

Branch Name:	Bachelor of Computer Application (Graphics Animation and VFX)
Program Code:	CS102
Course Title:	Vector Graphics & Illustration (Adobe Illustrator)
Course Code:	15-CAM302-3C
Pre-requisite Course:	Students have learned basic visual design and raster-image concepts.

Course Objective (CO):

- To introduce students to the fundamentals of vector graphics and illustration design.
- To develop proficiency in Adobe Illustrator tools and vector-based artwork creation.
- To understand principles of illustration, iconography, logo design, and branding.
- To create scalable graphics for print, web, and digital media applications.
- To develop creative visualization and professional design skills required in the graphics and animation industry.

Teaching and Examination Scheme:

Teaching Scheme (Hours. per week)				Evaluation Scheme (Marks)								
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory				Practical				Total
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	
1	-	2	2	-	-	-	-	09	25	09	25	50

Course Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1.	Introduction to Vector Graphics and Adobe Illustrator: Understanding raster vs. vector graphics, Adobe Illustrator workspace, artboards, tools and panels, drawing fundamentals, selection tools, shape creation, path operations, and alignment and transformation techniques.	15	25
2.	Illustration Techniques and Vector Drawing: Pen tool mastery, Bezier curves, object creation, character illustration, digital sketching, vector tracing, shape builder tool, pathfinder operations, and creative illustration workflows.	15	25
3.	Logo Design, Typography and Branding: Typography fundamentals, type manipulation, logo creation, brand identity design, icon design, visual hierarchy, color applications, and professional branding projects using Illustrator.	15	25
4.	Advanced Vector Artwork and Portfolio Development: Infographics, packaging design, print production, social media graphics, advertising creatives, vector artwork optimization, portfolio development, and final illustration project.	15	25

Course Learning Outcomes (CLO):

At the end of this course, the student would be able to:

1. **CLO1:** Understand vector graphics concepts and Adobe Illustrator workflows.
2. **CLO2:** Create professional illustrations, icons, and vector artwork.
3. **CLO3:** Design logos, branding materials, and typographic compositions.
4. **CLO4:** Apply creative and technical skills to produce industry-standard graphic designs.
5. **CLO5:** Develop portfolio-ready illustration and branding projects.

List of Textbooks:

1. Adobe Illustrator Classroom in a Book – Adobe Press.
2. Vector Basic Training – Von Glitschka.
3. Graphic Design School – David Dabner.

List of Reference Books:

1. Logo Design Love – David Airey.
2. Universal Principles of Design – William Lidwell.
3. Thinking with Type – Ellen Lupton.

E-Resource / Web Links:

1. Adobe Illustrator Learn & Support
2. Adobe Creative Cloud Tutorials
3. Behance Design Resources
4. LinkedIn Learning – Adobe Illustrator
5. Envato Tuts+ Illustration Tutorials

Assignment Description:

1. Create basic vector shapes and compositions.
2. Design a custom icon set.
3. Create a vector illustration from a sketch.
4. Design a typography-based poster.
5. Create a professional logo design.
6. Develop a brand identity package.
7. Design an info graphic using vector elements.
8. Create social media promotional graphics.
9. Design product packaging artwork.
10. Develop a final vector illustration portfolio project.

Mapping of CLO, PO and PSO

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CLO1	H	M	L										H	M	
CLO2	H	H	M	M									H	M	
CLO3	H	M	H	M									M	H	
CLO4	M	H	M	H	M								H	H	

H: High, M: Medium, L: Low