ARTS 152-01 Illustration I

Bruce Erikson
bmerikson@yahoo.com

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Illustration I
M 6:00PM-9:30PM SPRING 2015
Professor Bruce Erikson
EMAIL: bmerikson@yahoo.com (ONLY!)

Course Description:
Illustration is from the Latin “illustrare”, which means to light up or illuminate. Hence, an illustration is used to make an idea clear or easily understood, to visually explain a text or concept, and it can be used as adornment or decoration. So while illustration may often look like “fine art” (and often is)- it differs from other works of art in that it is specifically narrative and related to conveying messages and is most often associated with text/language and publishing.

Content:
This studio course offers an introduction to a variety of media and techniques used in illustration. Instructor demonstrates manual techniques and several digital media applications for reference. Students learn how to shoot photo reference, thumbnail, develop ideas and collaborate with graphic design students. Students will complete a number of assignments that are set up as “real jobs” resulting in a portfolio of works. The portfolio consists of four projects including editorial, advertising, book illustrations. I will give presentations of notable Illustrators all students should know.

Illustration I Student Learning Outcomes:
- Demonstrate a consistent and reliable process using image(s) to communicate an idea or story by interpreting text including:
  - Highlighting notes and phrases from text
  - Conceptual mapping of ideas and associations to them
  - Idea generation (thumbnailsing, sketching) that uses composition to determine a focal point and arrange forms hierarchically as a conceptual device for narrative/time.
  - Idea generation (thumbnailsing, sketching) that is used to define/clarify subject matter and relevant details associated with the content
  - Researching objects, places and people that are essential reference in determining the success of subject matter
- Strengthen technical proficiency with a number of mediums, working surfaces, picture plane sizes that approximates work done professionally including:
  - Strong drawing skills describing space, perspective, anatomy, etc.
  - Controlled and consistent color mixing with all materials
  - Cohesiveness throughout the picture, forms and style

Illustration I Student Learning Outcomes: CONT'N:
- Ability to assess and articulate, both in verbal and written forms, all issues related to the work, to be proactive with participation in class, group critiques and presentations of work/ideas.

Required Text:
None. I do recommend the Society of Illustration’s Annual which is a great source as well as Communication Arts and other periodicals.

Attendance Policy:
Attendance is mandatory due to the many lectures and demonstrations. Time does not permit repeating for absentees. I do not accept late work without a significant grade reduction of one full letter grade for each late assignment. Quizzes will not be allowed to made up should the student miss class the day one is given. I will not be reteaching you the assignment.

There will be a full letter grade reduction after ONE absence- for every absence the final grade will be lowered one full letter grade. (If a student has an “A” and misses three classes the final grade would result in a “B” for the semester. If you have an “A” and miss four classes you would receive a “C” and so on, six classes and an “F” is given for the semester regardless of circumstances.) Students who arrive later than 10 minutes after class begins, take excessive breaks such as going the vending machines or texting, or leave earlier than 10 minutes before class ends will count as a tardy. Two (2) tardies equals one (1) absence.

Grading Schema:
Instructor grades on a point system. Each project is worth 100 points and there are Four Projects.

Work is numerically assessed on a number of important elements for each project in the form of a rubric. The student has two class periods to rework an illustration addressing the feedback cited on the rubric. If resubmitting, the original rubric must accompany the resubmitted work. The instructor will then reconsider altering your grade. Resubmitting does not guarantee a higher grade.

100-91% A, 90% an A-, 89% a B+, 88-81% a B, 80% a B-, 79% a C+, 78-71% a C, 70% a C-, 69% a D+, 68-61% a D, 60% is an F. A “D” is not considered to be passing. Grading is points-based system.
Required Materials:

36” T-Square with inch markings (provided)
18” steel ruler
Assorted Graphite Pencils (2H, HB and 2B about three of each to start)
0.5 refillable pencils with leads (available at most office supply places)
White Prismacolor colored pencils (as needed)
Kneaded (get several), white plastic, and gum eraser (optional)
Hand held brass pencil sharpener (best for colored pencils)
1 can of Nonworkable Spray Fixative
23” x 31” Helix Metal Edge Drawing board (not masonite with clips type)
11” x 14” bound sketchbook for ideas
Portfolio to hold and transport paper and board work from home
1/2” Masking tape (as needed)
several small synthetic watercolor brushes (rounds #3-8)
2” house painting brush (can be hardware store quality, but don’t get a white bristle brush (hairs come out))
Container for water (cool whip containers work well)
Small tube of Liquitex titanium white acrylic and neutral gray- value #5
Photocopies (or printouts of reference) I will not print things out for you
blank CDs for final portfolio
portable storage drive for powerpoints, etc.

