

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

ART 36 - Illustration Art II

3 Unit(s)

Prerequisite(s): ART 35

Recommended Prep: NONE

Transfer Status: CSU

34 hours Lecture

51 hours Lab

This is an intermediate course in illustration that focuses on the application of traditional and digital techniques. Students design and produce real-world client projects. Students are also introduced to the business of illustration and career paths for illustrators.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Demonstrate technical proficiency in the use of materials, tools and software to produce real-world client projects.
- B. Use appropriate terminology in describing illustration and its functions and purposes.
- C. Analyze and examine the field of illustration. This examination would include investigation of the functions of illustration in various cultures and business models.
- D. Discuss the types of demands and disciplines required to be competitive in the illustration fields and design industries.
- E. Develop and assemble a personal resume and portfolio of illustration projects.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture

<u>Topics</u>	<u>Hours</u>
1. Career paths and job market overview	6.00
2. Successful illustrators critique	5.00
3. Overview of individuals skills for print and digital illustration	6.00
4. Illustration techniques for product design	5.00
5. Self promotion	6.00
6. Resume and portfolio preparation	6.00
Total Hours	34.00

Lab

<u>Topics</u>	<u>Hours</u>
1. Job market study for viable illustration career paths	8.00
2. Successful illustrators critique	8.00
3. Overview and practice of individuals skills	11.00
4. Illustration techniques for products	8.00
5. Self promotion	8.00
6. Resume and portfolio preparation	8.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Demonstrations
- D. Class discussion
- E. Reading
- F. Research
- G. Critiques

V. METHODS OF EVALUATION

- A. Portfolios
- B. Projects
- C. Class participation
- D. Written Assignments
- E. Critique

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read biographies of three illustrators and share their education, client projects and past work history with the class.
 - 2. Read handout on illustration techniques supplied by the instructor. Incorporate one chosen technique in a visual design.
- B. Writing Assignments
 - 1. Select a book from the list supplied by the instructor. Design a front and back book cover. Write the back cover blurbs for the book.
 - 2. Write a one-page paper on a selected illustrator. Incorporate into a magazine design.
- C. Out-of-Class Assignments
 - 1. Using natural elements gathered from the outside, create an illustration using these elements and photograph the illustrations to share with the class.
 - 2. Research three YouTube videos on illustration speed drawings. Share your finding with the class.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Materials Other Than Textbooks:

- A. Various drawing materials as recommended by the instructor

Created/Revised by: Daniel Donnelly

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