

Date: Spring 2004

COURSE TITLE: GRAPHIC ILLUSTRATION

COURSE NUMBER: ART 220

Credit and Contact Hours: 3 credit hours – 3 contact hours

Catalog Description:

This course will focus on the process of illustration through the exploration of professional working methods leading to the production of a portfolio representative of advertising, corporate, editorial and publishing themes.

Prerequisite: Art 103

## II. GOALS & OBJECTIVES:

The primary goal of the course is to explore the step by step process used by professional, working illustrators. The student will then use this planning technique as a means of producing an appropriately detailed visual story regardless of the illustration assignment as well as gain insight into the benefits of planning.

### Student Learning Outcomes

The student will, at the end of the course:

1. Understand the basic planning methods necessary to produce an illustration.
2. Be aware of the importance of good photographic reference.
3. Have an awareness of the importance of communicating visual ideas clearly.
4. Be able to finish work using professional presentation techniques.
5. Know the importance of meeting deadlines as a means of maintaining a professional reputation.
6. Know that illustration is a business as well as an art form.

### Relation of Course Goals to Goals of Degree Program

Graphic Illustration prepares the student with an understanding of design processes, preparation and planning involved in the production of illustrations. These will serve the student well in either the next level of education or upon entry into the job market as a substantial foundation on which to broaden his/her knowledge.

### Competencies Addressed in This Course

Oral Communication  
Ethics and Values  
Problem Solving &  
Critical Thinking

Professional Competency  
Information Resources  
Reading  
Writing

#### METHOD OF INSTRUCTION:

Lectures, critiques, research projects, guest speakers, classroom demonstrations

**ASSESSMENT MEASURES:** The production of a portfolio based on course goals and objectives will be used to assess the students' understanding and abilities.

#### STUDENT ACTIVITIES:

1. Three (3) major projects allowing a great deal of latitude in personal interest, creativity and research.
2. Five (5) minor assignments with less room for personal interest that will also include research and a good deal of creativity necessary.

Final Critiques

#### METHOD OF EVALUATION:

System for Grades will be as follows:

3 Major assignments	75%
Each worth 25% of final grade:	
Roughs and Research	5%
Color Comp	5%
Final Art	10%
Presentation, Preparation, Participation in class discussions and critiques	5%
5 Minor assignments	25%

Assignments must be turned in by due date. For each class that assignment is late, grade will be lowered by one letter grade.

#### IV. COURSE OUTLINE:

1. Publishing themes.
2. Editorial Illustration.
3. Character.
4. Potential techniques.

5. Icon Design (computer based).
6. Book Plates Design and Production.
7. Historical and Contemporary biographical research.