COURSE INFORMATION FORM

DISCIPLINE  Art  
COURSE TITLE  Illustration  
CR.HR  3  LECT HR.  1  LAB HR.  5  CLIN/INTERN HR.  C clock HR.  

CATALOG DESCRIPTION

Illustration techniques involving visual problem-solving. Emphases on research, style, media, clients, and presentation with advertising and story illustrations.

PREREQUISITES
ART 102 and ART 103 and ART 110

EXPECTED STUDENT OUTCOMES IN THE COURSE

Upon completion of this course, the student will be able to:

1. Identify and analyze the role of the illustrator.
2. Define a variety of research techniques and the resources available.
3. Execute illustrations with a variety of media techniques and on a variety of substrates.
5. Define and analyze the preparation for final production of the illustration.
6. Develop an individual style of expression.
CLASS-LEVEL ASSESSMENT MEASURES

Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

- Student activity and the products of that activity will be analyzed during the class period to assess the level of student involvement in and understanding of processes. (1, 2, 3, 4, 5, 6)
- Classroom critiques will be facilitated to assess conceptual and practical understanding of processes and the student’s ability to establish critical criteria for judgment and revision. (1, 2, 3, 4, 5, 6)
- Periodic portfolio reviews (at least midterm and final) will be used as a body of student work to assess student progress in the development of conceptual understanding, practical and appropriate work habits. (1, 2, 3, 4, 5, 6)

PROGRAM-LEVEL OUTCOMES ADDRESSED

Occupational Program Outcomes
Specify which occupational program outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes to assessment measures.

General Education Outcomes
Specify which general education outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes and assessment measures.

Revised 10/08/08
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Career opportunities
   A. Freelance
      1. Online freelance job postings
      2. Artist Market guide
   B. In-house
   C. Agencies & design studios

II. Role of the illustrator
   A. Research
   B. Advertising/promo illustration
   C. Spot illustration
   D. Story/editorial illustration
   E. Institutional illustration
   F. Technical illustration

III. References & resources
    A. Professional organizations
    B. Periodicals
    C. Image references
    D. Online illustration portfolio sites

IV. Styles
    A. Realism
    B. Abstract/Conceptual
    C. Cartoon

V. Technique & Media
    A. Pen & ink
    B. Markers
    C. Acrylics
    D. Oil paints
    E. Pastels—soft and oil
    F. Watercolor
    G. Collage & assemblage
    H. Digital—software, input, techniques
    I. Mixed media

VI. Color
    A. Color schemes
    B. Psychology of color
    C. Mixing color
    D. Color in different media

VII. Substrates
    A. Vehicle for media
    B. Size for reproduction
    C. Longevity concerns

VIII. Staying current—trends, software, portfolio