

I. COURSE TITLE
ART 403 *Illustration* **3 Semester hours**

II. PREREQUISITES
Art 303

III. TEXTBOOK
Parromon's Editorial Team. (2001). All About Techniques in Illustration. Barron's Educational Series, Barcelona, Spain.

IV. COURSE DESCRIPTION
Exploration of illustration techniques and their applications, with an emphasis on in-depth portfolio projects.

V. RATIONALE
This studio course is designed to provide art students with opportunities to use their skills in promoting a product or idea through the discipline of illustration. Students will explore a variety of illustration techniques and procedures as a way of helping them discover their own personal style and preferred media. One of the main goals of the course is to help students create several quality portfolio pieces that can assist them when interviewing for design related internships and jobs.

VI. LEARNING OBJECTIVES AND OUTCOMES
Upon completion of this course, the student will be able to:

Art History:

- A. Recognize major historical periods in the field of illustration and famous illustrators.
- B. Identify various types and styles of illustration influencing the world of visual communication.

Studio Art:

- C. Analyze the works of professional illustrators and identify what types of media were used to communicate their messages.
- D. Visualize and apply the most appropriate medium for a particular illustration job.
- E. Be familiar with the general process of creating the following types of illustration:
 - 1. comic illustration;
 - 2. product illustration;
 - 3. scientific illustration;
 - 4. editorial illustration;
 - 5. narrative illustration;
 - 6. children's book illustration.
- L. Be familiar with presentation and portfolio tips as related to the field of illustration (as preparation for a Senior Art Portfolio).

- M. Research information relative to illustration as a profession by : (1) visiting agencies and businesses that use illustrators; and (2) compiling a list of industrial and commercial businesses that make use of the services of illustrators.
- O. Access the computer as a tool of illustration when appropriate for specific requirements, such as scanning and/or editing original art work, and printing scanned or digital photos of artwork for portfolio use.

Art Criticism / Aesthetics:

- P. Verbally communicate how illustration processes and techniques of the past have bearing on the work of contemporary illustrators.
- Q. Develop criteria for evaluating illustration renderings.
- R. Become aware of associations, organizations, instructional materials which are dedicated to the promotion of standards within the discipline of illustration.

VII. COURSE TOPICS

The major topics to be considered are:

- A. History of Illustration
- B. Types of Illustration
- C. Techniques, Materials, Styles
- D. Media of the “Masters”
- E. Famous American Illustrators
- F. Communicating your Idea
- G. Comic Illustration
- H. Product Illustration
- I. Scientific Illustration
- J. Book Cover/ Magazine Illustration
- L. Narrative Illustration
- M. Portfolio and Presentation Tips
- N. Getting Published

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

Methods and activities for instruction will include:

- A. Lecture/ Presentation/ Demonstration
- B. Group Discussion and Critique
- C. Visiting Lecturer
- D. Portfolio

IX. ASSIGNMENTS:

Exercise:

- A. Comic Illustration (Barron, pp.40-45)

Projects (Select five of the following projects (“A”, “B”, “C” and “G” are required; choose one from “D”, “E”, “F”):

- A. Product Illustration (Marta, p.141)
- B. Scientific Illustration (Barron pp. 36-39)
- C. Magazine Cover Illustration (Barron, pp. 72-77)
- D. Narrative Illustration (Barron, pp.58-61)
- E. Historical Illustration (Barron pp. 30-35)
- F. Biblical Illustration (Barron, pp. 30-35)
- G. Children’s Book Illustration (Final Project) (Barron, pp. 68-71)

X. EVALUATION

The student will be responsible for the following:

- A. Illustration Notebook50 pts.
 Students will record class notes, notes from outside readings, and collect course hand-outs related to different topics in a three ring notebook. The notebook will be used to collect research material used for each assignment. The illustration notebook will be graded on the following criteria: content; organization; legibility of hand written notes; and overall neatness.

- B. Homework Assignments / Research:50 pts
Homework: Students will be responsible to complete homework assignments (such as: conducting research on a given topic, purchasing supplies, or coming up with idea sketches for a given project) in preparation for the assignments. As a general rule, lab work should be spent producing art work, not conducting research.

