



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

| Course Number | Course Title | Credits |
|-----------------------------|--|-----------------------------------|
| ADV220 | Illustration I | 3 |
| Hours: Lecture/Lab/Other | Co- or Pre-requisite | Implementation Semester & Year |
| 1 lecture/4 studio hours | ART102, ART104, ART105 or divisional permission | Fall 2022 |

Catalog description:

This course is an introduction to the concepts, techniques and skills of the contemporary illustrator. The student will learn to understand that good illustration is a means of communication, whether it is product or journalistic illustration. Assignments will include problems in book, magazine, advertising illustration, etc. Comprehensive and finished art will be produced in various mediums.

General Education Category: Not GenEd

Course coordinator: A

Tina LaPlaca, Professor, Coordinator Advertising + Graphic Design and Illustration
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Required texts & Other materials:

- **Fundamentals of Illustration**, by Zeegan, 3rd ed. 2014, ISBN: 978-29404-11481, AVAPS
- Design Process Sketchbook, 9" x 12"
- Removal Storage Device or Cloud Storage
- Notebook and Folder
- Pencils, pens, markers as needed

Optional Text:

- **Handbooks: Pricing & Ethical Guidelines**, 2020, ISBN: 978-0932-102164, GAG

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Demonstrate the use of good design and composition principles using typography and illustrations, and justify their use and function. [Supports ILG # 1, 4 & 6; PLO # 1–5]
2. Create artwork that applies basic principles of color, balance and design effectively. [Supports ILG # 4; PLO # 1–5]
3. Demonstrate and understanding the vocabulary connected with the profession as well as various art mediums. [Supports ILG # 1, 4 & 6; PLO #6]
4. Analyze and evaluate artistic practices and participate in class critiques to practice artistic vocabulary. [Supports ILG # 1 & 6; PLO # 3 & 6]
5. Apply at least three steps of design process formulation from thumbnails, revised sketches and final solutions for each assigned problem. [Supports ILG # 4; PLO # 1–5 & 7]
6. Create a design comprehensive in a professional manner using typography and original art illustrations. [Supports ILG # 4; PLO # 1–5 & 7]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Program Learning Outcomes for Illustration program(PLOs)

1. Apply computers applications to design principles;
2. Illustrate and practice professional design principles;
3. Recognize elements of proper design in professional-quality work;
4. Design professional-quality concepts, both traditional and digital mediums;
5. Demonstrate competence in the design and production of illustrations;
6. Develop and present creative ideas in both written and oral formats;
7. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I

Building Blocks of Illustration/Part 1 [Supports Course SLO # 1 – 6]

The student will be able to:

1. Analyze visual puns in illustration
2. Analyze various illustration styles
3. Review the basic drawing techniques
4. Create a daily sketchbook of ideas
5. Identify brainstorming, thumbnails, roughs and sketch processes
6. Explore different black and white media and composition
7. Examine design contrasts: thick/thin line, volume, texture, dark/light, transparent/opaque
8. Conceptualize an illustration from the doodles through to a comprehensive stage
9. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit II

Building Blocks of Illustration/Part 2 [Supports Course SLO # 1 – 6]

The student will be able to:

1. Create a daily sketchbook of ideas
2. Examine single and multiple lines/opaque and transparency/texture and pattern
3. Demonstrate about conceptual/narrative illustration
4. Identify advertising/editorial illustration styles
5. Analyze comics/cartoon/caricature illustrations
6. Demonstrate themes and clichés/portraits and self-portraits
7. Review alternative, new wave, cutting edge, fringe, grunge and modern
8. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit III**Visual Connections** [Supports Course SLO # 1 – 6]

The student will be able to:

1. Analyze the history of illustration in advertising
2. Evaluate a historical product
3. Create a product illustration for this historical product in a modern style
4. Explore the use of wet & dry media and techniques
5. Create illustrations in mixed media and examine non-objective and portraits
6. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit IV**Product Illustration for Packaging** [Supports Course SLO # 1 – 6]

The student will be able to:

1. Analyze advertising illustrations for products
2. Demonstrate scratchboard technique
3. Modify an existing product illustration
4. Demonstrate cut/paper, torn-paper collage and photo-collage
5. Explore dimensional, extended, peripheral techniques
6. Review copyright usage of imagery
7. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Evaluation of student learning: [Evaluates SLOs # 1 – 6]

Achievement of the course objectives will be evaluated by the following tools:

- Assignments and class exercises to be done at home and uploaded for review by instructor.
- Participation and attendance in class exercises and class critiques.
- Class critique presentations and participation.

| Evaluation Tools | % of Grade |
|--|-------------------|
| Attendance of lectures and presentations, participation with class discussions, creative exercises and project critiques | 20% |
| Project 1: Illustrated Visual Puns | 20% |
| Project 2: Conceptual Narrative Illustration | 20% |
| Project 3: Modernization of Historical Illustration | 20% |
| Project 4: Product Illustration for Packaging | 20% |
| Total | 100% |