

Illustration as Communication

Fall 2019: T/R 6:10-8:40 PM, Design 240

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Please e-mail me to arrange a meeting

UNIVERSITY COURSE CATALOG DESCRIPTION

Investigation of illustration as a form of communication. Emphasis on problem solving, effective composition, and advancement of rendering skills.

COURSE PREREQUISITES

Prereq: ARTIS 326/BPM I 326, or permission of the instructor

COURSE OVERVIEW

How do we communicate an idea, an emotion, a story, or a technique through visuals? This course addresses visual communication using hand-rendered imagery intended for a digital space. Ink and watercolor rendering will be emphasized, as well as image integration using Adobe Creative Suite.

For each of four projects, students will follow an iterative process leading to an effective didactic final piece.

NOTE: This 3-hour studio will include a significant amount of discussion and critique, as well as lectures, demonstrations, discussions, activities, and in-class work time. Note that you will need to put in a significant amount of time outside of class in order to come to class ready and to complete work on time. Sharing techniques with each other is a valuable opportunity which I encourage. Also, the more you participate in critiques, the more you will get out of the class.

TENTATIVE CLASS EXERCISES AND PROJECTS

- Ink Illustration Series (15%)
- Watercolor Illustration Series (15%)
- Magazine Page: (15%)
- Spot Illustration: Exercise Demonstration (20%)
- Advertisement: Two-Three- Step Process (20%)
- Cumulative Portfolio Submission (5%)
- Discussion, Quizzes, & Other Participation (10%)

I reserve the right to adjust projects and percentages as I see fit for the students' learning benefit.

COURSE OBJECTIVES/LEARNING OUTCOMES

Upon completion of this course the student should be able to:

- Given a topic, the student will be able to propose three illustrative design solutions.
- When presenting a draft, the student will be able to discuss two strengths as well as two areas of difficulty—and request specific feedback.
- When offered feedback on a draft, the student will be able to implement changes for the next draft.
- Given a topic, the student will be able to create and effectively use reference material.
- Given a reference, the student will be able to use the concepts of light on form to create a rendering
- Given a specific message and target audience, the student will be able to choose an appropriate illustration approach and style.
- For an illustration, the student will be able to question conceptual appropriateness of solutions based on intent, audience, and use.

The objectives will be achieved by:

- Development and completion of projects requiring complex problem-solving
- Technique practice and mastery
- Critique in multiple formats of both the student's own work and the work of others
- Readings, lectures & discussion

PURPOSE

This course is intended to provide you, the student, with the knowledge and skills to take a provided concept, to strategize and critically analyze visual solutions, and then to implement a selected strategy in an iterative approach to visually communicate the initial concept. Upon completion, this course should prepare you to work with a client to communicate a concept visually using traditional media.

RECOMMENDED TEXTS & LEARNING MATERIALS

- Roberts, Scott: *How to Draw, How to Render*
- Gurney, James: *Imaginative Realism, Color & Light*

- Lynda.com (you have a free membership with tuition)
- Andrew Loomis anatomy books
- Andrew Loomis: *Creative Illustration*
- Andrew Loomis: *Drawing the Heads and Hands*

PURCHASE FOLLOWING REQUIRED SUPPLIES AS NEEDED

I reserve the right to add additional supplies to the list as needed, within reason.

Papers

- Canson Mixed Media Sketchbook, 9" x 12"
- Tracing Paper pad or roll

Miscellaneous Drawing

- Drawing pencils; 2B, HB, 2H
- White Plastic Eraser
- Sharpie
- Kneaded eraser

Inking (we will discuss in class)

