



UNIVERSITI TEKNOLOGI MARA

GDT215: CREATIVE DIGITAL ILLUSTRATION

Course Name (English)	CREATIVE DIGITAL ILLUSTRATION APPROVED
Course Code	GDT215
MQF Credit	3
Course Description	Digital Illustration will emphasise on the impact of computer graphics, including the computer's creative role and digital setting, hardware and software, and blending of traditional and digital process.
Transferable Skills	Digital & traditional drawing and painting. Graphic tablet and software operation. Character design creation and applications.
Teaching Methodologies	Lectures, Blended Learning, Studio, Demonstrations, Presentation
CLO	CLO1 Apply fundamental knowledge of digital illustration & modern image - making concept for a compelling digital illustration project CLO2 Follow digital illustration applications and tools techniques for achieving proficient design CLO3 Initiate creative digital illustration projects with an admirable level of competency
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Digital Illustration 1.1) The definition of digital illustration: 1.2) History of illustration process (Conventional to Digital) 1.3) 1.4) Usage of digital illustration: 1.5) Applications for digital illustration (Raster and Vector based software) 1.6) The impact of digital illustration, image making and image manipulation in today's society and industry. 1.7) Types of file, formats, resolutions, size and dimension for screen and print	
2. Digital Illustration, purpose, and content 2.1) Illustration as a communicative media: 2.2) Digital illustration for print media, e.g.: Brochures, flyer, poster, and newsletter 2.3) Press Advertisement 2.4) Graphic Novels & Comic 2.5) 2.6) Digital illustration for user-interface design: 2.7) Interactive multimedia 2.8) Cartoons and Animations 2.9) Video and pc games	
3. Process involved in digital illustration 3.1) Research and ideation 3.2) Sketches/ Photography 3.3) Digitization of images 3.4) Use of applications for digital illustration 3.5) Printing the final work	

