

**Montgomery College Rockville Campus
Communication Arts Technologies Department
Graphic Design and Illustration Program
Fall Semester 2011**

**Instructor: Martha Vaughan
240.567.7521**

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Office hours: Tuesdays, 12:30 – 1:30 pm, Wednesdays, 9:30 – 10:30 am

Thursdays, noon - 12:30 – 1:30 pm

Office located in TC Room 126

GD 135 Illustration 2

Course Description: A study of major commercial illustrations topics, including advertising, editorial, narrative illustration, and storyboards. Students explore drawing from life and photo reference material, basic composition, color separation theory, the employment market and business practices. PREREQUISITE: GD 134 or consent of department. Two hours lecture, three hours laboratory each week.

Objectives

Upon Completing this course the learner will be able to:

Employ more extensive research into the requirements of the client

Interpret several alternate solutions to each problem

Predict and apply an appropriate style (cartoon, realistic) for the assignment

Employ proper written terminology for storyboard notations and instructions

Plan sequences of illustrations for print or TV/film

Interpret the message that the illustration is required to communicate

Perform with a degree of skill, the application of these elements: intent, composition, shape, value, texture, color, and drawing effectively to create the illustration.

Perform with a degree of skill a drawing from thumbnail sketch to full-sized illustration

Perform with a degree of a specified medium to complete the illustration

Demonstrate a neat and professional presentation of the finished piece

Discuss the work in a group critique with the entire class

Distinguish the primary markets for illustration

Course Outline

Unit 1

Overview of illustration as an art and an industry. Illustration Markets: Editorial, Advertising, Institutional, Book

Lecture: *Illustration Markets. The creative process. Distinguishing the difference between drawing and illustration. Lab: Creating a drawing from nature that will be used in an illustration.*

Unit 2

Metaphoric Illustration

Lecture: *Examples of illustrators who create metaphoric illustration and the roots of metaphoric illustration.*

Lab: *Creating thumbnails using visual metaphors to create images that communicate an idea. Intent/Communication of an illustration.*

Unit 3

Composition

Lecture: *Principles of formal and informal composition*

Lab: *Using informal composition to create a successful illustration. Using a pleasing arrangement of shapes to create a dynamic composition.*

Unit 4

A Brief History of Illustration

Lecture: *Historic overview of Illustration.*

Lab: *Research paper on the golden age of illustration.*

Unit 5

Value

Lecture: *Creating a pattern of values in a successful composition.*

Lab: *Applying pattern of values in a successful illustration.*

Unit 6

Narrative Illustration

Lecture: *Examples of narrative illustration: Children's picture books, graphic novels, adult fiction*

Demonstration: *Collage*

Unit 7

Linear Perspective

Lecture: *Using one and two point perspective in narrative illustration*

Demonstration, lab: *One and two point perspective*

Unit 8

Color

Lecture: *color theory. Creating a balance of warm and cool colors in a successful visual communication*

Demonstration: *Watercolor, digital*

Lab: *Using color, light and shadow and the creative process to create images that drive the narrative forward.*

Unit 9

Landscapes: Creating an Environment

Lecture: *Landscapes that communicate mood, emotion, place-time motifs.*

Lab: *Illustrating a landscape that communicates mood, emotion, time and place.*

Unit 10

Character Design

Lecture: *Examples of illustrated characters that showcase a rich imagination, using a mastery of human and animal anatomy.*

Lab: *Researching period to create a character that reflects the description and mood of the text.*

Unit 11

Facial Expressions

Lecture: *Examples of portraits depicting a variety of emotions.*

Lab: *Drawing the human face. Altering the human face.*

Unit 12

Distorting nature.

Lecture: *Using scale and exaggeration to create a different effect from that found in nature.*

Lab: *Create a creature based on the supplied text and research.*

Unit 13

Drawing from Nature

Lecture: *Examples of product labels featuring artwork of objects found in nature.*

Lab: *Creating an illustration for a label for a wine bottle, soft drink, snack food or hair or skin care product using a drawing of an object found in nature.*

Unit 14

The Business of Illustration

Lecture: *Marketing, Self-Promotion, Invoicing, Contracts, Copyrights.*

Unit 15

Final Critique

Assignments

Assignment 1 Tree as Metaphor

Visual Metaphor, Editorial

1. Drawing from nature: Do a drawing of tree
 2. Create an illustration using the tree as a metaphor
- Critique: Monday, September 12, 2011

Assignment 2 Sequential/Narrative Illustration

Create an illustration or sequence of illustrations to drive the narrative on "The Sphinx" by Edgar Allan Poe

1. Create a storyboard for the supplied text

Due date: Monday, September 26, 2010

2. Landscape: Create an environment based on the supplied text and research

Due date: Monday, October 10, 2011

3. Character Design: Create an illustration of the main character, and the creature in the supplied text.

Due date: Monday, October 31, 2011

4. Narrative illustration: Create an illustration of a single frame from the storyboard that includes the landscape, the creature, the main character or all three.

Presentation and Critique: Monday, November 7, 2011

Assignment 3 History of Illustration

Written assignment: Research paper on the Golden Age of Illustration

Due date: Monday, November 14, 2011

Assignment 4 Written critique

You will work with a team of one or two classmates

Obtain a copy of the most recent Illustration Annual of Communication Arts Magazine or Society of Illustrators. These are in the library and in our library in TC 240.

