Annex 4

Didactic manual for the Graphic Design with Adobe Illustrator in the Spinaker project, i.e. for IMPK – Intensive International Education Program

1. Description of the IMPK program

<u>Course title:</u> **Graphic Design with Adobe Illustrator**

<u>Course topic:</u> The course "IMPK Graphic Design with Adobe Illustrator" is carried out in the form of remote, synchronous classes on an online learning platform. The program includes a total of 30 teaching hours, spread over five days of six lessons each day. Participants begin with the basics of vector graphics and familiarize themselves with the Adobe Illustrator interface. Then they will learn techniques for drawing shapes and tools for creating and editing paths. The next stage is learning how to work with color, gradients and advanced fills. The course also includes creating and editing text, and then moving on to designing logos and icons. Participants will learn about advanced special effects and optimization of graphic files. The last day is devoted to a comprehensive final project, integrating all the acquired skills. The two planned editions of the course provide hands-on preparation for independent work in Illustrator. The aim of the training is to master the tools necessary to create professional vector graphics.

- Form of implementation: remote
- Target group: foreign students, optionally Polish
- Language: English
- Author of the manual: Gloriana Sanabria

2. Learning outcomes

In terms of KNOWLEDGE, after completing the course, the participant:
- knows and understands the fundamental principles governing vector graphics and its differences from raster graphics,
- has knowledge of the structure of the Adobe Illustrator interface and the functionality of its basic and advanced tools,
- knows how to apply color theory in practice, understands color space models (RGB, CMYK) and concepts such as gradient and gradient grid,
- knows the rules of typography, editing text and converting it into curves,
- understands the process of optimizing and exporting graphic files to various formats, taking into account their purpose (print, internet).

In terms of SKILLS, the participant after completing the course:
- can efficiently navigate the Adobe Illustrator environment and configure the workspace on their own,
- can use drawing tools (ex. Pen, Shapes) for precise creation and editing of shapes and paths,

- works efficiently with color, gradients, and patterns, giving objects the desired fills and borders,
- has the ability to create and modify text, as well as transform it into vector objects,
- can design a consistent and aesthetic logo and icon set from scratch using advanced shape blending techniques,
- knows how to apply special effects, filters and graphic styles to enrich the visual design of the project,
- has the competence to independently prepare and export a graphic design to a format ready for publication or printing.

In the field of SOCIAL COMPETENCES, after completing the course, the participant:
- develops the ability to think creatively and search for creative design solutions,
- shapes the ability to independently organize work and manage time during the implementation of a complex project,
- acquires readiness to constructively accept and give feedback during project presentations,
- can communicate effectively in a virtual environment, collaborating with a group during remote training sessions,
- effectively communicates the results of work to non-technical stakeholders (translation of metrics into business conclusions),
- is ready for further self-education in the area of analytics and AI (tracking documentation, experimenting, updating tools).

3. Requirements for participants

Requirements for participants:

- English language level of at least B2,
- access to a computer with the Internet,
- basic computer skills,
- access to Adobe Illustrator.