<p>4. Exploring Digital Illustration Software and Application (Vector)</p> <p>4.1) Creating vector illustration in Adobe Illustrator: 4.2) Offset path 4.3) Pathfinder 4.4) Shapes tool 4.5) Shaper tool 4.6) Shape builder tool 4.7) Alignment</p>
<p>5. Exploring Digital Illustration Software and Application (Vector)</p> <p>5.1) Vector line art illustration in Adobe Illustrator: 5.2) Understanding formats, interface, workspace and artboard settings specifically for digital illustration 5.3) Using pen tool and creating paths 5.4) Using brushes 5.5) Creating custom brushes 5.6) Layers understanding, functions and management</p>
<p>6. Exploring Digital Illustration Software and Application (Vector)</p> <p>6.1) Creating vector illustration in Adobe Illustrator: 6.2) Effects: Distort & Transform 6.3) Effects: Pixelate 6.4) Effects: Texture 6.5) Swatches library management</p>
<p>7. Exploring Digital Illustration Software and Application (Vector)</p> <p>7.1) Assessment: 7.2) Presentation & Assessment</p>
<p>8. Exploring Digital Illustration Software and Application (Raster)</p> <p>8.1) Raster line art illustration in Adobe Photoshop: 8.2) Understanding formats, interface, workspace and artboard settings specifically for digital illustration 8.3) Using brushes 8.4) Selection tools: lasso, object & quick selection 8.5) Eyedropper tool 8.6) Layers understanding, functions and management</p>
<p>9. Exploring Digital Illustration Software and Application (Raster)</p> <p>9.1) Creating raster illustration in Adobe Photoshop: 9.2) Creating custom brushes 9.3) Brushes type understanding & library management 9.4) Tools pre-set understanding & management</p>
<p>10. Exploring Digital Illustration Software and Application (Raster)</p> <p>10.1) Creating raster illustration in Adobe Photoshop: 10.2) Colour scheme selection 10.3) Efficient digital painting techniques 10.4) 10.5) Creating Effects 10.6) Motion Blur, Noise, Smudge, Burn, Dodge and Sponge</p>
<p>11. Exploring Digital Illustration Software and Application (Raster)</p> <p>11.1) Assessment: 11.2) Presentation & Assessment</p>
<p>12. Creative Digital Illustration Project (Final Project)</p> <p>12.1) Final Project Proposal: 12.2) Final Items 12.3) Concept 12.4) Composition 12.5) Consultation</p>
<p>13. Creative Digital Illustration Project (Final Project)</p> <p>13.1) Final Project Progression: 13.2) Final Items 13.3) Concept 13.4) Composition 13.5) Consultation</p>
<p>14. Creative Digital Illustration Project (Final Project)</p> <p>14.1) Final Assessment 14.2) Presentation and Assessment 14.3) Exhibition</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Individual Project	Project 1: Project Portfolio (Concept, Ideation & Process) - Expose student about the first stage on producing a great and professional digital illustration artwork. Student will learn the importance of planning and preparing proper predefined items (subject matter, concept & styles) before producing an artwork/project. Student will also include all on going and continuous design process (visual research & sketches) in this compilation, thus ensuring the final artworks is genuine and any act of plagiarism or non-integrity attempts can be diminish.	20%	CLO1
	Individual Project	Project 2: Vector Character Design & Applications - This project will expose student about vector based digital illustration. Student will be able to design a character based on theme chosen and applied it onto relatable items and applications using Adobe Illustrator. From the acquired skills & techniques, student will innovate and improvise their own skills to produce their own original illustration for later course projects.	20%	CLO2
	Individual Project	Project 3: Raster Character Design & Applications - Expose student about raster based digital illustration. Student will be able to design a character based on theme chosen and applied it onto relatable items and applications using Adobe Photoshop. From the acquired skills & techniques, student will innovate and improvise their own skills to produce their own original illustration for later course projects.	20%	CLO2
	Individual Project	Project 4 - Final Project: Creative Digital Illustration & Applications - From the acquired skills & techniques from the previous projects, student will apply it to produce/enhance their own unique and distinctive characters design for animation, comics, games, editorial, and other usage of medias/platforms	40%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Mark 'Wigan' Williams, <i>Basics Illustration 03: Text and Image</i>, 2019 Ed., Bloomsbury Publishing [ISBN: 1350034851] • Rafiq Elmansy, <i>Illustrator Foundations: The Art of Vector Graphics, Design and Illustration in Illustrator</i>, 2017 Ed., Taylor & Francis Group [ISBN: 1138416843] • Chad Chelius, Rob Schwartz, <i>Learn Adobe Illustrator CC for Graphic Design and Illustration: Adobe Certified Associate Exam Preparation</i>, 2018 Ed., Peachpit Press [ISBN: 0134878388] • ImagineFX, <i>ImagineFX: Manga: The Ultimate Guide to Mastering Digital Painting Techniques</i>, 2011 Ed., Pavilion Books [ISBN: 1843405784] • 3DTotal.com, <i>Digital Painting Techniques: Practical Techniques of Digital Art Masters Volume 1 of Masters Collection</i>, 2017 Ed., Taylor & Francis Limited [ISBN: 1138417807] • Alan Male, <i>Illustration: A Theoretical and Contextual Perspective</i>, 2017 Ed., Bloomsbury Publishing [ISBN: 1474263038] • Mike Mattesi, <i>Force: Character Design from Life Drawing</i>, 2012 Ed., CRC Press [ISBN: 1136139907]

	Reference Book Resources <ul style="list-style-type: none"> • Lawrence Zeegen 2010, <i>Complete Digital Illustration: A Master Class in Image-Making</i>, Rockport Publishers [ISBN: 288893096X] • 3dtotal, 3dtotal Publishing, <i>Beginner's Guide to Digital Painting in Photoshop</i>, 2020 Ed., 3DTotal Publishing • Kevin Crossley, <i>Character Design from the Ground Up</i>, 2019 Ed., CRC Press LLC [ISBN: 1138428124]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources