

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:    39 - Total 2 Times  
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: Total 2 Times

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>			Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>			Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>			Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective:	Fall 1981	Inactive:	Spring 2011
<b>UC Transfer:</b>		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.