

## DIGITAL ILLUSTRATION

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Code: 333037

Main Scientific Area: Drawing

Lecturer: Carlos António Antunes Ferreira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 90h

ECTS: 6,0

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### **Objectives**

The Digital Illustration course introduces students to the learning of technological tools of two-dimensional representation, through practical exercises; Associated with an idea of availability for students, a set of new conceptual images in the area of digital drawing and illustration, theoretical / practical concepts of the digital image (bitmap).

### **Learning Outcomes**

- Theoretical concepts:

To use digital design as a means of artistic expression and communication in the current context of fashion design and communication design, fostering new creative solutions in the creation of modern and comprehensive communicative images.

- Practical concepts:

Enable the student in the execution of a varied range of new digital visual identities that support computer-aided design as a tool of great potential in fashion and communication design; Stimulating the creation of two-dimensional models when confronted with the creation of a fashion design project.

### **Course Contents**

1. Graphic design:

Vector drawing;

Vectors and bitmaps;

Desktop;

Document Management;

Vector drawing;

Objects;

The color;

Contours and fills;

Special effects;

Layers, symbols and styles;

Text;

Import and export;

2. Theoretical concepts:

Bitmap image

Basic elements through which graphic images are created.

The pixel and the bitmap image. Its characteristics. Images of high and low resolution.

Standard resolutions + Technical specificities in design. Model of CMYK, RGB and Grayscale colors.

Basic tools in image processing. Weight and balance of

Files (work organization). Working models.

### 3. Practical concepts.

To use the digital drawing as a means of artistic expression and communication:

Computer drawing exercises using the Adobe Photoshop program.

Approach to line, shape, volumetry, color and texture.

The selections and the clipping. The filters.

The "path".

The alpha channel.

Principles of photographic image treatment.

The effects. Light, shadow and plan differentiation.

Drawing from scanning solutions.

Drawing created directly from the computer.

Digital retouching

Creativity, expression and esthetics.

### **Recommended Bibliography**

Adobe Creative Team , Adobe Photoshop - Classroom in a book.

Adobe Systems, 2008 . Orwig, Chris . Adobe Photoshop CS4 - 100 Essential Techniques. Peachpit Press, 2008.

Alten , Judith. Adobe Photoshop CS4 - by Adobe Creative Team. Adobe Systems, (2009)

Giordan, Daniel. The Art of Photoshop, 2009 McClelland, Deke . Photoshop Bible. (2007)

BAER, Kim - Information Design Workbook: Graphic Approaches, Solutions, and Inspiration plus 30 Case Studies, Massachusetts: Rockport Publishers Inc., 2010. ISBN: 9781592536276

CAIRO, Alberto, Sailing to the Future: Infographics in the Internet Era, North Carolina: Multimedia Bootcamp - University of North Carolina at Chapel Hill, 2005;

TUFTE, Edward R. - Envisioning Information, CT/US: Graphics Press USA, 1990. ISBN: 9780961392116;

TUFTE, Edward R. - The Visual Display of Quantitative Information, CT/US: Graphics Press USA, 2001. ISBN: 9780961392147.

### **Learning and Teaching Methods**

The syllabus contents of the course aim to prepare the student to respond to any type of work within the area of digital illustration and image construction.

### **Assessment Methods**

The evaluation will take into account the following behavioral parameters:

10% - Behavioral factors;

20% - Continuous assessment of learning;

35% - Practical project N1;

35% - Practical project N2;