

COURSE OVERVIEW

Have you always wanted to understand digital illustration, but didn't know where to start? This course is for you. In this course, we will be covering the production process of digital illustrations from the initial research phase through to final development in Adobe® Illustrator™ and Photoshop™.

First, we'll get you up to speed with basic skills. Then, you 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

- Skill-Building Mini-Projects, Quizzes, & Presentations (20%)
- Illustrator Object Series (12.5%)
- Photoshop Object Series (12.5%)
- Midterm Exam (5%)
- Editorial Illustration: Didactic Color Infographic (10%)
- Spot Illustration: Cross-Section (20%)
- Textbook Illustration: (2-3 step demonstration) (20%)

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:

Upon completion of this course, the student will have reliably demonstrated the ability to:

- professionally present visually and orally both final and work-in-progress drafts
- create illustrations that clearly convey a message/story
- use non-destructive practices when developing digital illustrations
- use the iterative process of design to refine and strengthen an idea
- maintain organization within digital files and follow best practices for file development
- edit images using adjustment layers and filters
- prepare images for print and digital use

Learning Objectives

- 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 find and effectively use reference material.
- Given a reference, the student will be able to use the concepts of light on form to create a photorealistic illustration in Photoshop™ and Illustrator™.
- Given a specific message and target audience, the student will be able to choose an appropriate illustration approach and style.

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*
- LinkedInLearning (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"
- Smooth white paper of your choice (e.g., bristol, ledger paper, etc.) for drafts
- Tracing Paper pad or roll
- Index Cards for Roll-Call Sketch-Ins.

Miscellaneous Drawing

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

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* - beginning the second week of class (1/20), you will be required to have a Wacom tablet. This tool is crucial for completing your work.
- External Storage Device (e.g., USB drive, external hard drive) and/or use of cloud storage
- 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	93%+	A-	90%+
B+	87%+	B	83%+	B-	80%+
C+	77%+	C	73%+	C-	70%+
D+	67%+	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. Beginning the second week of class (1/20/20), you will be required to have a Wacom tablet. These are available for checkout (see above) If you do not bring it to class, you will be counted absent for the day. This tool is crucial for completing your work.

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. Take note that an absence will involve missing significant information, and you should consult with a classmate to get notes on missed material.
- **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 or early departure 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.
- If you have a conflict or issue on a critique or exam day, contact me as soon as possible. If no critiques or exams are scheduled for the day, arrange to get the notes from another student.
- **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. Any assignment/project submitted after the deadline will receive a 10% grade reduction for each 24 hour period it is late, starting immediately after the deadline (i.e., one minute late will result in 10% grade reduction; 24 hours plus one minute will result in a 20% grade reduction, etc.). A later submission will not be accepted. **Missing a scheduled critique, presentation, or exam will result in an "F" for that project.**

Each project should be submitted digitally. 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 Canvas.

Grades

Grade Dissemination: For each project, you will receive a rubric outlining the grade according to your performance. Each rubric 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

Syllabus subject to change during semester

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 326 would include the following:

- Tracing photographic images you do not own. Depending on the project requirements, you may use your own 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 326 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.

Iowa State Courses Policies

The following policies apply to all courses at Iowa State University. If you experience a problem with any of the issues shown below, email academicissues@iastate.edu.

Academic Dishonesty

The class will follow Iowa State University's policy on academic dishonesty. Anyone suspected of academic dishonesty will be reported to the Dean of Students Office.

<http://www.dso.iastate.edu/ja/academic/misconduct.html>

Access Statement for Students with Documented 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.iastate.edu. Contact SAS by email at accessibility@iastate.edu or by phone at 515-294-7220 for additional information.

Dead Week

This class follows the Iowa State University Dead Week policy as noted in section 10.6.4 of the Faculty Handbook <http://www.provost.iastate.edu/resources/faculty-handbook>.

Harassment and Discrimination

Iowa State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon race, ethnicity, sex (including sexual assault), pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual

orientation, gender identity, genetic information, or status as a U.S. veteran. Any student who has concerns about such behavior should contact me, phone or email

Student Assistance at 515-294-1020 or dso-sas@iastate.edu, or

call the Office of Equal Opportunity and Compliance

at 515-294-7612.

Religious Accommodation

If an academic or work requirement conflicts with your religious practices and/or observances, you may request reasonable accommodations. Your request must be in writing, and I will review the request. You or your instructor may also seek assistance from the Dean of Students Office or the Office of Equal Opportunity and Compliance.