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## ILUS 101 | Intro to Illustration | SPRING 2021 | 3 credits

*****This syllabus is subject to change*****

**Faculty:** Theresa "Nacho" Montiel **Email:** tmontiel@uarts.edu
**Virtual Office Hours:** Wednesdays, 30 mins post-class or email me to schedule a meeting.

**ZOOM ROOM INFO:** **Meeting ID:** 930 5382 4394 | **Passcode:** ILUS101
https://uarts-edu.zoom.us/j/93053824394?pwd=OEtzM2tYdjZ1VjdIdE1JYURnTzJpQT09

***Best method of contact is by sending me a UArts e-mail***. My email will be checked regularly 9am - 5pm Monday - Friday, unless I am teaching class. I will use Canvas Announcements and Canvas Inbox for all course communications. You will receive these communications in your UArts email, and you can access copies of these communications on the Canvas site. In addition, you can set up your mobile phone as a contact method to receive Announcement notifications as text (SMS) messages.

**GOOD IDEAS ABOUT CONTACTING:**
- CHECK THE SYLLABUS: Or the schedule, or your notes, OR the project sheet for an answer to your question, If you cannot get the needed information, feel free to e-mail me.

- WHEN EMAILING: Always use the subject line, and do not send images without some supporting information. Write a little to describe the context or concept of the images you are sending. Make sure your image files are sized correctly for e-mail delivery. Consider this communication a more formal one regarding tone.

- SCHEDULING A MEETING: If you would like to schedule a private meeting, please provide 3 specific dates AND TIMES that you are available.

- CAUTION: You may not want to e-mail me regarding class projects the day before the project is due. I will most likely NOT have the bandwidth to respond to you in a timely manner. Please use proper time management and start your projects synchronously with the class schedule. But if you are having issues, please do keep me informed as issues arise. Email preferred, text in an emergency.

# COURSE DESCRIPTION

This is an introductory course to the Illustration field. Students will develop fundamental illustration skills and become familiar with major areas within the industry, such as advertising, book, editorial and entertainment design. Students will explore a variety of media and techniques while acquiring approaches to communication-based problem solving skills using research methods to create and communicate their ideas. Both concept and execution are emphasized. Guest illustrator(s) will

present work that demonstrates the possibilities of illustrative thinking, image making and application.

# STUDENT LEARNING OUTCOMES

By the end of the course, students will be able to:
- Begin to understand the creative collaboration of a client driven, iterative problem solving process for generating imagery.
- Acquire the research, conceptual and technical skills, to assist in the development of appropriate imagery related to diverse assignments that represent different illustration markets
- Gain a basic understanding of the diverse nature of professional work in the Illustration field via professional guest speakers
- Find out if they have the fundamental talent and interest in drawing the figure and designing imagery, using multiple analog methods and techniques for communication purposes
- Have introductory information regarding the conceptual mind-set and artistic skill-set to determine if they want to pursue a career in illustration
- Begin to build a vocabulary both verbally and through image making to better understand the illustration process and how it relates to all disciplines.

# MAJOR OBJECTIVES

Students build a repertoire of creative skills, aptitudes and techniques while developing drawing value, composition, color, texture, mood and theme through ideation within illustration. We will discuss themes of personal style, authentic technique and how they evolve. Through encouragement to incorporate a wide range of techniques, visual strengths and weaknesses are discovered. These lessons will better serve the student in future courses and areas of interest. In developing a standard by which they can prepare their art, students will be able to glean an ability to produce better quality images through pre-planning, research and personal exploration in their sketchbooks. There will also be areas of focus on the following:
- Image Making: Demonstrate a knowledge of figure and picture making, along with traditional and digital technical skill development, leading to successful image making as it relates to the multifaceted and ever-changing illustration industry.
- Problem Solving/Point of View: Demonstrate self-discovery through visual communication leading to point of view.
  - Acquire critical drawing as thinking skills
  - Conceptual visual problem solving (develop intellectual curiosity, in conjunction with Liberal Arts studies) leading to successful visual communication
  - Discovery/developing point of view (critical thinking, critical visual thinking, and effectively combining content and technique in a unique expression)

- Illustrator as Designer: Understanding the unique aesthetic of the illustrator as designer and the development of knowledge and skills leading to successful design outcomes.
- History of Illustration: Acquire and demonstrate knowledge of the history of illustration.
- Habits of Mind: Demonstrate habits of mind (studio process, research, personal discipline, time management, professional culture of the department) as well as the ability to articulate concepts and present ideas. Focus Preparation: Students are made ready to begin a focused study in the discipline of illustration.

