VCIL-2641: ILLUSTRATION STUDIO

Cuyahoga Community College

Viewing: VCIL-2641 : Illustration Studio

Board of Trustees:
February 2019

Academic Term:
Fall 2020

Subject Code
VCIL - VC-Illustration

Course Number:
2641

Title:
Illustration Studio

Catalog Description:
Hands-on, directed, individualized, project-based course, specialized for illustration majors. Illustration proposals and projects to be selected, approved and arranged collaboratively between instructor and student. Emphasis on creating a strong illustration portfolio for various audiences including, design, advertising, visualization, publishing and entertainment industries.

Credit Hour(s):
3

Lecture Hour(s):
1
Lab Hour(s):
4

Requisites

Prerequisite and Corequisite
VCIL-2142 Illustration II or concurrent enrollment.

Outcomes

Course Outcome(s):
Design Illustration for various audiences including, graphic design, advertising, visualization, publishing and entertainment industries.

Essential Learning Outcome Mapping:
Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):
1. Analyze and utilize resources in the process of creating concepts and commercial illustrations.
2. Perform and execute an illustrator's responsibilities within the course guidelines.
3. Analyze and respond to advanced project objectives and requirements.
4. Compose and create various illustrations meeting set objectives.
5. Apply and combine traditional illustration skills and digital techniques to assigned project.
6. Demonstrate the ability to use various media for different audiences.
7. Present projects in a professional portfolio.

Course Outcome(s):
Research and identify career, employment, potential academic pathways, and freelance opportunities.

Essential Learning Outcome Mapping:
Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):
1. Research market opportunities as they relate to the illustration industry.
2. Identify illustration opportunities and job requirements.
3. Research potential future academic pathways

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. Overview, terminology, and studio requirements
   a. Resources, references, and research
   b. Market, trends, and styles
   c. Visual Communication & Design applications
2. Tools, materials, and supplies
   a. Surfaces
   b. Digital emulation of wet and dry materials
   c. Mixed media
   d. Other materials, equipment, and resources
3. Illustration techniques
   a. Rendering application techniques
   b. Layering to create colors and values
   c. Mixed media techniques, tools, and equipment
   d. Perspective, lighting/shading
4. Skills and procedures
   a. Use of digital and manual tools on digital/layout paper for rough layouts
   b. Use of tools to render various products and surfaces
   c. Indicating and rendering of compositional studies for Visual Communication & Design
5. Applied practices and assignments in rendering techniques
   a. Digital technique exercises
      i. Application
      ii. Layering
      iii. Special effects techniques
   b. Product rendering
   c. Advertising rendering
   d. Storyboard rendering
6. Creating a professional portfolio
   a. Defining and presenting an identity as an illustrator
   b. Content selection
   c. Presentation strategies
      i. Traditional hard copy
      ii. Online portfolio presentation
7. Career research
   a. Acquiring valid career/job data online
   b. Finding potential employers
   c. Networking with professional illustrators
   d. Freelancing

       i. Pros and cons
      ii. Tax/legal issues of freelancing
     iii. Researching and finding legitimate agencies
8. Research potential future academic pathways
   a. Finding a college/university that fits academic goals
   b. Researching cost and feasibility of a 4-year degree
   c. Researching program admission requirements

Resources

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

Lea, Derek. *Creative Photoshop CS4: Digital Illustration and Art Techniques.* Boston: Focal Press, 2009.

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, 2008.

Houston, Greg. *Illustration that Works: Professional Techniques for Artistic and Commercial Success*. Monacelli Studio, 2016.

Bhandari, Heather Darcy. *Art/Work - Revised & Updated: Everything You need to Know (and Do) as You Pursue Your Art Career.* Free Press, 2017.

Crawford, Tad. *Business and Legal Forms for Illustrators, 4th ed.*. Allworth Press, 2016.

Resources Other

Web Sites
1. *CGSociety: Networking platform for professional digital artists*. 2018. https://cgsociety.org
2. *C4D Cafe*. 2018. http://www.c4dcafe.com
3. *Creative BLOQ Art and Design Inspiration*. Bath, UA: Future Publishing Limited Quay House, 2018. https://www.creativebloq.com/
4. *Grey Scale Gorilla*. 2018. https://greyscalegorilla.com
5. *The Polycount Newfeed*. 2018. https://polycount.com
6. *Sketchfab*. New York, NY: Sketchab, 2018. https://sketchfab.com
7. *ArtStation*. Ballstiq Digital Inc., 2018. https://www.artstation.com

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