

## ILLUSTRATION Course Descriptions and Outcomes

### **ILL 2000 Introduction to Illustration – 3 cr.**

This course examines the effectiveness and power of illustration through everyday images found in book and magazine illustration, web, and surface design. From the sketch process to the development of finished images, students are exposed to a variety of working methods. Demonstrations of Photoshop, large-scale scanning, acrylic, gouache, pen and ink, watercolor, and collage enable students to experiment with new media. Assignments may include creating spot images for the web, decorative surface design, educational posters, classic storytelling, and personal and explorative work. Prerequisites: Foundation: 2D, Foundation: Drawing 1, Foundation: Media 1, Foundation: Drawing 2 (Foundation: Drawing 2 may be taken concurrently)

#### **Outcomes:**

- Advance the use of Photoshop and Illustrator with combination of traditional materials.
- Develop design process
- Employ best practices with file delivery systems and archiving work early in the semester.
- Demonstrate primary design elements and contrast in the context of illustration: line, shape, composition, structures, values, tones, volume, transparent/opaque, light dark and texture.
- Illustrate conceptual ideas using visual metaphors

### **ILL 3010 Tools of the Trade – 3 cr.**

This course offers hands-on experience for students exploring a wide variety of media through real-world illustration projects. Students learn trade tips and expand their portfolios as they pursue acrylic painting, gouache, pen and ink, watercolor, and pastel projects. Instructional demonstrations are provided on a variety of painting and drawing techniques on papers and other surfaces. Prerequisite: Introduction to Illustration

#### **Outcomes:**

- Intermediate proficiency with classic illustrator's materials and techniques.
- Become skillful in using traditional media and establish a process of working with different papers and surfaces.
- Select a particular medium because of time constraints
- Select a specific medium because of artistic/aesthetic concerns
- Employ tricks of the trade and shortcuts
- Discover a preference for materials and technique.

### **ILL 3020 Concepts and Metaphors – 3 cr.**

The strength of many contemporary illustrations lies in a dynamic concept of metaphor. Through word lists, thumbnail sketches, and research, students expand their ideas to improve their illustration. Students examine art by both historical and contemporary practitioners and create individual images as well as series projects with editorial, advertising, and corporate audiences in mind. Color and media guidelines and techniques are covered via demonstrations. This course encourages further development of skills in both digital and traditional media as well as concepts, research, techniques, craft, and professional presentation. Prerequisite: Introduction to Illustration

**Outcomes:**

- Employ process and techniques with a variety of materials including Photoshop
- Create multiple sketches leading to a full size, clearly developed presentation sketch
- Foster new and original solutions using metaphors and symbols to convey difficult and complex ideas
- Develop more sophisticated images and challenge past formulas and cliches they may have previously favored
- Evaluating contemporary professional illustration that reveals the power of metaphor

**ILL 3030 Digital Illustration – 3 cr.**

Through projects, discussions, and lectures, students acquire a thorough understanding of all aspects of digital illustration. Demonstrations of Adobe Illustrator, Photoshop, and InDesign are provided. In addition, students learn about the latest tools and file preparation standards for production, including file formats, color palettes, and image resolution. Assignments have an emphasis on technical achievement and presentation. Prerequisite: Introduction to Illustration

**Outcomes:**

- Learn a range of Digital Painting techniques - which incorporate on screen color mixing, custom brushes, layering, and textures.
- Develop digital painting techniques mimicking traditional painting techniques.
- Create high quality professional mockups and comprehensives showing your work in context.
- Recreate and enhance a traditional piece of artwork using Photoshop adjustments, filters, clipping masks, and custom brushes.

**ILL 3040 Illustrated Notebook – 3 cr.**

The notebook is a critical tool for the illustrator to record, investigate, and play. In this course students explore the notebook as a visual journal used to gather material and also as a place to experiment and further explore ideas. Course projects include creating different formatted notebooks that include word lists, found materials, and observational sketching. Individual and group critiques, lectures, and technical demonstrations round out the course. The final project is a series of illustrations based on unexpected discoveries made in the notebook. Prerequisite: Introduction to Illustration

**Outcomes:**

- Creating a journal as a depository for resource references and studies.
- Harvesting and exploring ideas, sketches and studies.
- Onsite observation and document experience.
- Playfully generating concepts with full creative risk taking.

