



HOUSATONIC COMMUNITY COLLEGE

COURSE NAME: Illustration I

COURSE NUMBER: GRA*221

CREDITS: 3 Credit Hours

CATALOGUE DESCRIPTION: A course intended primarily for graphic design students to introduce the techniques currently used by commercial artists to create illustrations for editorial, advertising, and technical purposes. The course will explore the use of a variety of traditional materials as well as the manner in which these can be combined, augmented, and enhanced through digital manipulation. Students will learn how to develop their ideas through a series of thumbnails and roughs, culminating in finished illustrations in both black and white and color.

PREREQUISITES: None

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

AESX **Appreciation of the Aesthetic Dimensions of Humankind**

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

Embedded Competency(ies):

Discipline-Specific Attribute Code(s):

FINA **Fine Arts elective**

Course objectives:

General Education Goals and Outcomes:

Appreciation of the Aesthetic Dimensions of Humankind: Students will understand the diverse nature, meanings, and functions of creative endeavors through the study and practice of literature, music, the theatrical and visual arts, and related forms of expression.

COURSE SPECIFIC OUTCOMES:

1. Demonstrate a knowledge of the basic methods and techniques of illustration through a series of problem solving studio projects.
2. Recognize the terminology that is applied to a variety of illustration products and techniques.

3. Demonstrate knowledge of the various design techniques for making illustrations effective tools for visual communication.
4. Demonstrate a knowledge of artistic trends and styles acquired through visual examination and historic references that focus on social, political, and cultural contexts.
5. Demonstrate the critical skills necessary to analyze an illustration for its message (what is implied as well as what is expressed) as well as its aesthetic content from examples drawn from different styles and contexts.
6. Investigate and articulate ethical choices when communicating through the visual medium.

COURSE CONTENT:

Materials and tools:

- A. Pens, pencils, markers, pastels, and painting media.
- B. Papers with varying surface textures, transparencies and colors.
- C. Equipment such as light tables, projectors, and computers.

Basic illustration techniques:

- A. Creating black and white images through the use of pencils, pens, markers, and washes.
- B. Creating full color images through the use of markers, colored pencils, pastels, and painting media.
- C. Using computers to assist in the design of illustrations.
- D. Using computers to enhance and/or add typographic elements to images created with traditional materials.

Problem solving techniques

- A. Group “brainstorming” sessions
- B. Individual strategies for idea generation

Stage of illustration production

- A. Research
- B. Thumbnails
- C. Rough comps
- D. Finished rendering

Design theory

- A. Application of design principles to illustrations
- B. Application of Gestalt theories of perception to effective visual communications.

Illustration genres

- A. Advertisements (visual analogies.)
- B. Product rendering (surface appearances).
- C. Editorial illustration (narrative content).
- D. Storyboards (sequential communication).

Portfolio Development

- A. Selection of work, knowing the intended audience
- B. Cohesive presentation, both traditionally and digitally