

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 for Visual Communication Course Short Title: Illustration for Visual Comm.															
Faculty: Faculty of Humanities		Department (or program if no department): Graphic & Digital Design													
Calendar Description: Explores conceptual drawing across a variety of media using digital and traditional tools and techniques. Students are introduced to the process and craft of illustration for visual communication, learn how to apply visual principles, and integrate style, emotion, and storytelling. Note: This course uses tools and technology that vary according to current industry practice.															
Prerequisites (or NONE):		VA 113 or (GD 157 and VA 101). Note: As of January 2023, prerequisites will change to: GD 157 and one of VA 101 or VA 113.													
Corequisites (if applicable, or NONE):		None													
Pre/corequisites (if applicable, or NONE):		None													
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: Cross-listed with: Equivalent course(s): <i>(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.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Twice per year Maximum enrolment (for information only): 24													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>25</td> </tr> <tr> <td>Tutorials/workshops</td> <td>20</td> </tr> <tr> <td>Supervised laboratory hours (design lab)</td> <td>15</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>60</td> </tr> </table>		Lecture/seminar	25	Tutorials/workshops	20	Supervised laboratory hours (design lab)	15					Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	25														
Tutorials/workshops	20														
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Total hours	60														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (See bctransferguide.ca .) Transfer credit already exists: Yes Submit outline for (re)articulation: Yes <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: December 2021													
Faculty Council approval		Date of meeting: January 14, 2022													
Undergraduate Education Committee (UEC) approval		Date of meeting: February 25, 2022													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

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

1. Describe the purpose and application of illustration in graphic and digital design.
2. Apply visual principles and craft in illustration to communicate style, emotion and narrative.
3. Use drawing as a process of concept development, iteration, and storytelling.
4. Create illustrations for a variety of media using both traditional and digital tools and techniques.
5. Investigate ideas through inquiry and collection of appropriate reference materials.
6. Evaluate the effectiveness of communication of an illustration.
7. Apply professional standards of practice as an illustrator in a work environment.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Project:	100%	%	%
	%	%	%

Details:

4 Projects, 25% each

Project 1: Set of Illustrations of the classical elements. Project 2: Drawing for graphic design. Children's story. Project 3: Using Adobe Illustrator create an "everyday monster". Project 4: Create an editorial portrait of someone well known.

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

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Other	Heller, S Chwast, S	Illustration, A Visual History	2008
2. Article	Hall, Peter. A.	Bubbles, Lines and String: How Visualization Shapes Society	2011
3. Video	Albinson, I; Giampietro, R. et al., Walker Art Center	Graphic Design: Now in Production https://www.youtube.com/watch?v=9pmRknCYP6A	2011
4. Other	McKim, Robert	Experiences in Visual Thinking, Brooks/Cole Pub Co	1980
5. Other	Wigan, Mark	02 Sequential Image + 03 Text & Image, Bloomsbury Design Library (UFV)	2018

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

Metal 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"x24" sketchbook, Adobe CC.

Course Content and Topics

- Survey of illustration: From Durer to digital. Introduction to illustrating with dry media.
- Drawing fundamentals — "Line and Shape." Creating a series of four illustrations. The process of concept development, iteration, and storytelling. Developing a style.
- Drawing for graphic design – process, concepts, typography, and sequence.
- Geometry of composition. Developing a pictorial focal point and directionality. Explore the "Golden Section" and other compositional aids.
- Drawing fundamentals — "Form and Colour." Rendering form using light and shadow. Apply visual principles and use traditional mixed media for an illustration. Communicate story and emotion for a children's book cover illustration.
- Creating a character based on a concept or idea. Introduction to digital forms. Explore Adobe Illustrator's ability to create and manipulate shapes and digital forms. Textures, masks and blend modes. Examine the creation and use of textures in both traditional and digital media.
- Digital painting. Photoshop's brush and painting tools. Create composite imagery using both traditional and digital imagery. Drawing for composition and context. Editorial portrait: Conveying personality and narrative. Exploring style.
- Appropriation: Using reference material, images and resources. <https://www.carfac.ca/tools/appropriate/> <https://capic.org/copyright-laws/> Professional standards of practice. <https://capic.org/tools-ressources-2/> Copyright, usage, digital guidelines and license agreements.