- B. Assignments: Exercises and Projects.....600 pts.
 Exercises and Projects will be turned in five or six times during the semester and graded according to principles discussed in class. Students will be handed an evaluation check list identifying assignment requirements at least one week prior to the day of submission. Each assignment should contain the student’s name and the name of the specific exercise or project. 5 points will be subtracted from the assignment for each day that it is turned in late.

- C. Final Project.....200 pts.
 Two and a half weeks prior to dead week, students will begin work on a final project. The assignment is designed to be worth more points as it should be a culmination of a student’s illustrative skills at this stage of their training.

- D. Final Exam.....50 pts.
 A final exam will consist of objective information related to different topics discussed in class. A review of the material will be conducted during “dead week”.

- E. Attendance and Professionalism.....50 pts.
Attendance: A student will be penalized for excessive absences. (0 absences = 50 pts.; 1 = 48 pts.; 2 = 47 pts.; 3 = 45 pts.; 4 = 43 pts.; 5 = 40 pts.; 6 = 36 pts.; 7 = 33 pts.; 8 = Fail the course). The number of absences, lates, and times a student leaves early from class will be tallied at the end of the semester. Three lates or leaving early will constitute as an absence.

Professionalism: Daily grades will involve records of a student's preparedness for class, a student's attitude toward constructive criticism, and making effective use of classroom time to complete assignments. For example, 3 pts. will be subtracted for not bringing necessary supplies to class.

XI. GRADING SCALE

Please refer to the Addendum to 2007-2008 Undergraduate Syllabi.

XII. OTHER COURSE INFORMATION

Please refer to the Addendum to 2007-2008 Undergraduate Syllabi.

XIII. LIST OF MATERIALS

Soft lead pencil
Charcoal pencil
Kneaded eraser
Ruling pen
Felt Tip Pen
India Ink and Pen Set (Nibs and Quill)
Sketch Pad (11 X 14 or 16 X 20)
Tracing Paper (9X12)
Illustration Board (smooth/hot pressed)
Bristol Board
Water color intro. Set
Acrylic intro. Set or Oil intro. Set
Pastel intro. Set
Gouache intro. Set
Water color Brushes (#1, #8, 1in. Flat)
Oil/ Acrylic brushes (detail brush, medium flat, large flat)

XIV. REFERENCES

A. Bibliography (Library Holdings):

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Boughner, Howard. (). Cartooning Jobs for Beginning Cartoonists. Walter Foster. Laguna Beach, California. (741.5 B662c).

Buechner, Thomas S. (1970). Norman Rockwell, Artist and Illustrator. H. N. Abrams, New York. (759.13 R594b).

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Grossman, Julian. (1974). Echo of a Distant Drum. Winslow Homer and the Civil War.

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H.N. Abrams. New York. (760.092 H752e).

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Kelvin, G.V. (1992). Illustrating for Science. Watson and Guptill Publications. New York, New York.

Meyer, Susan E. (1983). A Treasury of the Great Children's Book Illustrations. Abrams. New York. (741.642 M575t).

Parrish, Maxfield. (1973). Maxfield Parrish. Watson and Guptill Publications. New York. (741.092 P249L).

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Taliaferro, John. (1996). Charles M. Russell: The Life and Legend of America's Cowboy Artist. Little, Brown. Boston. (709.2 R912t).

B. General References (Personal):

Borgman, Harry. (1989). Pen and Pencil Drawing Techniques. Dover Publications, Inc. Mineola, New York.

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Rockwell, Tom. (1998). The Best of Norman Rockwell: A Celebration of 100 Years. Courage Books. Philadelphia, Pennsylvania.

Roettger, Dorye. (). Rivals of Rockwell. The Image Bank. New York, New York.

Steine, Kent and Taraba, Frederic. (1996). American Illustrator Poster Book: The J.C. Leyendecker Collection. Collector's Press. Portland, Oregon.

Thoma, Marta. (1982). Graphic Illustration: Tools and Techniques for Beginning Illustrators. Prentice Hall, Inc. , Englewood Cliffs, New Jersey.