

DEREE COLLEGE SYLLABUS FOR: GD 3232 ILLUSTRATION					
(Previously GD 4430 Illustration – L6) (Fall 2021)	UL LEVEL 5 UK CREDITS: 15 US CREDITS: 3/1/3				
PREREQUISITES:	AR 2005 Color & Design I AR 2003 Drawing I				
CATALOG DESCRIPTION:	Illustration as a professional practice and its application In Graphic Design – editorial and advertising – projects				
RATIONALE:	The course deals with illustration as a tool to communicate messages, ideas and stories. Students will explore traditional and digital mediums and styles in order to improve their expressive and technical skills. Through assignments the students will strengthen their conceptual and critical thinking and they will work on the development of a personal illustration style.				
LEARNING OUTCOMES:	As a result of taking this course the student should be able to: <ol style="list-style-type: none"> 1. Make use of different media and illustration techniques. 2. Compose their work through the different steps of the illustration creative process: from early sketches to final deliverable. 3. Create illustrations as a response to communication briefs. 4. Reflect on their work and the work of others. 				
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> → Classes consist of lectures, demonstrations, applied projects, class critiques and discussions. → Visits to companies and/or production sites. → Attendance of lectures/workshops by professionals offered on campus and/or in companies. → Studios: students are encouraged to use studio facilities for the completion of their works. → Media labs: students use media labs for the completion of projects and portfolios. → Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material. → Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources. 				
ASSESSMENT:	Summative:				
	<table border="1" style="width: 100%;"> <tr> <td>First assessment: Submission of project</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Final assessment: Submission of project</td> <td style="text-align: right;">60%</td> </tr> </table>	First assessment: Submission of project	40%	Final assessment: Submission of project	60%
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	Final assessment: Submission of project	60%			
Formative:					
<table border="1" style="width: 100%;"> <tr> <td>In-class presentations</td> <td style="text-align: right;">0</td> </tr> <tr> <td> </td> <td> </td> </tr> </table> <p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2. The final assessment tests Learning Outcomes 3, 4.</p> <p>Students are required to resit failed assessments in this module.</p>	In-class presentations	0			
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INDICATIVE READING:	<p>REQUIRED READING: Zeegen, Lawrence, and Caroline Roberts. <i>Fifty Years of Illustration</i>. Laurence King, 2014.</p> <p>RECOMMENDED READING: Benaroya, Ana. <i>Illustration Next: Contemporary Creative Collaboration</i>. Thames & Hudson, 2013. Heller, Steven, and Seymour Chwast. <i>Illustration: A Visual History</i>. HNA Books, 2008. Hyland, Angus and Roanne Bell. <i>Hand to Eye: Contemporary Illustration</i>. Lawrence King, 2003. Rees, Darrel. <i>How to be an Illustrator</i>. Laurence King, 2008. Wiedemann, Julius. <i>Illustration Now</i>. Taschen, 2008.</p>				

	Zeegen, Lawrence, and Louise Fenton. <i>The Fundamentals of Illustration</i> . AVA Publishing, 2012.
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: Computer with design software. Sketchbook. Illustration materials: drawing pads, papers, inks, color pens, etc.</p> <p>RECOMMENDED MATERIAL: -Wacom Tablet -iPad / tablet with pen</p>
COMMUNICATION REQUIREMENTS:	Ability to use appropriate terminology when discussing design and illustration.
SOFTWARE REQUIREMENTS:	Adobe Illustrator, Adobe Photoshop
WWW RESOURCES:	www.theaoi.com www.illustrationage.com www.nobrow.net www.houseofillustration.org.uk https://www.juxtapoz.com/
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. From drawing to illustration 2. Traditional techniques 3. Digital techniques 4. Composition 5. Illustration from observation, from memory, from imagination. 6. illustration and storytelling 7. illustration and Graphic Design 8. Different types of illustration: editorial, advertising, children's books, packaging, etc. 9. Overview of today's cutting-edge illustrators, styles and trends 10. History of the medium – key artists and visual styles of the past