

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 I																			
Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Humanities		Department (or program if no department): Graphic Design																	
Calendar Description: <p>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.</p> <p>Note: This course uses tools and technology that vary according to current industry practice.</p>																			
Prerequisites (or NONE):		VA 113.																	
Corequisites (if applicable, or NONE):																			
Pre/corequisites (if applicable, or NONE):																			
Equivalent Courses (cannot be taken for additional credit) Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours:60 Typical structure of instructional hours: <table border="1" style="width: 100%;"> <tr> <td>Lecture hours</td> <td style="text-align: right;">25</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td style="text-align: right;">20</td> </tr> <tr> <td>Laboratory hours</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td style="text-align: right;">Total</td> <td style="text-align: right;">60</td> </tr> </table>		Lecture hours	25	Seminars/tutorials/workshops	20	Laboratory hours	15	Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	60	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Other contact hours:																			
Total	60																		
		Maximum enrolment (for information only): 24 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Karin Jager		Date approved: October 1, 2015																	
Faculty Council approval		Date approved: November 2015																	
Campus-Wide Consultation (CWC)		Date of posting: n/a																	
Dean/Associate VP: Jacqueline Nolte		Date approved: November 2015																	
Undergraduate Education Committee (UEC) approval		Date of meeting: January 29, 2016																	

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.

Grading system: Letter Grades: Credit/No Credit: Labs to be scheduled independent of lecture hours: Yes No

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.	<i>Illustration, A Visual History.</i>	<input type="checkbox"/>	Harry N Abrams	2008
2.	Fleishman, Michael.	<i>Exploring Illustration</i>	<input type="checkbox"/>	Thompson Publishers	2004
3.	Heller, S., and Arisman, Marshall.	<i>The Education of an Illustrator</i>	<input type="checkbox"/>	Allworth Press	2000
4.			<input type="checkbox"/>		

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

Details (if necessary): Mid Term Assignment, Weekly projects Final portfolio presentation

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 wk. 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: Project 5 Due. General Review