- 1 pad: Strathmore 300 Series Bristol Smooth Pad, 11"x14"
- Recommended: Higgins Black Magic ink or other waterproof India ink
- Recommended: Nib Holder, e.g. my favorite is Tachikawa.
- Recommended: Nibs: a range of flexible and tighter nibs is good. I generally use Maru Mapping Nib (tighter, finer, lines) & Hunt 99 (more variable line)
- Micron pens: 01, 03, 05 plus more per your preference (or other waterproof / alcohol based fineline pens)
- White plastic eraser (Prismacolor, tomo, staedtler, pro art, etc.)
- HB Wooden Pencil (brand of your choice)
- Paper Towels
- 1/2" Artist Tape (brand of your choice)
- Small Drawing Board or clipboard
- OPTIONAL: Lamy Fountain Pen with fine tip

Watercolor (we will discuss in class)

- Winsor & Newton Cotman Water Colour Paint Sketchers' Pocket Box, Half Pans, 14-Pieces : this is a great intro palette. It has a nice range of colors at an inexpensive price. It will work great for learning to watercolor. If you decide you love watercolor, you will eventually want to invest in better pigments.
- 3-4 sheets: 140# 22"x30" Quality Watercolor Paper (recommended: Moulin du Roy)
- Round watercolor brushes (one small, one medium, one larger, e.g. 1 round, 6 round, 8 round). Da Vinci is good. I find the affordable Winsor Newton Series 101 Sceptre Gold to work well.
- White plastic eraser (Prismacolor, tomo, staedtler, pro art, etc.)
- HB Wooden Pencil (brand of your choice)
- 1/2" Artist Tape (brand of your choice)
- Paper Towels
- Small spray bottle / spritzer. You can get an artist version like Derwent's spritzer or go to your local drugstore and buy a small personal sized version
- Small Drawing Board or clipboard
- Water container (I like small Nalgene ones for easy travel)

Other

- 3' Metal Ruler
- Paper Towels
- Notebook for note taking
- Plain, unlined index cards
- Artist Tape
- Workable Fixative
- Xacto Knife and Blades
- Container for supplies (e.g. tackle box)
- Flash media jump drive, reliable cloud storage, etc.

Computer Requirements:

- A computer of your choice with Photoshop and Illustrator*

You are welcome to bring your own laptop to use in class.

- Wacom tablet*
- Scanner*
- Light Table*

*Equipment Checkout & Computer Access

Students may borrow equipment free of charge** from the College of Design's Output Center located at 426 Design. Checkout periods vary depending on the type of equipment. (**See Output Center for current terms of use). There are multiple computer labs available for student use.

GRADING

Grading scale:

	A	95%+	A-	90%+
B+	B	83%+	B-	80%+
C+	C	73%+	C-	70%+
D+	D	63%+	D	60%+
	F	Below 60%		

A: Exceptional. The assignment objectives are fully understood as applied to the particular assignment. The concept is communicated clearly, while still showing creativity in the solution both visually and conceptually. The assignment shows excellent craftsmanship and neatness. Accuracy of content, good design, spelling, and grammar are of the highest quality. The assignment developed and improved through the iterative process of thumbnail, sketch stages, & finished work.

B: High. The assignment objectives are completed & design principles are generally well understood. Overall quality, craftsmanship, accuracy, or design may be lacking in development.

C: Average. The assignment is completed to the minimum requirements but not exceeded. Concept development and consideration of the assignment are needed.

D: Below average. There are clear problems in completely understanding or executing the concept or objectives of the assignment. Significant incompleteness is evident in several areas of craftsmanship, neatness, design, creativity, clarity, or development.

F: Unacceptable. Please see instructor immediately for further clarification.

Areas of evaluation: Professionalism, Process & Realization:

Project grades are the result of three areas of evaluation: Professionalism, Process & Realization. You may request a meeting with me at any point during the semester for an evaluation of current grades or dissatisfactions with a grade that you received on any project & how it may be improved upon.

TECHNOLOGY & MEDIA

E-mail: Please use e-mail for most communication. Please check your university e-mail regularly in case I send out important announcements pertaining to the class.

Canvas: Attendance, Discussions, Grades, and other class interactions will use Canvas. Please check Canvas regularly.