## ATTENDANCE

Attendance and punctuality are expected. If a student is more than 15 minutes late or has irregular attendance on any one day, that student will be marked either ½ absent or fully absent if it is for an extended period of time. University policy allows for only three absences per semester with the fourth resulting in a failing grade. It is the student's responsibility to make up all material covered and work missed due to absences. If a student is absent, any materials due on the day of absence are due to the instructor at the beginning of class on the day of the absence through Canvas submission.

## EXPECTATIONS

Students are expected to come to studio completely prepared for the day's assignments and to work diligently through the duration of class. A positive evaluation for the course will depend on: prompt and productive class attendance, active participation in group critiques and discussions, thorough execution of outside assignments (i.e. research, research documentation, upkeep of sketch book, etc.), consistent weekly progress, successful time management, the overall quality and presentation of work, as well as a clear design vision and an empathetic understanding of one's audience. Students are required to check their UArts email accounts, Canvas, and other means of communication daily.

## How to be Successful in this Class

Coming to class on time, prepared, and meeting all deadlines are the basic keys to success. Beyond that, a willingness to explore, to experiment, and to push yourself and your classmates creatively will take your work to a higher level.
- Self-advocate. If you do not understand something, or you need help, make the teacher and/or classmates aware of the situation. This is the first principle of collaborative learning.
- Set individual process milestones as well as meeting those held in common within the class.
- Be flexible in your problem-solving approaches.
- Develop project management and organizational strategies or seek out help to do so, if you are not strong in these skills.
- Be willing to tutor another student if you have knowledge or skills that would be useful to help them progress in their work. They will do the same for you.
- Critique specifically, when possible. Always critique constructively & don't offer false praise
- Share what you know and learn (even through mistakes) with others.
- Value your work.

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EACH PARTICIPANT IN THIS CLASS IS RESPONSIBLE FOR...
OWNERSHIP: You control YOUR learning + YOUR product / project(s)

CURIOSITY: Stay curious! Even if you think you know something really well, stay curious about what you can learn from this class and/or this university

COMMUNICATION: And this covers communicating your needs/questions/concerns, but also the ability to describe their project in detail and what they learned in the process

AUTONOMY: Stay yourself: we need your unique creativity

MATURITY: You are in an adult space, lets treat each other like adults. Golden Rule applies.
RESPECT: We all like different things, and we may all not know or like it, but we need to stay respectful and stay positive. Don't yuck anyone's yum!

FREEDOM: you have the freedom to experiment and this is a space you should feel comfortable with failing/trying/iterating

GROWTH: this class is an opportunity to collaborate, progress, improve and grow from where we started. But understand growth is often NOT comfortable.

EMPOWERMENT: Stay positive while encouraging each other. But also remember to advocate for yourself and others (when you are comfortable): we are not all born sensitive or "woke," but we can all learn to be better. If you see/find/experience an
issue, I would encourage you to advocate for better or more knowledgeable behavior.

FUN! No seriously...each project I give you is open ended enough for you to inject yourself into it and make it something you want to make/explore. If you don't like your project....change design direction.

-------------------------- **CLASS VOCABULARY** --------------------------

MAKING (or DESIGNING): learning by doing or creating

DESIGNER: someone who creates to share and educate (and motivate)

(Graphic) DESIGN: Creative problem solving with the use visuals

CLASSROOMS: a safe space to design and create

EXPLORATION: design/art is not about "right" answers, it is about creative solutions through technique and iteration, how do you get to the "unknown"? We experiment (and explore)

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ITERATION: Sometimes you make magic the first time, sometimes not.  Sometimes you have to make 10 to realize that X version was the best.   The only way to get there is to explore through iteration.

COLLABORATION: Classrooms are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do those things

GROWTH EDGE: Growth is not staying still and it is not comfortable.  You enrolled in this class and came to the first day, so you have signed up to be pushed to new places and accepted the responsibilities included.

"OOPS/OUCH" MOMENTS: We all can be better people -- more sensitive, more empathetic, more "woke." If a student feels hurt or offended by another persons comment, the hurt student can say 'Oops, ouch!'  to broadcast the last comment is an issue.  In acknowledgment, the person who made the hurtful comment can rephrase and/or apologize and if necessary, there can be further dialogue about this exchange.

