

CATALOG INFORMATION

Dept and Nbr: APGR 54 Title: COMMERCIAL ILLUSTRATION
Full Title: Commercial Illustration
Last Reviewed: 9/10/1993

| Units | | Course Hours per Week | | Nbr of Weeks | Course Hours Total | |
|---------|------|-----------------------|------|--------------|--------------------|--------|
| Maximum | 3.00 | Lecture Scheduled | 2.00 | 17.5 | Lecture Scheduled | 35.00 |
| Minimum | 3.00 | Lab Scheduled | 4.00 | 17.5 | Lab Scheduled | 70.00 |
| | | Contact DHR | 0 | | Contact DHR | 0 |
| | | Contact Total | 6.00 | | Contact Total | 105.00 |
| | | Non-contact DHR | 0 | | Non-contact DHR | 0 |

Total Out of Class Hours: 70.00

Total Student Learning Hours: 175.00

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 08 - May Be Taken for a Total of 6 Units
Also Listed As:
Formerly:

Catalog Description:
Demonstration and use of techniques and media in professional illustration. Emphasis on developing and marketing student's personal style through evolution of strong portfolio and knowledge of commercial market(s). Second semester repeat focuses on fine-tuning of style and professionalism by closely approximating actual client/artist contact and deadline constraints students will face in professional marketplace.

Prerequisites/Corequisites:

Recommended Preparation:
Art 7A or equivalent; must register first class meeting and present portfolio of work.

Limits on Enrollment:

Schedule of Classes Information:
Description: Demo & use of techniques & media in professional illustration. Emphasis on developing & marketing student's personal style through evolution of portfolio & knowledge of market(s). (Grade Only)
Prerequisites/Corequisites:

Recommended: Art 7A or equivalent; must register first class meeting and present portfolio of work.

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: May Be Taken for a Total of 6 Units

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

| | | | | | |
|----------------------|----------------------|------------|-----------|------------|-------------|
| AS Degree: | Area | | | Effective: | Inactive: |
| CSU GE: | Transfer Area | | | Effective: | Inactive: |
| IGETC: | Transfer Area | | | Effective: | Inactive: |
| CSU Transfer: | Transferable | Effective: | Fall 1981 | Inactive: | Spring 2011 |
| UC Transfer: | | Effective: | | Inactive: | |

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

The students will:

1. Discover and develop their individual style(s).
2. Expose themselves to wide range of techniques and media.
3. Encourage themselves to "stretch"/try new solutions.
4. Fine tune their techniques through extensive critique.
5. Acclimate to their critical examination of their work by client and art director; and timeline constraints.
6. Learn about local and national illustration markets.
7. Understand and develop marketing strategies; put together a marketable portfolio.

Topics and Scope:

Assignment:

1. Hard line pen and ink (object: metal/plastic/glass).
2. Textured line pen and ink (hard object).
3. Colored pencil/pastel (object).
4. Colored pencil/pastel (human).
5. Cut paper and round objects (wild style).
6. Watercolor wash (one color and full-color human).
7. Mixed media (extreme perspective and any style).
8. Caricature (any style).
9. Marker technique (comps).

10. Food (any style).
11. Airbrush (chrome lettering).
12. Final project: Choice.
 - A. Movie star in character role.
 - B. Editorial (multi-panel).
 - C. Other (on approval).
13. Portfolio/marketing.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

PROJECTS

Problem solving
10 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, PROJECTS

Skill Demonstrations
40 - 50%

Exams: All forms of formal testing, other than skill performance exams.

None

Exams
0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

PORTFOLIO

Other Category
10 - 30%

Representative Textbooks and Materials:
COURSE SYLLABUS.