**ILL 3050 Editorial Illustration – 3 cr.**

From mainstream to independent magazines, editorial art has made a huge impact on the covers and pages of modern print and web publications. Through lectures and

demonstrations students acquire a thorough understanding of the editorial market and its potential for inventive and imaginative images. This course includes illustrating articles related to topics such as culture, health, finance, short story, and nonfiction. Project formats include GIF animated web images, full and half page illustrations, covers, and experimental zines. Prerequisites: Introduction to Illustration, Concepts and Metaphors, Digital Illustration (Digital Illustration may be taken concurrently)

**Outcomes:**

- Develop a series of consistent images for a feature article including 1/4 page, 1/2 page, full bleed images and dropping the illustration into the appropriate InDesign layouts.
- Illustrate a variety of topics and themes including lifestyle, health, finance, sports, short story nonfiction, and opinion editorial.
- Create appropriate concepts and images for specific audiences.
- Demonstrate an understanding of how an illustration fits within the framework of a print and online magazine.
- Design and construct a team and individual zine project.

**ILL 3060 Children's Book – 3 cr.**

In this course students examine the elements that make up a children's book and how to communicate to a specific audience through their art. Emphasis is placed on concepting, storyboards, dummy books, and sequencing. Demonstrations of media and discussions of process are covered. A series of projects are assigned examining the various stages of illustrating a book, from the sketch phase to final illustrations. Professional knowledge of the publishing industry is researched and discussed. Prerequisites: Introduction to Illustration, Concepts and Metaphors, Digital Illustration (Digital Illustration may be taken concurrently)

**Outcomes:**

- Break down a manuscript into the industry standard 32 page picture book format
- Visually pace a story by combining the appropriate image to text
- Show character development and proper sequencing that builds anticipation, surprise, and emotional high and low points in a book
- Create final illustrations for book spreads along with reproducing them and designing the page with type
- Meet professional level deadlines

**ILL 3070 Illustration and Products – 3 cr.**

This course explores a variety of venues for product design, including apparel graphics, sporting goods, stationery, and home products. Students create graphics that define and accompany final products from sketch to production. Beginning with research by developing concept boards, students develop their ideas and focus on placed graphics within a product line. Students learn industry-standard processes, including audience research, concepting, presentation, and production, as they create a substantial and diverse product design portfolio. Students are provided with the opportunity to explore their own interests and apply their own aesthetic style to concepts, final pieces, and their own brand of merchandise. Prerequisites: Introduction to Illustration, Concepts and Metaphors, Digital Illustration (Digital Illustration may be taken concurrently)

**Outcomes:**

- Create and place graphics within a product line.
- Research and investigate pattern and surface trends.
- Understand industry standard processes from the initial sketch to final production.

**ILL 3071 Applied Illustration and Product – 1 cr.**

In this course students learn advanced industry standards working with the 3M Global Design team. In addition to developing new product concepts, students are challenged to ready their work for industry-specific formats, present their work in a professional setting, and learn the 3M product development cycle alongside one of the most innovative companies in the Twin Cities area. Students learn more about the pipeline for product development through various discussions in class surrounding the theories of merchandising, research, functional development, and surface design. Prerequisite: Illustration and Products, successful Junior Review

**Outcomes:**

- Demonstrate an understanding of illustrated type as an artform.
- Generating through traditional and digital tools a variety of expressive type forms.
- Understanding how to combine their illustration style with typography.