# REQUIRED MATERIALS

- Sketchbook (9x12 or larger)
- Sketching Pencils
- Any traditional media for inking, coloring, etc.
- Technology to document: a scanner AND/OR a tripod and camera (including a smartphone) with an optional white box

## SUGGESTED TEXTS

- Foundations of Drawing: A Practical Guide to Art History, Tools, Techniques, and Styles by Al Gury
- History of Illustration by Susan Doyle
- Light: A Guide for the Realist Painter by James Gurney
- What It Is by Lynda Barry
- Writing With Pictures; How to Write and Illustrate Children's Books by Uri Shulevitz

## FREE RESOURCES:

- **SMITHSONIAN: www.si.edu/openaccess**
- **CREATIVE MARKET: creativemarket.com/free-goods**
- **www.Pexels.com**
- **www.UnSplash.com**

# TECHNOLOGY

Personal technology will play a significant role in the course dependent upon individual student's specific creative needs. We will be in Adobe Illustrator, Photoshop, and possible others...please make sure you have a computer robust enough to handle these programs.

## Requirements For Canvas And Zoom:

To access the Canvas LMS, you will need a personal computer (laptop or desktop) that will run at least Mac OS 10.10 (Yosemite) or Windows 7 through 10 (10 is preferred) in order to download the most up to date web browser of your choice (Chrome, Firefox, Safari, or Edge).
To use Zoom, in addition to the previously stated requirements, you will need internet bandwidth of a least 20Mbps (higher if there are multiple, simultaneous users on your network), and it is recommended that you download the application from zoom.us. You will also need speakers, a microphone and a camera (either internal to your computer or external).

## Assessment

Assessment is determined through class critiques, desk critiques, in-class work and final semester review of class assignments. Also considered are research, ability to follow assignment guidelines, imagination, creativity, craftsmanship, presentation and quality of the image making process (writing, thumbnails, sketches, color studies and finishes).

## Digital Submissions

Digital files for final submission to the Graphic Design Archive must be named according to the department Student File Archiving naming convention as follows: 4 letter 3 number course section_SemesterYear_ LastNameFirstName_Assignment (in camelCase)

EXAMPLE:
ILUS101_01_SP21_MontielNacho_DVDCover

## Grading

University Grading Policy can be found in the UArts Catalog (catalog.uarts.edu).
Class assignments are due in a state of quality and completeness on the date designated. At such a time they are reviewed and graded. Late assignments lose 1 full letter grade for each day they are late. Final grade is based on weekly assignment grades, attendance, effort and attitude, classroom participation, in-class work, research, image development (thumbnails, sketches, etc.) and end of semester review. See Illustration Standards and Policy Statement for all other requirements.
Breakdown of final grading process:

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| Assignment | Points | % of Grade |
|---|---|---|
| Completion of Assignments | 4 assignments x 100 points | 80% |
| Class Participation | 15 classes x 1.33 points | 20% |

## GRADE EXPLANATION

Grades will be assigned as a measurement of the student's ability to meet the described course criteria.

A: Given to work of exceptional quality that often exceeds course criteria with an excellent understanding of the concepts and challenges in the course projects. This grade is given to students who think independently, create their own challenges, and push their work beyond the requirements of the course projects.

B: Given for above average work meeting all course criteria. This is work of high quality, demonstrating clear understanding of learning objectives. It may be given to a student who has shown significant growth in the course, or it may be given to the work of a student who has high potential but is not producing at their maximum level.

C: A reasonable grade for a student who has met the requirements of the course and has demonstrated adequate skill, imagination and understanding. May need improvement in overall quality, presentation and/or work habits. All students are expected to achieve at least a C+ in each course.

D: Meets few course requirements, does not demonstrate adequate skills and understanding, or has completed an insufficient amount of work.

F: Fails to meet most if not all course requirements.
It is hoped that the preceding policy and standards will prepare students with the professional skills and attitudes needed to excel in their design majors and ultimately be successful in the real world encountered after graduation.

# Absences, Irregular Attendance and Lateness

Assignments not handed-in on the day they are due will result in a 25% reduction of credit for that given assignment.

If you are absent, I expect to be contacted via email. This correspondence should include any materials that were due that day, and it should occur no later than noon on the day of class. Should a student need additional help, or further exposure to key concepts, the student is responsible for communicating this need to the instructor.