Cell Phone Usage: Mobile phones, iPods, etc. must be silenced during all classroom & lab lectures. If you do not follow this rule, you will be asked to leave so as to not disrupt the learning environment.

COURSE POLICIES/STUDENT EXPECTATIONS

Student Requirements & Responsibilities:

- Notebook/sketchbook for lectures, sketches, & for assignment sheets & critiques. Bring to class & use to record lectures & demonstrations, as well as for drawings & sketches.
- Active participation in all phases of the course, attendance, lecture / demonstrations / critiques
- Materials described in the attached materials list.
- There will be time given to lecture & class discussion, practical tutorials, exercises, & assignments. A significant amount of time will be also spent in critique of student work.
- It is very important that all students engage themselves in a discourse of the work. In turn I will give each of you conscientious feedback on as much of your work as is possible. Students should be prepared to spend a significant amount of time outside of class time for research, process & final production of assigned projects.
- Students are expected to think creatively & critically as well as participate thoughtfully in class. As a good portion of this class is based in critique of student work, it is expected that all students will participate in this dialogue so that we may all benefit from the feedback. All comments are expected to be constructive & honest. It is the group dynamic that will inform & educate our individual projects. Be open to the critique process, as your lack of participation will impact your final grade.

Class Preparation: Students are expected to arrive to class on time & be prepared for work with the requested supplies/materials/ assignments. Class preparation is essential to receiving feedback on one's work. Lack of preparation on a continual basis will affect your final grade. If you happen to miss a class or lecture, please make arrangements with a fellow student who can either take notes for you &/or get the required handouts, etc.

While I will be happy to clarify information for students who are confused, I cannot repeat lectures or elaborate project descriptions on an individual basis.

ATTENDANCE POLICY:

Attendance is mandatory for this class.

- After three absences, failure to show up in class will result in reduction of your final grade by one whole letter grade for each day missing.
- **Four late arrivals or early departures will count as one unexcused absence:** Arrive to class on time. Attendance is recorded at the beginning of class. Class will remain in session until the official end time; do not leave early. Departing before class has been formally dismissed by the teacher will result in a recorded early departure. Tardiness that exceeds one hour will be counted as an absence. Each student is responsible for his/her own recorded attendance. If you are late it is your responsibility after that class period to make sure the teacher has you added to the roll.

Syllabus subject to change during semester

- If you have a conflict, or issue, contact me as soon as possible.

NOTE: The allotted three absences are to accommodate routine illness, weddings, transportation troubles, etc. Doctor appointments, advisor conferences, trips to supply stores & labs, employment, etc. should not be scheduled to conflict with class. Religious Observances cited in the handbook will be followed.

DEADLINES, ASSIGNMENTS AND GRADE POLICIES

Deadlines

All deadlines are hard deadlines. Due dates are not negotiable. All drafts should be prepared at the start of class (not one minute—or more—into the start of class) unless otherwise noted. A late accommodation is given only with the understanding that emergencies & unforeseen circumstances occasionally arise. A late project must be turned in by the following class & will be marked down one complete letter grade accordingly. (E.g., a B+ will become a C+) A later submission will not be accepted. Missing a scheduled critique or presentation will result in an “F” for that project.

Each project should be submitted digitally as well as traditionally. Clean and neat presentation shows you take pride in and care about your work. Poor, or sloppy presentation and craft shows you care less about your work and will affect your grade.

For all projects, you will add your draft versions to a google slideshow shared with me. For every project, you will turn in a digital file/s of the work via CyBox.

Grades

Grade Dissemination: For each project, you will receive a rubric outlining the grade according to your performance within the areas of Professionalism, Technique & Concept Development. Each area will be customized to the project's specifications & learning objectives.

ADDITIONAL INFORMATION

RETENTION OF STUDENT WORK

Student work may be retained for assessment purposes. It may be used in teaching and in publication by the instructor.

