2014

252-01 Illustration II

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Illustration II
M 6:30PM-9:30PM SPRING 2014
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 builds on Illustration I. Instructor demonstrates manual techniques and several digital media applications for reference. Students Strengthen skills such as how to shoot photo reference, thumbnail, develop ideas and collaborate with graphic design students. Students will complete a number of assignments (and proposal, generated by the student’s own interest) that are set up as “real jobs” resulting in a portfolio of works. The portfolio may consist of editorial, advertising, and institutional work as well as self promotional pieces. The

Illustration II Course Objectives:
- Ability to demonstrate consistent proficiency of several illustration styles and techniques surpassing work completed in Illustration I.
- Ability to work with a number of mediums, working surfaces and picture plane sizes including studying how other artists have approached drawing by interpretation of mark, medium and application
- Ability to practice a number of working methods from idea generation (thumbnailing), execution of work(technique) to presentation (framing, matting and scanning)
- Ability to apply 2D formal issues to convey an idea
- Ability to assess and articulate, both in verbal and written forms, ideas about work
- Ability to be proactive with participation in class, group critiques and extracurricular events such as openings, guest lectures, etc. and presentations of your 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 you miss class the day one is given. If you miss I will not be reteaching you the assignment.

There will be a full letter grade reduction after ONE absence- for every absence your final grade will be lowered one full letter grade. (If you have an “A” and miss three classes you would receive a “B” for the semester. If you have an “A” and miss four classes you would receive a “C” and so on. If you miss six classes you receive an “F” 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. You must sign the daily attendance form. If you do not sign in (even if you forget) you are marked absent.

Grading Schema:
Instructor grades on a point system. Each project and quiz is worth 100 points. (There are exceptions to this. Three of our big projects are worth significantly more points due to the intensity and time spent on each.) You will be numerically assessed on a number of important elements for each project in the form of a rubric. Once you receive your rubric you will have exactly two class periods to rework your painting addressing the feedback you receive on the rubric should you want to resubmit.

If resubmitting, the original rubric will be turned in with an additional rubric/questionaire you fill out. I will then reconsider altering your grade. Resubmitting does not guarantee a higher grade.

Projects 100 points
Quizzes 100 points
Special Projects as much as 160-180 points
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).
| Week 1 | Introduction, syllabus review, materials, Illustration presentation, Assign Project 2: Editorial (color), thumbnails and create powerpoint presentation, shoot/ gather reference for **Monday Jan 13** |
| Week 2 | **NO CLASS- MARTIN LUTHER KING HOLIDAY** |
| Week 3 | **Critique Editorial Project 1**, Present Project 2 sketches and reference material in powerpoint to class. Execute Project 2: Editorial (color) due. Introduce and assign both Project 3 and 4: Advertising Projects, Sketches, shoot/ gather reference. |
| Week 4 | **Critique Editorial Project 2**, Present **Project 3 & 4 Spots** sketches and reference material in powerpoint to class. Resolve Projects 3 & 4 for Tuesday. |
| Week 5 | **Critique Projects 3 & 4**. Introduce **Project 5 and 6: Advertising**. Create thumbnails and create powerpoint presentation, shoot/ gather reference, C.F. Payne demo. |
| Week 6 | Present Project 5 & 6 sketches and reference material in powerpoint to class, **Final due and Critique** |
| Week 7 | Work on Projects 5 and 6: Advertising. **Critique Projects 5 & 6**. Introduce Project 7. **midterm** |
| Week 8 | **Spring Break. (Week of Mar. 1-5)**. No class. |
| Week 9 | Begin Project 7: Collaboration with Graphic Design, Magazine spread, introduce project with examples, describe roles, pick pairs, and assignments, Create thumbnails and create powerpoint presentation, shoot/ gather reference. |
| Week 10 | Present Project 7 sketches and reference material in powerpoint to class. Work separately, email with partner(s) and to Jonathan, **Final Critique** |
| Week 11 | Work separately, email with partner(s), individual consultations, In progress critique, Images to partner and to Jonathan, **Final Critique** |
| Week 12 | **Critique Project 7**. Create thumbnails and create powerpoint presentation, shoot/ gather reference. Introduce Project 8 & 9: CD and Book Jacket Illustration, Create thumbnails and create powerpoint presentation, shoot/ gather reference |
| Week 13 | Present Project 8 & 9 sketches and reference material in powerpoint to class. |
| Week 14 | Continue on Project 8 & 9, individual consultations |
| Week 15 | **NO CLASS- EASTER HOLIDAY** |
| Week 16 | **Project 8 & 9 Final Critique, Project 10: Promotional**, Create thumbnails and powerpoint presentation, shoot/ gather reference |
| Week 17 | Mandatory Final Critique MONDAY MAY 5th, an “F” for the semester will be issued if the student misses |

Illustration students author proposals that address their individual areas of interest while coinciding with time allotted for lprojects and sharing the same deadlines as Illustration I students.