BUTTE COLLEGE
COURSE OUTLINE

I. CATALOG DESCRIPTION

ART 35 - Illustration Art I   **3 Unit(s)**

Prerequisite(s): NONE
Recommended Prep: ART 31

Transfer Status: CSU

34 hours Lecture
51 hours Lab

This course is an introduction to the study and practice of illustration art. Students will investigate both contemporary and historical illustration art. Various media and techniques used in illustration art will be explored. Students will gain an understanding of how illustration is used in client projects, and how to market their skills to clients in the print and online design industries.

II. OBJECTIVES

Upon successful completion of this course, the student will be able to:
  A. Identify the characteristics and uses of art materials and digital media commonly used for creating contemporary illustration projects.
  B. Identify the basic terminology of illustration art.
  C. Describe the various functions and purposes of illustration art.
  D. Analyze techniques and styles of contemporary illustrators.
  E. Discuss the function and use of illustration and fine art in print and online design.
  F. Identify employment opportunities and skills required in the illustration field.
  G. Compare and contrast the differences between historical and contemporary illustration techniques.

III. COURSE CONTENT
   A. **Unit Titles/Suggested Time Schedule**

Lecture

Topics	Hours
1. Traditional Illustration Techniques	4.00
2. Digital Illustration Techniques	4.00
3. Illustration use and abuse in the print design industry	1.00
4. Media overview: introduction to various media, and experimentation with tools and trick of the trade	1.00
5. Editorial Illustration	8.00
6. Advertising Illustration	8.00
7. Analysis of historical and contemporary illustration	8.00
Total Hours	34.00

Lab

Topics	Hours
1. Editorial Illustration for print and online projects	13.00
2. Advertising Illustration techniques and implementation	12.00

3. Illustration applications for small and medium-size business and in-house design groups	12.00
4. Traditional and digital Illustration Techniques	6.00
5. Developing and creating illustration projects for real-world client projects	8.00
Total Hours	51.00

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. Discussion
   D. Demonstrations
   E. Reading Assignments
   F. Multimedia Presentations

V. **METHODS OF EVALUATION**
   A. Exams/Tests
   B. Quizzes
   C. Written assignments
   D. Critique and evaluation of projects

VI. **EXAMPLES OF ASSIGNMENTS**
   A. Reading Assignments
      1. Research an illustrator from the Alternative Pick website, read the illustrator's biography. Share their specific techniques, educational background and client's work with the class.
      2. Read handout related to illustration techniques, research an alternative technique and discuss this technique with the class.
   B. Writing Assignments
      1. Research an illustrator from the list supplied by instructor. Write a list of twenty words that decribe the techniques of the illustrator, such as "bold, stylized, colorful, cluttered". Design a poster representing the illustrator's style and incorporate your twenty words into the design.
      2. Research an illustrator online and write a one-page critique on the illustrator and the individual's style of illustration.
   C. Out-of-Class Assignments
      1. Photograph (or find online) five advertising promotional projects that incorporate illustration. Incorporate photographs in an Adobe Illustrator file for viewing and critique.
      2. Research an illustrator in the style you would most like to become proficient at in the future. Share with class.

VII. **RECOMMENDED MATERIALS OF INSTRUCTION**
   Materials Other Than Textbooks:
   A. Markers and Pencils
   B. Tutorials
   C. Paper Stock
   D. Scanners
   E. Printers