



COURSE OUTLINE

ADV222
Course Number

3
Credits

ILLUSTRATION II
Course Title

1/4
Hours: lecture/laboratory

COURSE DESCRIPTION

Interdisciplinary course combining illustration with other fine art and advertising design skills to create a professional commercial art portfolio.

Text(s): *Exploring Illustration* by Michael Fleishman, 2004, ISBN: 9781401826215
Pricing and Ethical Guidelines Handbook, 13th Edition, 2008, Graphic Artists Guild
Prerequisites: ADV220 or divisional permission
Co-requisites:

Course Coordinator: Tina LaPlaca

Latest Review: 2005

I. ATTENDANCE POLICY

Mercer County Community College does not have a “cut system.” Students are expected to attend all classes of every course on their schedules. Only illness or serious personal matters may be considered adequate reasons for absence.

It is the prerogative of the instructor to excuse absences for valid reasons, provided the student will be able to fulfill all course requirements.

Student performance in classes is formally verified at the middle of each full semester. If a student’s attendance has been infrequent or performance unsatisfactory, he or she may receive notification in the mail. At any time, the instructor may withdraw the student from class for insufficient attendance.

II. ACADEMIC INTEGRITY

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 on Academic Integrity is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).

III. ATTENDANCE, EVALUATION AND GRADING

If you do not complete the course requirements by the end of the semester, and you have a prior agreement with the instructor, you may be given an INC (incomplete). INC indicates that the instructor is affording extra time to earn a grade in the course. The amount of extra time is determined by the instructor, up to a maximum of 16 calendar weeks after grades are submitted. An INC grade which has not been resolved within 16 calendar weeks is changed to an F or NC (no credit) grade, as appropriate to the course.

Letter Grades

Letter grades have the following quality point values: A=4, B=3, C=2, D=1 and F=0. Other grades do not count in the quality point average.

Audit

If you audit the course, you will receive an “AU” grade—this cannot be changed to a letter grade.

Withdrawal Course Requirements

To receive a W grade for any course, a student must consult with the course instructor or an appropriate division representative and then withdraw officially before two-thirds of the course has been completed by submitting a withdrawal form to the Office of Student Records. Withdrawal after this point results in a grade other than W (usually F). At any time before two-thirds of the course has been completed, the instructor may also withdraw with a W grade any student who has been absent excessively. A student thus withdrawn will not be entitled to any refund of tuition or fees. The student may appeal this action.

Lectures are often accompanied by demonstrations of techniques and examples of computer graphic materials that cannot be repeated for individuals. The student is responsible for participating in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. In these ways 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 and in open lab periods, will generally be visible in the work produced.

Attendance

Students are expected to attend all parts of each session, and to have the proper materials for working in class. If a student must miss a class, he or she should notify the instructor, in advance, if possible. The student must make up the work missed as soon as possible.

Evaluation

Evaluation of progress and grades are determined by the instructor based upon the following considerations:

- A. Attendance at lectures and presentations: (25%)
- B. Maintenance of reading assignments and participation in class discussions, critiques and Quizzes: (25%)
- C. Estimate of quality of class work and homework assignments (by instructor). (50%)

Grading

Values of quality, aesthetics, taste, 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. After one missed class period, late assignments will receive the grade of "F."**

The grade of "A" will be earned by students who demonstrate mastery of the skills and 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.

IV. VOCABULARY

Many of the terms used in the field of typography are unique. They are not always part of everyday language. These trade terms must be learned if the student expects their instructions on a job to be understood.

NOTE: If you hear a term which is not clear to you, write it down and ask for its meaning at an opportune time.

Possible Suggested Material List

- **Paper**-Tracing layout pad, 11" x 14" minimum size
- (1) Plastic proportion wheel
- (1) 12" ruler with pica and inch increments
- (1) 18" or larger metal T-square
- (1) 10" or larger 90/45 degree plastic triangle
- Pen & ink
- Colored markers (as needed)
- Basic colored pencil set (as needed)
- Illustration boards 15" x 20" (as needed)
- Templates (as needed)
- **Tape**- Scotch brand removable magic tape #811
- Basic watercolor set and brushes, #0, #1, #4 rounds; 3/8" flat or 1/4" flat
- **Palette**-plastic disposable for mixing colors

MISCELLANEOUS

- Tackle box to hold and carry supplies
- Jars/paper towels
- Rags
- Pencils/erasers
- Scissors
- #11 Xacto knife and blades
- Spray mount-3M brand is preferred
- Lock for locker
- Masking tape

COURSE OUTLINE

WEEK 1

- Introduction: course content, terms, materials and supplies list
- Demonstration: Color Techniques
- Lecture: slides shown and discusses of stylistic art trends
- *Project One: Packaging Redesign of Gourmet Food*

WEEK 2

- Lecture: Exploring Spot Color Techniques
- Continue class work on Project One
- Finalize sketches
- Demo: Discuss use of proportion wheel for sizing and scaling

WEEK 3

- ***Project One Due: Class Critique***
- Lecture: Publishing Art Requirements
- Demo: Slides of Book Jacket Designs
- Assign *Project Two: Editorial Art/Book Jacket*
- Manuscript given to students to read
- Begin rough sketches
- **QUIZ: Terms/Proportion Wheel**

WEEK 4

- Lecture: How to read a manuscript and take valuable notes to formulate creative ideas
- Review of preliminary Book Jacket roughs
- Discussion: Other possible sources for swipe materials and art morgues
- Use of the Internet for art topic research
- Continue work on Project Two

WEEK 5

- Lecture: Format for Artwork preparation for Publishers
- Lecture/Demo: Digital reproduction methods of illustrations
- Continue class work on Project Two
- Assign *Project Three: Development of a Game*

WEEK 6

- ***Project Two Due: Class Critique***
- Lecture: Advertising a Game
- Discussion: Preparing a Concept for Client Approval
- Begin rough ideas for game application

WEEK 7

- Lecture/Demo: Marker and Colored Pencil Techniques
- QUIZ: Principles of Good Advertising Art
- Discussion: Review preliminary ideas of Project Three

WEEK 8

- Lecture/Demo: Presentation Mounting Techniques
- Discussion: Work on Project Three concepts

(cont'd)

COURSE OUTLINE

WEEK 9

- *Project Three Due: Class Critique*
- Lecture: The History of Fashion Illustration
- Lecture: Slides, discussion and hand-outs
- Assign *Project Four: Fashion Advertisement*

WEEK 10

- Discussion: In-store Fashion Posters
- Class Participation: Life Drawing Model Exercises
- Continue work on Project Four

WEEK 11

- Finalize layouts of Project Four
- Lecture: Correct Uses of Typography to Enhance Illustrations
- Class begin typography on computer

WEEK 12

- Lecture: Type styles for readability
- Computer generated color prints
- Continue work on Project Four
- Lecture: Presentation of artwork for client review

WEEK 13

- *Project Four Due: Class Critique*
- Lecture: Signage for Housing Development Complex
- Lecture: Slides and hand-outs for review
- Assign *Project Five: Signage for Housing Complex*
- Research: Development of a symbol

WEEK 14

- Lecture: Color Signage Programs: PMS versus Process
- Begin roughs of Project Five
- Discussion: Computer typesetting for signage program

WEEK 15

- Review preliminary sketches of Project Five
- Discussion: Symbolic Messages

WEEK 16

- *Final Class Critique of Project Five*

Any student in this class who has 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, please contact Arlene Stinson, the Director of Academic Support Services. Ms. Stinson's office is LB221, and she can be reached at (609) 570-3525.