exempts the minimum percentage of attendance.

The same criterion will be applicable for hybrid or virtual degrees in which the faculty must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

CRITERIA FOR THE AWARDING OF HONORS

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or higher than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

UNIQUE EVALUATION

According to article 9 of the General Regulations for Evaluation and Grading of Official Studies and UCV Degrees, the continuous evaluation system is the preferred evaluation system at the UCV. Art. 10 allows, however, for those students who, in a justified and accredited way, show their impossibility to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their extraordinary evaluation in the so-called unique evaluation. This unique evaluation must be requested within the first month of each semester to the Dean's Office of the Faculty through the Vice-
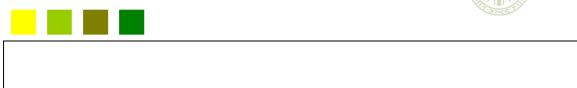
Dean's Offices or Master's Directorates, with the latter being responsible for the express decision on the admission of the student's request.

For the subject of Fundamentals of Vectorial Illustration, the evidences to be presented and/or the test/s to be taken in the unique evaluation by the student that are established are: Performance of practical activities 50% and Final exam 50%.

DESCRIPTION OF CONTENTS
1. Introduction to Ilustrator.
2. Work tables.
3. Tools and panels.
4. Hidden tools and workspace.
5. Keyboard shortcuts, scrolling and zooming.
6. Rulers, guides and grid.
7. Preferences.
8. Creating objects.
9. Select transform and group objects, delete, duplicate and clone.
10. Text tool.
11. Pen tool, bezier.
12. Filling and object stroke.
13. Colour, edition and organization of samples.
14. Motifs, brushes, symbols
15. Layers, flitros and effects.
16. Save and export.

TEMPORAL ORGANIZATION OF LEARNING (Students of second or successive enrollments):

	BLOCK CONTENT / TEACHING UNIT	SESSIONS
1	Introduction to Ilustrator.	0,2
2	Work tables.	0,4
3	Tools and panels.	0,4
4	Hidden tools and workspace.	0,2
5	Keyboard shortcuts, scrolling and zooming.	0,2
6	Rulers, guides and grid.	0,2
7	Preferences.	0,2
8	Creating objects.	0,2
9	Select transform and group objects, delete, duplicate and clone.	0,3
10	Text tool.	0,3
11	Pen tool, bezier.	1
12	Filling and object stroke.	0,5
13	Colour, edition and organization of samples.	0,4
14	Motifs, brushes, symbols	0,5
15	Layers, flitros and effects.	0,5
16	Save and export.	0,5

Basic bibliography:

Imagen digital. Tutoriales de Adobe Illustrator. Recuperado de
http://gusgsm.com/book

Mr. Cup, blog de diseño gráfico. Recuperado de
https://www.mr-cup.com/blog.html

Guillot Diseña. Recuperado de
https://www.youtube.com/watch?v=sekxanyTmGM

David Martimar. Tutorial de Illustrator. Recuperado de
https://www.youtube.com/watch?v=R3EBeCI0GJE

RBG escuela. Recuperado de
https://www.youtube.com/c/RBGEscuela/videos

La estación gráfica. Tutoriales de Illustrator. Recuperado de
https://www.youtube.com/c/laestaciongrafica

Marco creativo. Recuperado de
https://www.youtube.com/c/marcocreativo/videos

101 tutoriales sorprendentes de Illustrator. Recuperado de
https://design.tutsplus.com/es/tutorials/101-adobe-illustrator-tutorials--cms-29782

170 ideas de Illustrator. Recuperado de
https://www.pinterest.es/miriammr/illustrator-tutorial/

TEACHING OF THE SUBJECT ON SECOND AND SUBSEQUENT ENROLLMENT:

There will be a group for students who are not of first registration and a teacher in charge of that group. This group will be a number set by the UCV of monitoring and tutoring sessions (February 6 hours each) in which to reinforce the work on skills that students need to acquire group to pass the course. These sessions are included in the attached schedule

Guía Docente Fundamentos de la Ilustración Vectorial