Course Syllabus

Department: Visual and Performing Arts

Date: Spring 2013

I. Course Prefix and Number: ART 220

Course Name: Graphic Illustration

Credit Hours and Contact Hours: 3 credit hours and 4 contact hours

Catalog Description including pre- and co-requisites: This course will focus on the process of illustration through the exploration of professional working methods leading to the production of a portfolio representative of advertising, corporate, editorial and publishing themes. Prerequisite: ART 103.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable: Graphic Illustration prepares the student with an understanding of design processes, preparation and planning involved in the production of illustrations. These will serve the student well in either the next level of education or upon entry into the job market as a substantial foundation on which to broaden his/her knowledge.

II. Course Student

Learning Outcomes:
At the end of the course, the student will:

1. Employ the basic planning methods necessary to produce an illustration.
2. Appraise intellectual and visual unity.
3. Define and articulate the vocabulary of terms used in illustration.
4. Illustrate the importance of a solid photographic reference.
5. Articulate verbally and visually the needs of a client with an awareness of the importance of communicating visual ideas clearly.
6. Demonstrate the importance of meeting deadlines as a means of maintaining a professional reputation.
7. Recognize illustration as a business as well as an art form.
8. Be able to finish work using professional presentation techniques.

College Learning Outcomes Addressed by the Course:

- [x] writing
- [ ] computer literacy
- [x] oral communications
- [ ] ethics/values
- [ ] reading
- [ ] citizenship
- [x] mathematics
- [ ] global concerns
- [x] critical thinking
- [x] information resources
### III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

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<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tr>
<td><strong>Oral communications</strong>&lt;br&gt;<em>Define and articulate the vocabulary of terms used in illustration.</em>&lt;br&gt;<em>Articulate verbally and visually the needs of a client with an awareness of the importance of communicating visual ideas clearly.</em>&lt;br&gt;<em>Appraise intellectual and visual unity</em></td>
<td>Assessed through the participation of students in formal/informal critiques. Also, through observation and discussion during studio time.</td>
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<td><strong>Mathematics</strong>&lt;br&gt;<em>Be able to finish work using professional presentation techniques.</em></td>
<td>Assessed through observation of the application of specifications to assigned projects and review of finished mounted work.</td>
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<td><strong>Critical thinking</strong>&lt;br&gt;<em>Employ the basic planning methods necessary to produce an illustration.</em>&lt;br&gt;<em>Appraise intellectual and visual unity.</em></td>
<td>Assessed by reviewing final submitted illustrations. The instructor will provide the participant with written and or verbal feedback.</td>
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<td><strong>Information Resources</strong>&lt;br&gt;<em>Illustrate the importance of a solid photographic reference.</em></td>
<td>Assessed by reviewing final submitted illustrations. The instructor will provide the participant with written and or verbal feedback.</td>
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<td><strong>Other</strong>&lt;br&gt;<em>Demonstrate the importance of meeting deadlines as a means of maintaining a professional reputation.</em>&lt;br&gt;<em>Recognize illustration as a business as well as an art form.</em></td>
<td>Assessed through observation of the application of specifications to assigned projects and review of finished mounted work.</td>
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### IV. Instructional Materials and Methods

**Types of Course Materials:**

Art supplies as indicated by instructor, Instructor handouts
Methods of Instruction (e.g. Lecture, Lab, Seminar ...):

Lectures, demonstrations, critiques, discussions

V. General Outline of Topics Covered:

A. Direct observation projects.
B. Drawings based on pattern, ornamentation, and/or decoration.
C. Thematic drawing based on memory.
D. Oral explanation and justification of the drawing procedures used by students.
E. Establishing specific parameters to be accomplished in drawing projects.
F. Paper and its effect on drawing approaches with art techniques.
G. The relationship between the sketch and the final drawing outcome.
H. Developing a created space.
I. Objective and subjective drawing exercises.
J. Mixed media drawing.
K. Collaboration in art.
L. Using unconventional supports, tools and/or materials.
M. Self-portrait drawing.
N. The immediacy of drawing as a means to express thoughts and visual conceptions.
O. Identifying and illustrating local or global concerns.
P. Documenting work and presenting a final portfolio.