**ILL 3080 Illustration Topics – 3 cr.**

Building on their initial exposure to illustration in Concepts and Metaphors, Illustration Topics students engage in a thorough examination of illustration principles with a variety of audiences, clients, and formats. Projects may include creating surface designs for an eco-friendly high school binder, an animated GIF web banner for a service or retail shop, informational maps, and a large banner print. Prerequisites: Intro to Illustration, Concepts and Metaphors

**Outcomes:**

- Create illustrations for specific audiences.
- Make illustrated map.
- Verbally present and defend their work to a professional client.
- Execute large banner prints for an exhibition.

**ILL 3081 Illustrated Typography – 1 cr.**

This class examines a variety of applications of hand-lettering in illustration, giving students the opportunity to illustrate type. The class explores functional, expressive, and formal issues in lettering and type. Assignments cover different focuses in illustration from magazine articles to greeting cards, book covers to posters. Students develop finished illustrations through the sketch process and ongoing critique. Demonstrations of mediums including pen and ink, collage, gouache, acrylic paint, and Adobe Photoshop are provided. Prerequisite: Introduction to Illustration

**Outcomes:**

- Demonstrate an understanding of illustrated type as an artform.
- Generating through traditional and digital tools a variety of expressive type forms.
- Understanding how to combine their illustration style with typography.

**ILL 4000 Professional Practice – 3 cr.**

Professional Practice helps direct students as they transition into the professional world. Students create promotional material, estimate and proposal forms, invoices, websites, and portfolios. Projects may include comprehensive art for an advertising campaign, illustrations for a textbook, and a poster for a nonprofit client. The following topics are discussed through lectures and with guest speakers: deadlines, time management, freelancing, dynamic websites, professional opportunities, artists' representatives, bids, taxes, support systems, and resources. Prerequisite: Junior standing

**Outcomes:**

- Create up-to-date resumes, websites, portfolios and promotional material.
- Demonstrate an awareness of professional ethics, standards and practices.
- Examine financial, tax, legal and business considerations.
- Establish a practice that targets an appropriate audience and user group.
- Emerge with a deeper knowledge of the illustration field from freelance/contract to full time employment.

**ILL 4010 Internship: Illustration – 3 cr.**

Internships provide an opportunity for students to gain practical experience in a particular career area and valuable on-the-job skills. Internships may be arranged by the Director of Career Services or initiated by students. All internships must be preapproved through the Career Services Office. For an internship to be approved, a mentor relationship and learning experience should exist beyond a simple employment opportunity. Three-credit internships require working 120 hours at the internship site and keeping a journal of hours and activities. Prerequisite: Professional Practice

**Outcomes:**

- Experience working in a professional environment
- Meet professional level deadlines
- Apply skills gained in a professional environment
- Gain professional references and contacts

**ILL 5010 Advanced Illustration Seminar – 3 cr.**

Advanced Illustration Seminar prepares students to become more independent and to develop a process of critical thinking and in-depth research in their practice. Through readings, individual and group discussions, and writings, students acquire a better understanding of illustration and the responsibilities of illustrators. Assignments include the creation of a comprehensive series of images based on themes of contemporary culture and a self-directed project. Prerequisite: Successful Junior Review

**Outcomes:**

- Develop strategies for progressing new work
- Reference contemporary culture, articles of fiction and nonfiction by renowned authors
- Exhibit Awareness of the responsibility of the illustrator and the power of the image to change social opinion
- Develop a project brief that includes, timeline, goals and realistic objectives

**ILL 5100 Senior Project: Illustration – 6 cr.**

In consultation with a faculty member, students in this course produce a series of illustrations to strengthen and enhance their portfolio. This capstone project can take the form of a research project, an in-depth illustration problem, or the advancement of a particular strength or style. Students are required to develop an appropriate proposal, a timeline, and goals for their project. The resulting illustrations should address a specific audience and/or market. Prerequisites: Successful Junior Review and senior standing

**Outcomes:**

- Refine and complete a professional portfolio of the student's best work.
- Create a series of consistent illustrations with an imaginative and original voice that speak to a specific audience or target group.
- Write a proposal with realistic expectations and outcomes that includes rationale, goals, objectives and timeline
- Show maturity and dedication to a long self directed project
- Exhibit final work at the Commencement Gallery Exhibition