



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 or divisional
permission

Implementation
sem/year
Fall 2020

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:

- Fundamentals of Illustration: by Zeegan, 3rd ed. 2014, ISBN: 978-29404-11481, AVAPS

Optional Text

- Handbooks: Pricing & Ethical Guidelines, 2018, ISBN: 978-0932-102164, GAG
- Design Process Sketchbook, 9" x 12"
- USB Flash Drive: 16GB
- Notebook and Folder
- Pencils, pens, markers as needed

Revision date:

Fall 2020

Course coordinator:

Tina LaPlaca, e-mail: laplacat@mccc.edu, 609-570-3356

Information resources:

- Samples from the instructor's files.
- Text(s) on Reserve in College Library
- Graphic Artists Guild Handbook, 2020 edition

Other learning resources:

- Open Lab Hours

Course Goals:

Upon successful completion of the 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.
(ILGs 1, 4 & 6)
2. Create artwork that applies basic principles of color, balance and design effectively.
(ILGs 4 & 6)
3. Demonstrate and understanding the vocabulary connected with the profession as well as various art mediums
(ILGs 1, 4, 6 & 9)
4. Analyze and evaluate artistic practices and participate in class critiques to practice artistic vocabulary.
(ILGs 1, 4, 6, 8 & 9)
5. Apply at least three steps of design process formulation from thumbnails, revised sketches and final solutions for each assigned problem.
ILGs 1, 4 & 6)
6. Create a design comprehensive in a professional manner using typography and original art illustrations.
(ILGS 1, 4 & 6)

ILGs/ General Education Knowledge Goals

Goal 1. Communication. Students will communicate effectively in both speech and writing.

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

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.

Goal 8. Diversity. Students will understand the importance of a global perspective and culturally diverse peoples.

Goal 9. Ethical Reasoning and Action. Students will understand ethical issues and situations.

Units of study in detail.

Unit I **Building Blocks of Illustration/Part 1**

The student will be able to:

- Analyze visual puns in illustration
(CGss 1 & 4)
- Analyze various illustration styles
(CGs 4)
- Review the basic drawing techniques
(CGs 1, 2, 3 & 6)
- Create a daily sketchbook of ideas
(CGs 2 & 6)
- Discuss concept and concepts
(CGs 1 & 4)
- Identify brainstorming, thumbnails, roughs and sketches
(CGs 1, 2, 3 & 4)
- Explore different black and white media and composition
(CGs 1, 3 & 6)
- Examine design contrasts: thick/thin line, volume, texture, dark/light, transparent/opaque
(CGs 1, 3 & 5)
- Conceptualize an illustration from the doodles through to a comprehensive stage
(CGs 2 & 6)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 1 & 4)

Unit II Building Blocks of Illustration/Part 2

The student will be able to:

- Create a daily sketchbook of ideas
(CGs 2 & 6)
- Examine single and multiple lines/opaque and transparency/texture and pattern
(CGs 4 & 5)
- Create a newsletter format for a specific topic
(CGs 2, 5 & 6)
- Demonstrate about conceptual/narrative illustration
(CGs 1 & 3)
- Identify advertising/editorial illustration styles
(CGs 4 & 5)
- Analyze comics/cartoon/caricature illustrations
(CGs 1 & 4)
- Demonstrate themes and clichés/portraits and self-portraits
(CGs 1, 3 & 5)
- Review alternative, new wave, cutting edge, fringe, grunge = modern
(CGs 3 & 4)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 1 & 4)

Unit III Visual Connections

The student will be able to:

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

Unit IV Product Illustration for Advertising

The student will be able to:

- Analyze advertising illustrations for products
(CGs 1 & 4)
- Demonstrate scratchboard technique
(CGs 1 & 3)
- Modify an existing product illustration
(CGs 1, 3 & 6)
- Explore dimensional, extended, peripheral techniques
(CG 5)
- Create a scratchboard and stencil composition
(CCs 2 & 6)
- Demonstrate cut/paper, torn-paper collage and photo-collage
(CGs 1, 3, 5 & 6)
- Review copyright usage of imagery
(CGs 4)

- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 1 & 4)

Unit V **Traditional Versus Digital**

The student will be able to:

- Explore digital illustration
(CG 5)
- Analyze works by contemporary illustrators working in digital media
(CGs 1 & 4)
- Discuss and evaluate traditional versus digital illustration styles
(CGs 1 7 4)
- Create a comprehensive
(Course Competencies 2,3, 5 & 6)
- Review color printing methods
(CGs 4)
- Analyze differences between dots and pixels
(CGs 1& 4)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 1 & 4)

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.

Project Values/ Grade Breakdown)

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:	
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%)
Quizzes	(10%)

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).

Special Needs Accommodations:

Mercer County Community College is committed to ensuring the full participation of all students in all activities and programs. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA or Section 504 of the Rehabilitation Act of 1973. Please contact Arlene Stinson in LB221 (stinsona@mccc.edu) (609) 570-3525 for information regarding academic accommodations and additional support services.