

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

ART 241 – ILLUSTRATION I

2 hours lecture, 4 hours laboratory, 3 units

Catalog Description

This course serves as an introduction to illustration. The course stresses the creative interpretation of subjects, situations, and themes within the context of commercial art such as advertising, editorial, book illustrations, cartooning, and renderings. Emphasis is on developing and communicating visual ideas and imagery. Various media and techniques will be explored.

Prerequisite

“C” grade or higher or “Pass” in ART 124 or equivalent

Entrance Skills

Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:

- 1) Explore conceptual perspective to encourage independent and critical aesthetic perspectives.
- 2) Use advance drawing skills and techniques
- 3) Experiment with and implement various wet and dry media
- 4) Create art work using a variety of media that demonstrates control, insight, and individual expression to visually communicate ideas
- 5) Apply formal art vocabulary to evaluate and critique the artwork of peers in a constructive and insightful manner
- 6) Present all art work in a professional manner

Course Content

- 1) Introduction to illustration
- 2) Major media and techniques
- 3) Illustration applications
- 4) Visual communication
- 5) Art elements and principles of design
- 6) Composition, spatial relationships and form
- 7) Media techniques
- 8) Art vocabulary

Course Objectives

Students will be able to:

- 1) Experiment with various illustration media and techniques.
- 2) Critique one’s own work and their peers work using critical analysis and constructive feedback.
- 3) Develop strong visual solutions to problems and assignments.
- 4) Produce illustrations that reflect the use of visual imagery and diverse themes.
- 5) Apply formal art vocabulary in describing, evaluating and analyzing works of art including the artwork of peers.
- 6) Exam social cultural norms and values and how they influence illustrations for commercial usage.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Assessments that measure students' ability of define, describe and apply formal art vocabulary, principles of design and the art elements to works of art.
- 2) Written assignments and/or classroom/studio activities including art presentations, gallery visits, group discussions and oral critiques of their work and of their peers.
- 3) Participation in studio and classroom activities that require the design and application of wet, dry design media, collage, found objects, digital resources and other techniques.
- 4) A rubric will be used uniformly that measures the students skill, performance, technique, creativity, and ability to follow directions in a timely fashion.

Special Materials Required of Student

Electronic storage media, sketchbook, ruler, and other materials/media such as pencils, Prisma color pencils, gouache paints, collage materials and other materials as assigned

Minimum Instructional Facilities

- 1) Smart classroom studio with drawing tables and chairs, ventilation system, storage space, internet
- 2) Wall space for hanging and critiquing art work
- 3) Adequate lighting including overhead lights, natural lights
- 4) Sinks with hot and cold water
- 5) Audiovisual: digital projector, computer, light box, screen
- 6) Lockers

Method of Instruction

- 1) Lecture
- 2) Laboratory demonstration
- 3) Group discussions and activities
- 4) Field trips
- 5) Individual and group critiques

Out-of-Class Assignments

- 1) Readings
- 2) Writing reports or journaling or documenting with camera's or video's
- 3) Collect reference materials
- 4) Research themes or concepts as assigned

Texts and References

- 1) Required (representative example): None
- 2) Supplemental:
 - a. Heller, Steven. *Stop, Think, Go, Do: How Typography and Graphic Design Influence Behavior*. Rockport Publishers, 2013.
 - b. Le, Khang, Yamada, Mike, Yoon, Felix, Robertson, Scott. *The Skillful Huntsman*, Design Studio Press, 2005.
 - c. Zeegan, Lawrence. *Fifty Years of Illustration*. Laurence King Publishing, 2014.

Exit Skills

Students having successfully completed this course exit with the following skills, competencies and/or knowledge:

- 1) Plan and create original illustrations using a variety of materials and a variety of linear and tonal techniques.
- 2) Create original illustrations of increasing complexity and skill with an emphasis on line quality, proportions, use of wet and dry materials but not limited to brush, markers, pencils, paints and found objects.
- 3) Demonstrate and analyze in their own illustrations a personal style and an increasing ability to communicate an idea, theme, or emotion.
- 4) Use of appropriate art vocabulary to discuss their original illustrations and the illustrations of their peers.
- 5) Discuss and create illustrations that have a diverse social, economic, and political themes.

Student Learning Outcomes

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

- 1) Create illustrations that demonstrate and apply both the principles of design and the elements of art.
- 2) Identify artistic qualities, major works, or significant individuals in art from various historical periods.