



Course Syllabus

Course Code	Course Title	ECTS Credits
DES-306	Illustration	6
Prerequisites	Department	Semester
ART-290, MULT-205	Design and Multimedia	Fall/Spring
Type of Course	Field	Language of Instruction
Elective	Graphic communication	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Andreas Tomblin	3 rd
Mode of Delivery	Work Placement	Corequisites
Conventional	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- Introduce illustration as a communication tool.
- Understand the context and meaning of the image within the area of illustration.
- Explore illustration through experimentation of various materials.
- Gain awareness and understanding of basic theoretical issues that are applied to illustration.
- Develop an understanding and apply a personal visual language within illustration.
- Understand the creative processes in illustration from concept to final design.
- Gain understanding of illustrator–client relationship.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Have a basic ability to examine a range of visual image concepts and understand how the meaning of an illustration is formed and manipulated in order to communicate a given message.
2. Creatively develop concepts and experiment with imagery.
3. Use and understand various materials and media used when illustrating.
4. Have a basic understanding of technical issues that are applied to illustration.
5. Have a basic understanding of the context and meaning of images through theory and practical project work.
6. Have a basic understanding of the industry requirements for output of an illustration.
7. Have an understanding of the various visual languages employed in illustration.

8. Follow the design process of an illustrator, from research, and concept development to final visual outcome.
9. Discuss issues related to illustration.
10. Follow and complete illustration based design briefs in a coherent way.
11. Support their own illustration work verbally in the form of presentations and in the form of written documentation and practical project work.
12. Cite the technical issues for output of an image.
13. Identify and differentiate various visual languages employed in image making.
14. Organize and demonstrate the design process of digital image making from research, Concept development to final visual outcome.
15. Evaluate and discuss design issues related to digital image making verbally and in written form.
16. Examine, evaluate and explain their own design work verbally in the form of presentations and written documentation.
17. Creatively apply and produce digital image making outcomes.

Course Content:

- Introduction to illustration as a creative form of communication.
- Industry requirements / standards within Illustration.
- Illustration design process.
- Creative experimental drawing (workshops) exploration and development of a personal visual language, its development and application within a print based medium.
- Editorial Illustration.
- Publishing Illustration.

Learning Activities and Teaching Methods:

- Lectures and presentations of project related material, visual & theoretical.
- Studio demonstrations – (drawing and printing).
- Practical Illustration exercises and assignments focusing on image-making as a means for communication and expression.
- One-to-one and group tutorials on concept, ideas, and project development.
- One-to-one project feedback.
- Group tutorials in the form of project based critics and discussion.

Assessment Methods:

Practical studio based project 1, 2 and 3. Outcome design process and artifacts.

Assessment Factors

- Problem analysis

- Research (visual / textural)
 - Conceptual development (rough work, ideas generation)
 - Project Development
- Final work (creativity, application of media skills, quality of final work)

Required Textbooks / Readings: N/A

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Fundamentals of Illustration	Lawrence Zeegen / Louise Fenton	AVA	2012	ISBN-13: 978-2880467
The Best Magazine Design, Photography, Illustration, Infographics & Digital	Society of Publication Designers (U.S.),	Beverly, Mass: Rockport Publishers, Inc	2012	EBSCO ISBN: 9781592538225
Street Sketchbook (Street Graphics / Street Art)	Tristan Manco	Thames & Hudson Ltd	2007	ISBN-10:0500513627 ISBN-13: 978-050051362
Collage Techniques: A Guide for Artists and Illustrators	Gerald Brommer	Watson-Guptill Publications Inc.,U.S	1994	ISBN-10: 0823006557 ISBN-13: 978-0823006557
Artists' Journal and Sketchbooks: Exploring and Creating Personal Pages	Lynne Perrella	Rockport Publishers Inc	2007	ISBN-10: 1592530192 ISBN-13: 978-1592530199
The Complete Guide to Digital Illustration	Steve Caplin , Adam Banks	Ilex	2003	ISBN-10: 1904705006 ISBN-13: 978-1904705000

The Illustrators: The British Art of Illustration 1800-2007	Fiona Nickerson (Editor), David Wooton (Editor)	Chris Beetles Ltd	2008	ISBN-10: 1905738056 ISBN-13: 978-1905738052
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Magazines:

- Computer Arts Magazine
- +design
- Varoom

Internet sites:

www.theaoi.com

www.varoom-mag.com/subscribe.html

www.museumofcomputerart.com/editorial/jdessay

www.creativebloq.com/computer-arts-magazine

www.creativebloq.com/imaginefx

www.digitalartsonline.co.uk

www.internationaldigitalart.com