Local Art stores:

Plaza Art, 8154 Montgomery Rd , 513-793-5300, www.plazaart.com/
Ask for Damon Powell

Departmental Grading Scale

Grade F will be given for:
 a) failure to meet course requirements

Grade D will be given for:
 a) overall poor quality of work, unsatisfactory effort, motivation and improvement during the semester
 b) incomplete or late projects
 c) absence from critiques, inadequate participation
 d) inability to receive advice, criticism and to exercise critical judgment in relation to works in progress
 e) repeated absences from class

Grade C will be given for:
 a) overall average (satisfactory) quality of work, satisfactory motivation, effort and improvement demonstrated during the semester
 b) completion of all projects by the due date
 c) participations in discussions, critiques and classroom exercises
 d) ability to receive and apply advice and criticism, and to exercise critical judgment in relation to work in progress
 e) attendance
 f) Minimum of five (5) hours of outside work on assignments/ projects

Grade B will be given for:
 a) consistent high quality of work, motivation, effort, and improvement during the entire semester, and demonstrated attempts to go beyond the required standards of the course
 b) completion of all projects by the due date
 c) participations in discussions, critiques and classroom exercises
 d) ability to receive and apply advice and criticism, and to exercise critical judgment in relation to work in progress
 e) attendance
 f) Minimum of five (5) hours of outside work on assignments/ projects

Grade A will be given for:
 a) consistent exceptional quality of work, motivation, effort, and improvement during the entire semester, and demonstrated attempts to go beyond the required standards of the course
 b) completion of all projects by the due date
 c) participations in discussions, critiques and classroom exercises
 d) ability to receive and apply advice and criticism, and to exercise critical judgment in relation to work in progress
 e) attendance
 f) Minimum of five (5) hours of outside work on assignments/ projects

Note: Quality of work in grade definitions means studio project(s), conceived and started as a concept/ idea, materialized with appropriate craftsmanship and with interesting visual, formal and/or conceptual end results (final project).
Tentative Itinerary:

**Week 1**
Introduction, syllabus review, materials, Illustration presentation, Read “Problem-Solving” by Wallschlager, Assign Project 1: An Occurrence at Owl Creek Bridge, for Due Monday February 23

**Week 2**
NO CLASS- MARTIN LUTHER KING HOLIDAY, January 19

**Week 3**
Project 1: An Occurrence at Owl Creek Bridge, Read “An Occurrence at Owl Creek Bridge” by Ambrose Bierce and annotate, Watch the CBS Movie “An Occurrence at Owl Creek Bridge”, Resolve the questionnaire and break into individual groups to discuss notes, Keynote lecture: Norman Rockwell’s Imagery and Photographic Reference, Sketches due January 26

**Week 4**
Critique sketches, Narrow the sketches to down to three and revise, Discuss photographing reference Keynote lecture: Examples of black and white illustrations, Revised Sketches and photographic reference due February 9

**Week 5**
Critique Sketches and photographic reference, Break into individual groups to discuss the success of preliminary work using rubric. Demonstration of techniques, in class work on, Prepare all documents, sketches and final for February 23

**Week 6**
Project 1: An Occurrence at Owl Creek Bridge Final due and Critique, Demonstrate Scanning and editing in Photoshop

**Week 7**
MIDTERM, Assign Project 2: Editorial Illustrations, Read assigned article and annotate, Resolve the questionnaire and break into individual groups to discuss notes, Keynote lecture: Editorial Illustration, Sketches due March 9

**Week 8**
Spring Break. (Week of Mar. 2-6). No class.

**Week 9**
Critique Sketches and photographic reference, Break into individual groups to discuss the success of preliminary work using rubric. Demonstration of techniques, in class work on, Prepare all documents, sketches and final for March 23 Keynote lecture: C.F. Payne,

**Week 10**
Assign Project 3: Advertising Illustrations, Read assigned product and annotate, Resolve the questionnaire and break into individual groups to discuss notes, Keynote lecture: Advertising Illustration, Sketches due April 6

**Week 11**
Project 2: Editorial Illustration: Final due and Critique, Critique Sketches Break into individual groups to discuss the success of preliminary work using rubric. Demonstration of Mixed Media techniques, Revised Sketches and photo reference due April 13

**Week 12**
Revised Sketches and photo reference due, Continued work on Project 3

**Week 13**
Continued work on Project 3

**Week 14**
Project 3: Advertising Illustration: Final due and Critique, Assign Final Project 4: Book Cover Illustration, Read assigned product and annotate, Resolve the questionnaire and break into individual groups to discuss notes, Keynote lecture: Book Cover Illustration, Sketches due May 4

**Week 15**
NO CLASS- EASTER HOLIDAY April 20

**Week 16**
Continued work on Project 4: Book Cover Illustration

**Week 17**
Mandatory Final Critique MONDAY MAY 4th, an “F” for the semester will be issued if the student misses

Illustration II students propose a body of work by the second class that follows these due dates and parameters while supplying the area of interest, content, etc.