



COURSE GUIDE: VECTORIAL ILLUSTRATION BASICS

MULTIMEDIA AND DIGITAL ARTS DEGREE

Universidad Católica de Valencia



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: 1 ^o Semester: 2 ^a	
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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 application 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 Education, 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


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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.

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	
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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	



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 GROUP EXHIBITION	Application of interdisciplinary knowledge		0



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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



Total		(3,6*)
SYSTEM FOR ASSESSING THE ACQUISITION OF THE COMPETENCES AND ASSESSMENT SYSTEM		
Assessment Tool	LEARNING OUTCOMES ASSESSED	Allocated Percentage
Attendance to practice sessions	R1, R2	10%
Conducting theoretical and practical activities	R1, R2	50%
Final Exam	R1, R2	40%

Attendance will be at a rate of 10% of the final mark. Each lack of attendance will subtract 1% from the final mark, up to a maximum of 10% in the subject.

The practical content will have a percentage of 40% of the final grade. The final exam will have a percentage of 50% of the final mark.

If the class is divided into groups, each group will have a specific timetable. The student will not be able to change and attend a class of a different group to which he has been assigned, in case of doing so the attendance of that day will continue to be cancelled.

A minimum pass mark (50% of the grade in the final exam) must be obtained in the 1st and 2nd call exam in order to compute and average the internship and attendance grades obtained during the course.

In order to pass the exam, it will be necessary to achieve a minimum score of 5 out of 10 points in both the theoretical and practical parts. Answers in the theory part that contain spelling mistakes will not be graded.

The marks for attendance and practical part can only be obtained in the first call and will be kept for the second call exam in order to average with it in case of not passing the first call.

In the event of failure of the first call, a paper may be submitted for the second call at the discretion of the teacher, who will replace a paper not submitted or with a low grade from the first call; the grade of the first paper will be cancelled and replaced by the grade obtained in this new paper.



The submission of internships will not be allowed outside the date and time established in the platform for each one. Internships may only be submitted via the platform.

The format of the internships submitted will be determined in each statement of the internship. Submission in a format other than that specified will result in the internship being cancelled without qualification.

The copy or falsification of designs or works taken from the Internet, other media or colleagues will result in a serious fault and the cancellation of the total marks obtained in the internship during the course, both for first and second call, without the possibility of submitting an extra work.

By virtue of the regulations governing the evaluation and marking of UCV subjects, article 8.1 establishes that students who have not attended at least 50% of the classes in this subject will not be able to sit for the exam in the first call. Both justified and unjustified absences will be considered as non-attendance.

Those students who, after informing the teacher of their personal situation, have been given permission by the teacher to sit the exam at first call will be excluded from this regulation if the teacher considers the absence to be justified, whether for work reasons, subject coincidences, second registration, serious illness, etc. To make use of this exemption, it is absolutely essential to have discussed the matter with the teacher at the beginning of the course and to have accepted the assessment procedure that the teacher considers most appropriate. Under no circumstances may these situations be appealed against by default or at the end of the course in order to break the rule.

On the other hand, the teacher may establish as criteria of non-attendance the repeated delay, the lack of attention in the classroom (use of mobile phones without authorization, lack of participation, etc.) being able to add to the general count of non-attendance and consequently contributing to exceed the limit that prevents examination as well as affecting the percentage established in the teaching guide of attendance and participation.

This rule is complementary to the evaluation percentages of non-attendance and participation, as well as the evaluation and carrying out of work or cases in the classroom or during the course that will follow their own evaluation criteria. Both percentages are included in this teaching guide.

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

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



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Under no circumstances may work carried out entirely with this technique be presented, nor may any practice be presented without prior consultation with the teacher. If this occurs, it will be considered a very serious misconduct and all the practicals of the course will be suspended.

MENTION OF DISTINCTION:

The mention of Distinction will be awarded to students who have achieved a score equal to or greater than 9.0. The number of Distinctions granted will not exceed 5% of students enrolled in a subject in the corresponding academic year unless enrollment is under 20, in which case only one Distinction may be granted. (Royal Decree 1125/2003).

DESCRIPTION OF CONTENTS
1. Introduction to Illustrator.
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 Illustrator.	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=sexxanyTmGM>

David Martimar. Tutorial de Illustrator. Recuperado de
<https://www.youtube.com/watch?v=R3EBcI0GJE>

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

