# VALUE ADDED COURSE

## Swarrnim Institute of Design

**Branch: Bachelor of Graphic design**
YEAR: 2021-2022

**Course Title:** Digital Illustration
**Course Code: VACEH**

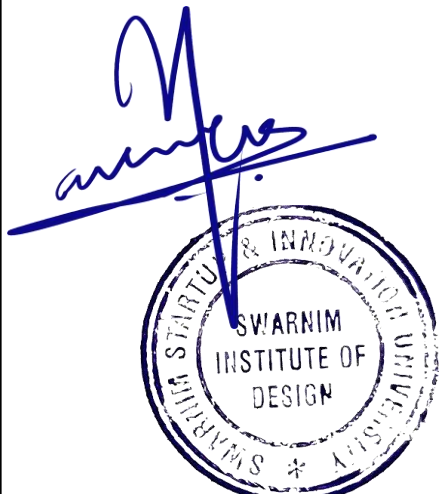| PROGRAMME: | Bachelors of Graphic design | Branch: | All |
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**Hours**: 30 hrs

**Course Overview:** The "Digital Illustration" course is designed to introduce students and creative professionals to the world of digital art, focusing on the techniques and tools needed to create compelling illustrations using digital mediums. This 30-hour course offers a blend of theoretical knowledge and practical exercises, enabling participants to develop their skills in creating digital artwork for various applications, including graphic design, advertising, animation, and more.
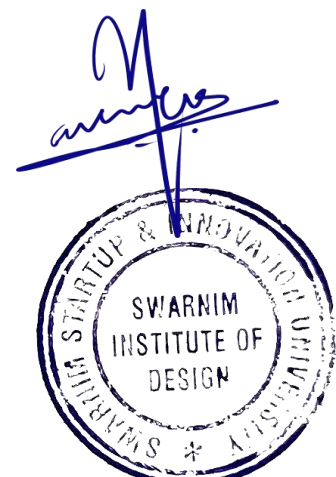
**Course Objectives:**

•To understand the fundamental principles of illustration and their application in digital formats.

•To learn the use of industry-standard digital illustration software.

•To develop technical skills in digital drawing, painting, and vector art.

•To explore various styles and techniques in digital illustration.

•To create a portfolio of digital illustrations for personal or professional use.

**Target Audience:** This course is ideal for beginners and intermediate artists, graphic designers, illustrators, and anyone interested in developing their skills in digital illustration.

# Course outline

| Sr. No | Content | Total hours |
|--------|---------|-------------|
| 1. | **Module 1: Introduction to Digital Illustration**<br>• Overview of digital illustration: history and contemporary trends<br>• Comparison between traditional and digital illustration techniques<br>• Introduction to digital illustration software (e.g., Adobe Illustrator, Adobe Photoshop, Procreate)<br>• Basic tools and functions in digital illustration software<br>• Understanding the digital workspace: layers, brushes, and color palettes | 05 |
| 2. | **Module 2: Drawing Fundamentals and Digital Techniques**<br>• Introduction to basic drawing principles: line, shape, form, and perspective<br>• Techniques for digital sketching and line art<br>• Using digital tools for inking and refining illustrations<br>• Creating textures and shading using digital brushes<br>• Introduction to vector illustration and path manipulation | 06 |
| 3. | **Module 3: Color Theory and Application in Digital Illustration**<br>• Understanding color theory and its application in digital art<br>• Working with color palettes, gradients, and blending modes<br>• Techniques for digital painting: color blocking, shading, and highlighting<br>• Creating depth and atmosphere through color in digital illustrations<br>• Using color to convey mood and emotion in artwork | 05 |

| Course outline | | |
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| **Sr. No** | **Content** | **Total hours** |
| 4. | **Module 4: Advanced Digital Illustration Techniques**<br>• Exploring different styles in digital illustration: realism, cartoon, flat design, etc.<br>• Creating complex compositions and multi-layered illustrations<br>• Using filters, effects, and textures to enhance illustrations<br>• Introduction to character design and storytelling through illustration | 06 |
| 5. | **Module 5: Digital Illustration for Various Applications**<br>• Designing illustrations for branding, advertising, and packaging<br>• Creating illustrations for web and social media content<br>• Introduction to illustration for animation and motion graphics<br>• Preparing digital illustrations for print and online distribution | 04 |
| 6. | **Module 6: Portfolio Development and Final Project**<br>• Curating and organizing a digital illustration portfolio<br>• Selecting and refining illustrations for a cohesive portfolio<br>• Developing a final project: from concept to completion<br>• Presenting and critiquing the final illustration project<br>• Preparing digital files for professional presentation or client delivery | 04 |

**Teaching Methodology:**

•Interactive lectures and software tutorials

•Hands-on practice sessions in digital drawing and painting

•Group discussions and peer critiques

•Studio-based project work and portfolio development

•Case studies of professional digital illustrators

**Learning Outcomes:** By the end of the course, participants will be able to:

•Demonstrate proficiency in using digital illustration tools and techniques.

•Create high-quality digital illustrations for a variety of applications.

•Develop a personal style and approach to digital illustration.

•Build a portfolio of digital artwork showcasing their skills and creativity.

•Apply color theory, composition, and design principles effectively in digital art.

**Assessment:**

•Quizzes and assignments to assess understanding of digital illustration concepts

•Hands-on exercises and practice projects

•Final digital illustration project showcasing learned techniques

•Portfolio review and presentation

**Certification:** Participants who successfully complete the course requirements will receive a certificate of completion in Digital Illustration.