

# VC-2301: GRAPHIC DESIGN AND ILLUSTRATION

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## Cuyahoga Community College

**Viewing: VC-2301 : Graphic Design and Illustration**

**Board of Trustees:**

February 2019

**Academic Term:**

Fall 2020

**Subject Code**

VC - Visual Communication

**Course Number:**

2301

**Title:**

Graphic Design and Illustration

**Catalog Description:**

Exploration of intermediate to advanced tools and techniques used in illustrating content for integrated media. Projects may include advanced content creation for print, interactive, broadcast and other media utilizing industry standard 2D graphics and design applications.

**Credit Hour(s):**

3

**Lecture Hour(s):**

2

**Lab Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

VC-1431 Vector Graphics and VCPH-1450 Digital Imaging I; or departmental approval.

## Outcomes

**Course Outcome(s):**

Design and create digital illustrations which meet current industry standards to communicate an idea, message, or concept to a specified market/audience in print, web, and other graphic design applications.

**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. Utilize resources and references to identify current trends and styles appropriate to the project or application.
2. Identify a typical production workflow for an illustration project, from client proposal, through developing ideas from thumbnail sketches to a finished piece, to final output.
3. Create digital illustrations that convey a specific, intended message and a coherent aesthetic.
4. Create stylized imagery, display type, and other illustrations based on specifications.
5. Render digital illustrations with appropriate choices for line, shape, form, and texture.
6. Create digital illustrations that appropriately convey the illusion of space, form, and perspective.

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**Course Outcome(s):**

Create print, web, and mobile media applications which feature original digital illustrations as the primary visual asset and meet current industry standards.

**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. Create various projects from initial concept, thumbnail sketches, development and revision, through final output. Projects can include but are not limited to character or mascot design, info graphics, media for digital or tabletop games, or story boards.
  2. Integrate original digital illustrations in layouts and other applications using sound principles of design and color theory.
  3. Design a color palette appropriate for a project or application.
  4. Present finished work in a small group setting, and describe design, process, and aesthetic choices.
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**Methods of Evaluation:**

1. Written assignments
2. Laboratory exercises
3. Case studies
4. Quizzes
5. Projects
6. Presentations
7. Portfolio

**Course Content Outline:**

1. Intermediate to advanced illustration projects using digital and traditional media
  - a. Introduction to character design
  - b. Editorial illustration
    - i. Conveying a clear message with visual images
  - c. Storyboards
  - d. Custom illustration incorporated in 2D layouts
    - i. Combining type with image
2. Intermediate to advanced illustration techniques and procedures
  - a. Concept sketches in traditional media
  - b. Digital illustration tools
    - i. Vector illustrations
    - ii. Raster/bitmap illustrations
3. Principles of design
  - a. Unity
    - i. Gestalt principles
  - b. Balance
  - c. Contrast
  - d. Rhythm
    - i. Pattern
  - e. Scale
  - f. Emphasis
4. Elements of art & design
  - a. Line
  - b. Color
  - c. Shape
  - d. Form
  - e. Value
  - f. Space
  - g. Texture
5. Color theory
  - a. Primary, secondary, tertiary
  - b. Complementary, split complementary, analogous
  - c. Designing a color palette for an illustration or layout
    - i. RGB versus CMYK color models
6. Process
  - a. Conceptualization strategies
  - b. Use of illustration reference

7. Role of the illustrator in a production pipeline
  - a. Production Illustrator
  - b. Concept Illustrator
  - c. Art Director
  - d. Account Manager/Brand Director
8. Intro to basic portfolio and presentation strategies
  - a. Traditional print portfolio
  - b. Digital portfolio

## Resources

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

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

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

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

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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.

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

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Rees, Darrel. *How to be an Illustrator*. London: Laurence King Publishers, 2008.

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## Resources Other

### Web Sites

1. <https://helpx.adobe.com/illustrator/tutorials.html>
2. <https://helpx.adobe.com/photoshop/tutorials.html>

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