VCIL-2241: ADVANCED ILLUSTRATION

Cuyahoga Community College

Viewing: VCIL-2241 : Advanced Illustration

Board of Trustees:
February 2019

Academic Term:
Fall 2020

Subject Code
VCIL - VC-Illustration

Course Number:
2241

Title:
Advanced Illustration

Catalog Description:
Various tools, materials and techniques used with advanced illustration. Emphasis placed on illustration for commentary, narrative, persuasion, visualization and instruction. Focus on creating illustration for audience and client requirements.

Credit Hour(s):
3

Lecture Hour(s):
1

Lab Hour(s):
4

Requisites

Prerequisite and Corequisite
VCIL-2142 Illustration II or departmental approval.

Outcomes

Course Outcome(s):

Design and apply advanced illustration techniques to satisfy various audience and client needs according to project plan.

Objective(s):

1. Implement design strategies and technical production to deliver illustration according to preproduction plans.
2. Apply elements and principles of illustration to satisfy project goals.
3. Plan project requirements around product needs, resources, time, and budget.
4. Utilize resources, references, trends, and styles.
5. Identify illustration opportunities, job development, and requirements.
6. Analyze objectives, purpose, content, audience, and message in the creation of an illustration.
7. Identify all the elements and principles in the illustration process.

Methods of Evaluation:

1. Written assignments
2. Laboratory exercises
3. Case studies
4. Exams
5. Quizzes
6. Projects

7. Presentations
8. Portfolio

Course Content Outline:
1. Introduction of advanced illustration concepts
    a. Identify historic and current trends in illustration
    b. Plan formal elements
    c. Understanding appropriate application of tools and output for various illustration projects
    d. Develop a production plan to satisfy the project design requirements
2. Design
    a. Identify project goals and audience
    b. Research successful examples of contemporary illustrations
    c. Plan project according to project needs, resources and budget
    d. Illustrate concepts and preproduction using analogue and digital tools
3. Develop
    a. Design illustration based on concept, sketch or reference image
    b. Apply illustration to various including print and digital media
4. Deploy
    a. Packaging or publish work to technical specification appropriate for delivery or broadcast method
    b. Building for different platforms, media, format and output
    c. Deploy to web and other media distribution channels for presentation

Resources

Male, Alan. *Illustration: A Theoretical and Contextual Perspective*. 2. Bloomsbury Visual Arts;, 2017.

Zeegen, Lawrence. *Secrets of Digital Illustration: A Master Class In Commercial Image-making.* Miles, Switzerland: RotoVision, 2007.

Williams, Freddie. *DC Comics Guide to Digitally Drawing Comics.* New York: Watson-Guptill, 2009.

Zeegan, Lawrence. *Fundamentals of Illustration: How to Generate Ideas, Interpret Briefs, and Promote Oneself, Practicality, Philosophy, and Professionalism Explored in Both Digital Analogue World of Illustration.* Lausanne, Switzerland: AVA Publishing, 2006.

Klanten, Robert. *Illusive: Contemporary Illustration and Its Context.* 4th ed. Berlin: Gestalten Verlag, 2007.

Rees, Darrel. *How to be an Illustrator*. London: Laurence King Publishers, 2014.

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