



COURSE OUTLINE

Course Number
ADV 220

Course Title
Illustration I

Credits
3

Hours:
lecture/Lab/Other
1 lecture/4 studio
hours

Co- or Pre-requisite
ART102, ART104, ART105, and ADV101

Implementation
sem/year
1/2008

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.

Required texts/other materials:

- Text:
Exploring Illustration: by Michael Fleishman, 2004, ISBN: 9781401826215, ITP
Pricing & Ethical Guidelines Handbook, 13th Edition 2008, Graphic Artists Guild

Revision date:

7/2009

Course coordinator:

Tina LaPlaca, e-mail: laplacat@mccc.edu, 609-586-4800, Ext. 3356

Information resources:

- Samples from the instructor's files.
- Text(s) on Reserve in College Library
- Graphic Artists Guild Handbook, 2008 edition

Other learning resources:

- Open Lab Hours

Course Competencies/Goals:

The student will be able to:

- Demonstrate the use of good design and composition principles using typography and illustrations, and justify their use and function.
- Display ability to apply basic principles of color, balance and design effectively.
- Understand and use the correctly most of the vocabulary connected with the profession.
- Participate in all lectures, and be prepared in classes with the proper tools and materials for practicing and executing the assignments.
- Demonstrate at least three steps of design process formulation from thumbnails, revised sketches and final solutions for each assigned problem.
- Create a design comprehensive in a professional manner using typography and original art illustrations.

Course-specific General Education Knowledge Goals and Core Skills.

The student will be able to:

- B.5. Students will solve problems by applying discipline-appropriate methods and standards.
- E.1. Students will demonstrate proficiency in using major categories of computer software such as word processing, spreadsheet and presentation software.
- E.2. Students will be proficient in using an interface and managing files.
- E.3. Students will use email and communication software effectively and appropriately.
- E.4. Students will use a web browser and search engines to seek information and will recognize types of information and sources.
- E.5. Students will understand the impact of computers on society.
- 4.1. Students will demonstrate proficiency with electronic communications as appropriate to their program.
- 4.2. Students will demonstrate working knowledge of a major domain of technological application.
- 4.3. Students will demonstrate the ability to use a particular technology or group of technologies to analyze or solve problems in general and within their academic discipline.
- 8.1. Students will recognize, analyze, and assess historical and contemporary works using accepted approaches and criteria.
- 8.2. Students will develop foundation skills using art media, music, dance, or dramatic material.
- 8.3. Students will apply skills and synthesize concepts to create and present individual performances and projects.
- 8.4. Students will assess and evaluate their work and that of their peers.

Units of study in detail.

Unit I Building Blocks of Illustration/Part 1

The student will be able to...

- Learn page about visual puns
- Analyze various illustration styles
- Review the basic drawing techniques
- Create a daily sketchbook of ideas
- Discuss concept and concepts
- Identify brainstorming, thumbnails, roughs and sketches
- Explore different black and white media and composition
- Examine design contrasts: thick/thin line, volume, texture, dark/light, transparent/opaque
- Conceptualize an illustration from the doodles through to a comprehensive stage
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Unit II Building Blocks of Illustration/Part 2

The student will be able to...

- Create a daily sketchbook of ideas
- Examine single and multiple lines/opaque and transparency/texture and pattern
- Create a newsletter format for a specific topic
- Learn about conceptual/narrative illustration
- Identify advertising/editorial illustration styles
- Analyze comics/cartoon/caricature illustrations
- Learn themes, clichés/portraits, and self-portraits
- Review alternative, new wave, cutting edge, fringe, grunge = modern
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Unit III Visual Connections

The student will be able to...

- Discuss the history of illustration
- Evaluate a historical product and
- Create a product illustration for this historical product in a modern style
- Explore the use of dry media and techniques
- Explore the use of wet media and techniques
- Learn grid technique sampler
- Create illustrations in mixed media and examine non-objective and portraits
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Unit IV Product Illustration for Advertising

The student will be able to...

- Analyze advertising illustrations for products
- Demonstrate scratchboard technique
- Modify an existing product illustration
- Explore dimensional, extended, peripheral techniques
- Create a scratchboard and stencil composition
- Demonstrate cut/paper, torn-paper collage and photo-collage
- Review copyright usage of imagery
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Unit V Traditional Versus Digital

The student will be able to...

- Explore digital illustration
- Analyze works by contemporary illustrators working in digital media
- Discuss traditional versus digital illustration styles
- Create a comparison with PhotoShop text
- Review color-printing methods
- Discuss differences between dots and pixels
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Evaluation of student learning:

Instructional modes to be used are: Integrated lecture and laboratory, studio assignments with specifications and limitations set by the instructor, demonstrations by the instructor, and discussions and critiques of student work.

Lectures are often accompanied by demonstrations of techniques and examples of printed materials that cannot be repeated for individuals. The student is responsible for participating in classroom discussions and critiques of student work by including his or her work to that being discussed and evaluated. In this way, the students learn the terms used in the field for which they are preparing. Diligent practice on assignments is essential to develop the skills required. Practice, in class lab and at home, will generally be visible in the work produced.

The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. Diligent work on assignments is essential.

Evaluation of progress and grades are determined by the instructor, based upon the following considerations: attendance, participation, and estimate of quality of class work and homework assignments (by instructor). The specific weight of each project is shown in the grade breakdown chart in this section.

Values of quality, aesthetics, etc., are based upon the instructor's judgment of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments are due on time. A late assignment will be accepted one class period after due date with a reduced letter grade.

The grade of "A" will be earned by students who demonstrate mastery of the essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of "B" will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of "C" will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of "D" is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of "F" will be earned by students who do not demonstrate achievement.

Critiques

Critiques are a vital part of learning design. There is much to be learned from reviewing the work of your colleagues: learn from their designs' strengths and weaknesses. Critiques also provide the opportunity to put your concept into words, and to help you learn how to speak intelligently and knowledgeably about your designs. Additionally, the instructor and your classmates may bring fresh insights and perspectives to your work that provides valuable feedback.

Evaluation/Final Course Grades

The final course grade is based on project outcomes, exercises, test scores, adherence to project due dates, and attendance. Assignments and quizzes are based upon the following considerations:

Grade Breakdown	Percent Overall Grade
Attendance of lectures and presentations, participation with class discussions and critiques.	(15%)
Project 1:	(15%)
Project 2:	(15%)
Project 3:	(15%)
Project 4:	(15%)
Project 5:	(15%)

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity -- the honest, fair and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).

Students with Disabilities

Any student in this class who may have special needs because of a disability is entitled to receive accommodations. Eligible students at Mercer County Community College are assured services under the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973.

If you believe you are eligible for services or an accommodation, please contact Arlene Stinson, Director of Academic and Support Services in LB221 or ext. 3525