It is your responsibility to keep track of absences. The School of Design has a three-absence policy. After three absences, I will send a deficiency notice. After the fourth absence, you will not pass the course. Lateness at the beginning of class, lateness returning from lunch, or extended periods of absence during class will count as a half or whole absence.

In the event that absences are the result of extraordinary, documented circumstances and are numerous enough that it is impossible for the student to qualify for advancement, the student may be advised to withdraw from the course. If the course is required for the degree, the student will also be required to repeat the course in a subsequent semester.
All students are expected to attend classes regularly and promptly, and for the duration of the scheduled instructional time. Individual instructors will decide the optimum time for taking attendance and may penalize for habitual lateness or absence. Repeated absences may result in a grade of "F" for a course.

# Academic Integrity Policy

Be creative. Be original. Also give credit when other resources are used that are not your own. Academic Integrity is a commitment to the core values of honesty, trust, fairness, respect, and responsibility and their role in ensuring the health and vigor of the academic and creative community. Intellectual property is the basis of professional practice in design, and we should act in an accordingly respectful manner. Please note that students are encouraged to contact their instructors and/or the University librarians for guidance in maintaining academic integrity in their work. Students may, and are encouraged to work collaboratively in this studio course. It is the student's responsibility to understand and document his/her own contribution to each project. If a student desires to apply any materials or content generated in one class toward another class for a grade, the students MUST alert all involved faculty ahead of time. All faculty must sign-off on a project of this kind prior to its due date.

Violations of academic integrity are considered to be acts of academic dishonesty and include (but are not limited to) cheating, plagiarizing, fabricating, denying others access to information or material, and facilitating academic dishonesty. Violations are subject to the policies and procedures on Academic Integrity noted within the [University Policy and procedure on Academic Integrity. (Links to an external site.)](#)

If you are not clear about what constitutes plagiarism, review A Guide to Research and Documentation available on the University Libraries website (www.uarts.edu/libraries/index.html)

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# Office of Educational Accessibility

UArts values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in all learning experiences. If you have or think you may have a learning difference or disability – including a mental health, medical, or physical impairment – that would impact your educational experience in this class, please contact the Office of Educational Accessibility (OEA) at access@uarts.edu to register for appropriate accommodations. Faculty can provide course accommodations/modifications only after receipt of an approved accommodations letter from OEA.

# Notice of Nondiscrimination

The University expressly prohibits any form of discrimination and harassment on the basis of race, color, national origin, religion, sex, gender identity, age, mental or physical disability, veteran status, or any other protected classification in accordance with Federal, state, and local non-discrimination and equal opportunity laws. If you have encountered any such form of harassment or discrimination, we encourage you to report this to the Title IX Coordinator at titleix@uarts.edu.

Sexual violence, sexual harassment, intimate partner/dating violence, and other forms of sexual misconduct are considered forms of sex-based discrimination and are prohibited by University policy and by law. We encourage students to report any incidents of sexual misconduct by contacting the Title IX Coordinator at titleix@uarts.edu. For more information about options and resources available to those who may have been impacted by sexual misconduct, please visit www.uarts.edu/titleix (Links to an external site.)

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# Official Basic Needs Clause

Any student who has difficulty affording groceries, accessing sufficient food to eat every day, or living in a safe and stable environment – and believes this may affect their performance in this course – is urged to contact Student Affairs by emailing studentaffairs@uarts.edu. Student Affairs will provide students with any available resources.

# Official Wellness Statement

UArts students have access to free, confidential wellness services via the Counseling Center and Health Services offices. For counseling services, please email counseling@uarts.edu. Counseling provides trained staff interested in supporting you through your academic journey as artists. Visit our website – www.uarts.edu/counseling

– for more information. Students with medical concerns or in need of help from the campus nurse should email healthservices@uarts.edu. To learn more about medical services, please visit our website: www.uarts.edu/health

. We are here to help.

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# CLASS SCHEDULE (SUBJECT TO CHANGE)

## Week 1 : January 25, 2020

Introductions, overview of the syllabus, the course, review process and go over examples of thumbnails and sketches, discuss the definition of illustration, and introduce the first assignment. The goal of this session is for students to have a better understanding of the standard illustration process, thumbnail to final, and discover the variety of markets and applications within illustration to prepare them for their first assignment.

