APGR 67 Course Outline as of Spring 2011

CATALOG INFORMATION

Dept and Nbr: APGR 67 Title: COM ILLUSTRATION: BASICS
Full Title: Commercial Illustration: Basics
Last Reviewed: 12/8/1997

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	2.00	9	Lecture Scheduled	18.00
Minimum	1.50	Lab Scheduled	4.00	8	Lab Scheduled	36.00
		Contact DHR	0		Contact DHR	0
		Contact Total	6.00		Contact Total	54.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 36.00 Total Student Learning Hours: 90.00

Title 5 Category:	AA Degree Applicable
Grading:	Grade Only
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
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).

Prerequisites/Corequisites:

Recommended Preparation:
Course Completion of ART 7A

Limits on Enrollment:

Schedule of Classes Information:
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). (Grade Only)
Prerequisites/Corequisites:
Recommended: Course Completion of ART 7A
Limits on Enrollment:

Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer:	Effective:	Inactive:
UC Transfer:	Effective:	Inactive:

CID:

Certificate/Major Applicable:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
The students will:
1. Develop their individual style(s) by applying techniques, ideas and principles learned in critique and discussion to projects assigned.
2. Analyze a wide range of techniques and media through slides/video/demonstrations.
3. Try new solutions to illustration assignments through application to creativity and ideation exercises.
4. Improve their techniques by applying illustration principles taught and by applying modifications suggested in critique sessions, resulting in portfolio pieces that are more marketable.
5. Acclimate to the critical examination of their work by client and art director through critique sessions and simulated artist/client interaction.
6. Develop marketing strategies based on knowledge of the scope of local and national illustration markets acquired through lecture and outside reading.
7. Assemble a marketable portfolio by completing three or more professional quality illustrations.

Topics and Scope:

Demonstration:
1. Basic rendering techniques
2. Pen and ink techniques
3. Colored pencil/pastel techniques
4. Watercolor/Wet media techniques
5. Mixed media techniques
6. Marker techniques

7. Airbrush techniques

Lecture:

1. Illustration markets: What's out there
2. Rendering: Creating 3-dimensional objects in 2-dimensional media
3. Innovative thinking: Great ideas for developing great ideas
4. Composition: The foundation of dynamic imagery
5. Color theory: Creating mood, depth and visual interest
6. Pricing: Determining hourly rates and formulating bids
7. Client contact/Business Forms: Paperwork can make or break you
8. Self promotion/Marketing/Portfolios: Showing them what you've got

Assignment:

Classwork:

1. Basic rendering techniques: using form, light and shadow, create realistic illustration of simple object.
2. Use pen and ink to render illustration of a metal or glass object.
3. Use colored pencil and/or pastel to render illustration of a human subject.
4. Use watercolor to render illustration of a landscape or cityscape.
5. Use mixed media to render illustration of using extreme or dramatic perspective.
6. Use markers to render illustration of a caricature.
7. Use airbrush to render illustration of student's name in chrome lettering.

Projects:

1. Create spot illustration, in black and white, to be reproduced smaller than 1/4 page.
2. Create editorial illustration, with dry media in full color, to be used to accompany an editorial article in a magazine or newspaper.
3. Create illustration, with wet media in full color, in student's choice of CD cover, Book cover, or Advertisement use.

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.

Exams	Problem solving 10 - 20%

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

Class performances	Skill Demonstrations 40 - 60%

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.

Outside Projects	Other Category 20 - 40%

Representative Textbooks and Materials:
COURSE SYLLABUS.