ORIGINAL COURSE IMPLEMENTATION DATE: January 2005
REVISED COURSE IMPLEMENTATION DATE: September 2019
COURSE TO BE REVIEWED (six years after UEC approval)**:**   January 2022
Course outline form version: 10/27/2017

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 216	**Number of Credits:** 3 Course credit policy (105)

Course Full Title: Illustration
Course Short Title:
(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)

Faculty: Faculty of Humanities	**Department (or program if no department):** Graphic + Digital Design

Calendar Description:

This course explores perceptual and expressive drawing illustration for design projects (print and web), the process of illustration, and professional practice. Students create illustrations from concept through to final compositions while exploring style, voice, storytelling, and emotional context.

Note: This course uses tools and technology that vary according to current industry practice.

Prerequisites (or NONE):	VA 113.
Corequisites (if applicable, or NONE):	none
Pre/corequisites (if applicable, or NONE):	none

Antirequisite Courses *(Cannot be taken for additional credit.)*
Former course code/number:
Cross-listed with:
Dual-listed with:
Equivalent course(s):
(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Special Topics
This course is offered with different topics:
☐ No   ☒ Yes *(Double-click on box to select it as checked.)*

If yes, different lettered courses may be taken for credit:
☐ No   ☐ Yes,   repeat(s)   ☐ Yes, no limit
(The specific topic will be recorded when offered.)

Transfer Credit
Transfer credit already exists: *(See **bctransferguide.ca**.)*
☐ No   ☒ Yes

Submit revised outline for rearticulation:
☒ No   ☐ Yes *(If yes, fill in transfer credit form.)*

Typical Structure of Instructional Hours

Lecture/seminar hours	25
Tutorials/workshops	20
Supervised laboratory hours	15
Experiential (field experience, practicum, internship, etc.)	
Supervised online activities	
Other contact hours:	
Total hours	**60**

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Grading System
☒ Letter Grades   ☐ Credit/No Credit

Expected Frequency of Course Offerings:
Annually
(Every semester, Fall only, annually, every other Fall, etc.)

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Describe how illustration is used in graphic and digital design practice
- Describe the process for an illustration project and the role of the art director and client
- Define style, voice and emotional context in illustration
- Research and generate reference material for illustration projects
- Use drawings as a method for exploration, conceptual development, storyboarding, and communication
- Implement effective use of line, shape, tone, texture, volume, proportion, shadow, space, composition, scale and colour in illustration
- Develop techniques for applying both traditional and digital mediums
- Create illustrations for a variety of delivery media, including print and web
- Critique and evaluate the effectiveness of an illustration
- Demonstrate professionalism for the incremental and timely completion of project tasks

Prior Learning Assessment and Recognition (PLAR)

☒ Yes   ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.)*

Lectures; assignments; research; individual problem solving in relation to applied projects; individual and group critiques.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials *(If more space is required, download Supplemental Texts and Resource Materials form.)*

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Heller, S. Chwast, S.	Illustration, A Visual History	☒	Harry N. Abrams	2008
2.	Fleishman, M.	Exploring Illustration	☒	Thompson Publishers	2004
3.	Heller, S Arisman, M.	The Education of an Illustrator	☒	Allworth Press	2000
4.			☐		
5.			☐		

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Ruler, utility knife, artists' quality pencil crayons, pencils (2H to 6B) illustration board, tracing paper, masking tape, extra fine point black marker (pilot fineliner), 18" x 24" sketchbook.

Macintosh computer, Flash drive, Adobe CC - current edition.

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	%	Practicum:	%	Other:	%
Quizzes/tests:	%	Lab work:	%	Shop work:	%	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Week 1: Course Introduction

Survey of Illustration: From Durer to Digital. Introduction to illustrating with dry media. "Line and Shape". Project 1 assigned: Grid illustration of the Classical Elements. Due week 3.

Week 2: Geometry of Composition

How to develop a pictorial focal point and directionality. Explore "Golden Section" and other compositional aids. Review Project 1.

Week 3: Visual storytelling

Rendering form using light and shadow. Using colour to create form. Project 2: BW editorial spot illustration. Due week 5.

Week 4: The practice of illustration

"Pattern and Texture." Introduction to wet media.

Week 5: Introduction to Digital Forms

Explore Adobe Illustrator's ability to create and manipulate shapes and digital forms.
Project 2 Due.
Project 3: Using Adobe Illustrator create an "Everyday Monster".

Week 6: The role of the art director

The illustration process. Techniques: Textures, Masks and Blend Modes.
Examine the creation and use of textures in both traditional and digital media.

Week 7: The role of the client and the client brief.

Digital Display Type. Using digital media to style display type (a la Jessica Hische).

Week 8: Patterns

Create and utilize patterns using traditional and digital media. Project 3 Due. Project 4: Create Illustrated Soap Box package.
Due week. 10

Week 9: Perspective

Introduction to perspective drawing using traditional and digital tools. Create a perspective drawing of a display space.

Week 10: Working with publishers

Ethics and image use. Digital Mixed Media. Explore Photoshop's tools for creating composite imagery using both traditional and digital imagery.
Project 4 Due
Project 5: Create either one of the following. Single illustration of a children's story or single page of a graphic novel.
Due week 13

Week 11: Digital Painting

Explore Photoshop's brushes and painting workspace.

Week 12: Creating Digital Screenprint

Using Photoshop and Illustrator to create a screenprint effect.

Week 13: General Review

Project 5 Due.