

DES INV 198

Introduction to Photoshop & Illustrator

Wednesday 6:30 – 8:30 PM (3 sections), offered in Person

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COURSE INFORMATION

- **Prerequisites**

- No prior experience in graphic design or Adobe software is required. Students should have an avid interest in learning more about graphic design and collaborating with peers.

- **Course Overview**

- This course teaches graphic design through the use of Photoshop and Illustrator. Adobe Photoshop and Illustrator CC will be taught in a series of tutorials complemented with exercises to perform during class and at home. These exercises give students the opportunity to practice tools, create designs, and exercise their creativity.

- **Course Learning Objectives**

- Although this is a technical course in which students will gain knowledge of Adobe programs, the class will also cover conceptual and theoretical aspects of design such as graphic design trends, theory, and their applications in order to improve students' design work. We hope to make this a fun and rewarding class.
- At the end of the course, students will have a portfolio of work showcasing newfound familiarity with Adobe programs and their individual creativity.

- **Course Structure**

- Photoshop and Illustrator will be taught in demos and step-by-step tutorials that students can follow along with on their own computers. Following tutorials, students will be given the opportunity to practice what is learned with classwork and homework assignments. Students should use class time to work on these assignments, and instructors will show examples of student work at the end of each class. This will give students opportunities to give and receive constructive feedback on each other's designs.

- **Tutorials**

- Written lessons and tutorials will be posted on the class bCourses. Students are expected to follow along with the tutorials and submit their finished work to bCourses, and points will be assigned as per the Grading section. The tutorials are meant to supplement the lesson and act as an extra review resource outside of class.

- **Attendance**

- This class relies on skills that are best acquired through regular practice. Normally, attendance is required. For excused absences, please email the facilitator.

- **Grading**

- Student performance will be monitored through weekly homework assignments graded on a point system based on completion, effort, and demonstration of ability to use tools taught in class. There will be one midterm project and one final project. 70 points out of 100 are required for students to pass. The point breakdown is as follows:

- 40 points: Final Project
- 32 points: Midterm Project
- 22.5 points: 9 Weekly Homework Assignments (2.5 pts each)
- 5.5 points: 10 Weekly Tutorials, as follows:
 - *No tutorials missing*: 5.5 points earned
 - *1 to 2 tutorials missing*: 4 points earned
 - *3 to 4 tutorials missing*: 2.5 points earned
 - *5+ tutorials missing*: 0 points earned

- **Materials**

- All students must have access to a computer with Adobe Photoshop and Illustrator. Registered Berkeley students can download the software at <https://software.berkeley.edu/adobe-creative-cloud>
- Readings (recommended, not required)
 - *Universal Principles of Design* by William Lidwell
(<http://universalprinciplesofdesign.com/books/>)
 - *The Design of Everyday Things* by Donald Norman
(<http://www.amazon.com/Design-Everyday-things-Revised-Expanded/dp/0465050654>)
 - *Design Basic Index* by Jim Krause
(<http://www.amazon.com/Design-Basics-Index-Jim-Krause/dp/1581805102>)

- **Contact**

- Innovative Design Education Coordinator: dwwwang@berkeley.edu

CLASS SCHEDULE

WEEK 1: ILLUSTRATOR (BASICS)

Reading: Norman – Chapter One

Homework: Icons – create 3 food icons using shape tools and Pathfinder

WEEK 2: ILLUSTRATOR (PEN TOOL)

Reading: Norman – Chapter Two

Homework: Pen Tool – trace an illustration of your favorite character using pen tool

WEEK 3: ILLUSTRATOR (COLOR)

Reading: Lidwell – Color

Homework: Isometric – create an isometric illustration, and then make a second version of it recolored with a different color palette

WEEK 4: ILLUSTRATOR (BRUSHES)

Reading: Lidwell – Consistency, Constancy

Homework: Brushes – create a poster of your favorite landmark using pen tool, brushes, symbols, and effects

WEEK 5: ILLUSTRATOR (TYPOGRAPHY)

Reading: Lidwell – Legibility, Norman – Chapter Three

Homework: Type Poster – create a typography poster of a poem or quote.

WEEK 6: ILLUSTRATOR (EFFECTS)

Reading: Lidwell – Gutenberg Diagram, Layering

MIDTERM PROJECT: using all the tools we've learned so far, create an infographic with at least 3 facts, and an accompanying illustration for each

WEEK 7: ILLUSTRATOR (LOGO DESIGN)

Reading: Lidwell – Mnemonics, Iconic Representation

Homework: Logo – create your own logo, include at least three iterations showing your design process

WEEK 8: PHOTOSHOP (BASICS)

Reading: Norman – Chapter Four

Homework: Photo Retouching – retouch a photo using the skills from class; include the before and after in submission

WEEK 9: PHOTOSHOP (SELECTION TOOLS)

Reading: Norman – Chapter Five

Homework: Photo Comp – create a photo composition combining elements from at least 3 different images

WEEK 10: PHOTOSHOP (BLENDING & LAYER STYLES)

Reading: Norman – Chapter Six

Homework: Movie Poster – create a movie poster using blending modes, clipping masks, layer masks.

WEEK 11: WILD CARD (STUDENT'S CHOICE)

Reading: Norman – Chapter Seven

FINAL PROJECT: using both programs, design an album cover for any album, along with an accompanying lyric poster of lyrics from the album.

WEEK 12: PROJECT SHOWCASE!