### *Assignment 1: DVD Cover*

To get better acquainted with each step of the process, specifically the importance of research and reference, students will be asked to illustrate a cover for a book or film they have read or seen. The objective for this assignment is to learn the importance of design and communication skills, build an understanding of composition and effective picture making, and experiment with a variety of traditional media.
Specifics: Four week assignment, limited color palette, and use of traditional media encouraged.
Due Week 2: SKETCHES CRITIQUE

## Week 2 : February 3, 2020

Reviewing: Thumbnails and Sketches
Due Week 3: Color studies and media experiments for chosen design path

## Week 3 : February 10, 2020

Reviewing: Color studies and media experiments
Studio day for Assignment 1
Due Week 4: Assignment 1, Final DVD Cover

## Week 4 : February 17, 2020

Critique of Assignment 1 and Introduction to Assignment 2.

### *Assignment 2: Character Design*

Students are randomly given famous characters from classic Literature. They are asked to combine them with a list of genres and encouraged to put a new spin on the classic character. The objective for this assignment is to work with given content, further foster narrative, composition, and design skills. Further explore traditional media and limited palettes. Strengthen the illustrative process and learn how to maintain consistency in artistic voice within a series. Bring anything you may need to work on sketches in class and move into finishes.
Specifics: Four week assignment, Combined Critique with Digital Imaging Class.
Due Week 5: Thumbnails and Sketches due for Assignment 2. Want to see lots of exploration, at least 10 Character Variations, different visual solutions, variation and experimentation.

## Week 5 : February 24, 2020

Reviewing thumbnails and sketches and continuing character exploration as well as color/media explorations during the inclass studio time. Please bring any color media to class. Discuss interaction/environment.
Due Week 6: Color/media due, at least two (2) color solutions due.

## Week 6 : March 3, 2020

Review color solutions. Studio time allotted for finals. Bring all the supplies needed to progress/finish Assignment 02.
Due Week 7: Finals (At least 80% Complete) for Assignment 2 Due

## Week 7 : March 10, 2020

Assignment 2 – 80% complete. Mini-critique on progress. Bring all supplies to work on finishes.
Due Week 8: Finals due in for group critique.

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March 17, 2020 – NO CLASS Spring Break!

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## Week 8 : March 24, 2020

Assignment 2 finals due for group critique. Assignment 3 Introduced.

Assignment 3: Folklore/Fairytale Mini-Comic

Students will create a full page spread and one spot illustration for an existing folklore or fairytale OR a two-page comic (minimum 3 panels per page). Objectives for this assignment include working with given content, further foster narrative, composition, and design skills. Further explore traditional media and limited palettes. Strengthen the illustrative process and learn how to maintain consistency in artistic voice within a series.
Specifics: 4 weeks, limited palette, traditional media encouraged.
Due Week 9: thumbnails and two sets of 80% complete sketches.

## Week 9 : March 31, 2020

Assignment 3 thumbnails and sketches due for critique. Bring supplies needed to work sketches and color experiments in class.
Due Week 10: Final pencils and plan for color.

## Week 10 : April 7, 2020

Assignment 3 in progress – Studio Day. In class: Bring all supplies to work in class.
Due Week 11: Thumbnails and two 80% complete sketches are due for critique. Bring color media and other materials to work on final and revisions in class.

## Week 11 : April 14, 2020

Assignment 3 – 80% to 90% complete. Bring supplies needed to finish. Discuss finishing techniques and printing. Due Week 12: Finished printouts due for critique.

## Week 12 : April 21, 2020

Critique on Assignment 3 – Finished artwork and Printouts due for wall crit. Begin Assignment 4 in class.

### *Assignment 4: Post-Covid Poster*

Create an event poster for a performance or event that you can't wait to go to once everything return to "normal."  Objectives for this assignment is to strengthen process and sense of design, build research and communication skills, explore hand lettering, and experiment with traditional and color media. Specifics: THREE week assignment, limited palette, traditional media only.
Due Week 13: Initial 3 option fully flushed out sketches are due for critique. Start on color/media experiments.

## Week 13: April 28, 2020

In class review of top 3+ event posters
Due Week 14: Finals design for review.

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**Week 14: May 5, 2020**

Rough Draft Review
Assignment 4 finals due for critique.

**Week 15: May 12, 2020**

FINAL CRITIQUES