

VA331

Illustration as Communication

INSTRUCTOR

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TEACHING ASSISTANTS

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CLASS

Wednesday 09:40-12:30

OFFICE

Appointments must be scheduled
in advance and may be online.

INFORMATION

The term illustration can be broadly explained as the visualization of a specific subject as a drawing, painting or photograph. In this class the term illustration will focus on the visual representation of certain moods and attitudes by employing various media. Students will have the opportunity to learn various illustration techniques and experiment on creating their own style.

SCHEDULE*

W1 / 05.10.2022	Introduction and course overview		
	Project 1: Object Illustration		
W2 / 12.10.2022	Project 1: Submission	Pencil / Ink	25% of project grade
W3 / 19.10.2022	Project 1: Submission	Acrylic / Gouache	25% of project grade
W4 / 26.10.2022	Project 1: Submission	Photo Collage	25% of project grade
W5 / 02.11.2022	Project 1: Submission	Vector Graphic	25% of project grade
	Project 2: Illustrated Album Cover		
W6 / 09.11.2022	Project 1: Completed Final Submissions		
	Project 2: Critique 1	Sketches	
W7 / 16.11.2022	Project 2: Critique 2	Design-in-progress	
W8 / 23.11.2022	Project 2: Critique 3	Design finalization	
W9 / 30.11.2022	Project 2: Completed Final Submission		
	Project 3: Illustrated Storybook		
W10 / 07.12.2022	Project 3: Critique 1	Sketches	
W11 / 14.12.2022	Project 3: Critique 2	Design-in-progress	
W12 / 21.12.2022	Project 3: Critique 3	Design-in-progress	
W13 / 28.12.2022	Project 3: Critique 4	Design finalization	
W14 / 04.12.2023	Project 3: Completed Final Submission		

* The schedule may be subject to changes, shifts and adjustments by the instructor.

PROJECTS / SOFTWARE & MATERIAL

Projects require the use of Adobe Illustrator, Indesign and Photoshop. Students who do not have sufficient knowledge of these applications are expected to learn them on their own time. TA help / workshops may also be scheduled outside of class hours. Necessary materials will be announced with project briefs and may include metal ruler, retractable knife, heavy weight paper, pencil, ink, brushes, acrylic and gouach. A budget must also be allotted for printed work.

GRADING

Project 1: 30% **Project 2: 25%** **Project 3: 45%**

Grading is based on design quality (concepts, execution, presentation) and active participation in class (including the timely completion of work). Physical attendance is mandatory. After three absences the student's grade will be lowered one letter grade and lowered another letter grade for each following absence. Students accumulating six or more absences will receive an NA (Not-Attended) for the course. Attendance will be taken once in the beginning of the class period. Students are responsible for all content presented and must compensate for missed classes.

PLAGIARISM

Visual arts and visual communication like any other field also adheres to the integrity of honest and originally produced creative work. In the conditions of plagiarism and the unacknowledged use of source material, will result in a failing grade for the project.