Participation and Communication

For this class, you are expected to participate in critiques and group activities. Please respect your fellow students and conduct yourself in a professional manner. Your participation and effort will count toward your grade. The projects will involve a critique at every draft stage. Think of spending the time considering others work as an opportunity to problem solve and learn ways that you can apply the skills your classmates are using to your own work in the future. The more you collaborate and ask questions, the more you will gain both individually and as a class.

You are expected to provide feedback on your own work on what you think is working and on the difficulties you are having. You are expected to provide the same feedback for others. Critique need not be thought of as “positive” or “negative”, but as a way to understand what is and is not working. Comments should always be provided respectfully and professionally..

Academic Dishonesty in ARTIS/BPMI 327 would include the following:

- Tracing photographic images you do not own. You may use photographs for reference and work from your own images of objects that you photographed, but work should be done primarily from direct observation in this course.
- Submitting any drawing done either in whole or part by another individual.
- The use of any unauthorized information in the taking of a quiz.
- Knowingly assisting another student in obtaining or using unauthorized materials.
- Plagiarizing work of another individual.

Engaging in dishonest work in ARTIS/BPMI 327 may result in consequences from Iowa State and the College of Design. These could include a reduced or failing grade on the particular assignment or test, and/or a reduced or failing grade in the course.

Notice

Some of the materials used in this class for technique examples and lecture examples may include medical/surgical/figurative/nude content.

The Writing and Media Center (WMC) 208 Carver Hall


The WMC helps students become stronger, more confident communicators. The WMC is a welcoming and inclusive educational workspace where Communication Consultants offer individualized assistance to undergraduate and graduate students across the disciplines working on any form of written, oral, visual, or electronic communication. Communication Consultants help students at all stages of the composition process, from brainstorming and organizing ideas to revising and polishing drafts. Best of all, the WMC's services are free! The WMC does not offer editing or proofreading services. Instead, Communication Consultants help students evaluate and improve the effectiveness of their own work. To learn more about the WMC or make an appointment, please visit www.wmc.dso.iastate.edu.

Students with Disabilities

Iowa State University is committed to assuring that all educational activities are free from discrimination and harassment based on disability status. Students requesting accommodations for a documented disability are required to meet with staff in Student Accessibility Services (SAS) to establish eligibility and learn about related processes. Eligible students will be provided with a Notification Letter for each course and reasonable accommodations will be arranged after timely delivery of the Notification Letter to the instructor. Students are encouraged to deliver Notification Letters as early in the semester as possible. SAS, a unit in the Dean of Students Office, is located in room 1076 Student Services Building or online at www.sas.dso.iastate.edu. Contact SAS by e-mail at accessibility@iastate.edu or by phone at 515-294-7220 for additional information.

Religious Accommodations Information

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Iowa State University welcomes diversity of religious beliefs and practices, recognizing the contributions differing experiences and viewpoints can bring to the community. There may be times when an academic or work requirement conflicts with religious observances and practices. If that happens, students and employees may request reasonable accommodation of their religious practices. In all cases, you must put your request in writing. The instructor or supervisor will review the situation in an effort to provide a reasonable accommodation when possible to do so without fundamentally altering a course or creating an undue burden for the instructor, supervisor, or department.

For students, you should first discuss the conflict and your requested accommodation with your professor at the earliest possible time. You or your instructor may also seek assistance from the Dean of Students Office or the Office of Equal Opportunity.

Discrimination and Harassment Information

Iowa State University prohibits discrimination, which can include disparate treatment directed toward an individual or group of individuals based on race, ethnicity, sex, pregnancy, color, religion, national origin, physical or mental disability, age (40 and over), marital status, sexual orientation, gender identity, genetic information, status as a U.S. Veteran (disabled, Vietnam, or other), or other protected class, that adversely affects their employment or education. For religion or disability, the law allows employees and students to request reasonable accommodations to continue their work or studies.