Choose three illustrations

Analyze each in terms of

Effective Communication

Composition (formal/informal)

Value

Color

Drawing

Due: Monday, November 29, 2011

Assignment 5 Label Illustration

Advertising/ Packaging Illustration

1. Create a drawing of an object found in nature like a leaf, tree, or animal.
2. Create a stylized version of that object to be used on a label design of a wine bottle, soft drink or hair care product.
3. Present the project mounted and also on the bottle or package with the label in place.

Critique: Monday, December 12, 2011, 2:45 pm

JOURNALS/SKETCHBOOKS

You are required to keep a journal for this class.

- Each week you will be given a word or series of words. You will do four sketches for that word in your journal. We will share our journals each Monday.
- Use your journal to record visual thoughts and create sketches for your assignments, and take notes during demonstrations.

Notebooks

You are required to keep a notebook for this class. This can take the form of a spiral bound notebook or a binder with acetate sleeves. Remember you are a graphic designer and presentation is always important.

Your notebook will be reviewed every week and graded at end of semester.

Attach the enclosed sheet inside the front cover of your notebook.

Each week you will collect printed samples of published illustrations demonstrating a particular topic covered in the unit we will be discussing. Find one example of each type:

Unit 1 9/20	Illustration Markets Book	Editorial Packaging Advertising
Unit 2 10/4	Metaphoric Illustration	Four samples of metaphoric illustration
Unit 3 10/11	Composition	Formal composition Informal composition Negative space
Unit 4 10/18	Editorial Illustration	Four examples of Altered portraits
Unit 6 10/25	Value	Predominantly dark values Predominantly light values Predominantly middle values
Unit 7 11/1	Color	Predominantly warm color pallet Predominantly cool color pallet
Unit 8 11/22	Drawing with Perspective	One point perspective Two point perspective Three point perspective
Unit 10 11/29	Drawing from nature	Four examples of illustration using images Found in nature
Unit 11 12/6	Techniques	Pen and Ink Watercolor Collage Digital/Raster based Digital/Vector based
Unit 12 12/6	Turn in notebooks	

GD135 Illustration 2
NOTEBOOK SCHEDULE
Montgomery College, Rockville
TC Room 239
Instructor, Martha Vaughan

Name _____

09/20 _____

10/04 _____

10/11 _____

10/18 _____

10/25 _____

11/01 _____

11/22 _____

11/29 _____

12/06 _____

GRADING POLICIES

Instructor: Martha Vaughan

An overall course grade is based on several key elements:

Projects

Class Attendance

Journals and Notebooks

Class Participation

Meeting Deadlines

Understanding of material presented

Project Standards and Grades

If a project is turned on time, accurately follows all specifications and is neatly executed, it will receive a passing grade: C.

Factors that can raise a grade to a B or an A:

Creativity

Is it a unique solution to the communication problem?

Communication

The solution should communicate the message that the client specified.

Presentation

The piece should be well presented and show evidence of care and pride in execution.

Composition

The assignment should show an understanding of and attention to elements of composition as we have discussed in class.

Materials

The piece should represent an understanding of use of materials discussed in class and should be executed in materials appropriate to the project.

Class Attendance

More than two unexcused absences can cause your grade to lower

Chronic lateness will also be noted and can cause your grade to lower

Sleeping in class is considered an absence.

Journals and Notebooks

Students are asked to keep a journal while taking my classes. This is a learning aid for the student to record visually the classroom experience as a way to practice visual recording and to reinforce principles learned.

Class Participation

Paying attention and maintaining an interest in materials presented by instructor or classmates. This particularly applies to lectures, demonstrations and critiques.

Meeting deadlines

Turning in assignments on time and reading required text in a timely matter is extremely important in a deadline driven industry. In a professional setting, missing a deadline can cause you to lose your job or your client. In this class it can cause your grade to lower.

Understanding of material presented

The purpose of this class is to provide you with an understanding of the subject matter being presented.

Your level of understanding is determined in all the above categories. Lack of understanding can cause your grade to lower.

GD134, 135, 234 SUPPLY LIST

Notebook

Sketchpad

Layout and tracing paper pads, preferably 14" x 17" but at least 9"x12"

Pencils and markers

Ruler, T-square and triangle

Eraser

Masking tape

Xacto knife

Anything else you usually use when doing rough sketches

Optional (to be obtained on a per assignment basis):

Colored pencils

Watercolors

Pen and ink

Drawing paper and watercolor paper

Knowledge of Adobe Illustrator and Photoshop

Acrylic or oil paints

Soft or Oil based Pastels

Supplies can be purchased at the MC Bookstore, Plaza-Art or Pearl, both on Rockville Pike or at

www.dick.blick.com

RESOURCES

Society of Illustrators Annuals available at MC Library or amazon.com or

www.societyillustrators.org

Communication Arts Magazine

Print Magazine

Graphic Artists Guild Pricing and Ethical Guidelines. Available at MC Bookstore, amazon.com or gag.org

Perspective Made Easy

www.illustratorsclub.org

www.theispot.com

www.folioplanet.com

www.cbcbooks.org

www.modernpostcards.com

STUDENTS WITH DISABILITIES

Any student who may need an accommodation due to a disability, please make an appointment to see me during my office hour. A letter from Disability Support Services (R-CB122; G-SA175; or TP-ST120) authorizing your accommodations will be needed. Any student who may need assistance in the event of an emergency evacuation must identify to the Disability Support Services Office; guidelines for emergency evacuations for individuals with disabilities are found at:

www.montgomerycollege.edu/dss/evacprocedures.htm.

For additional information and guidelines, please refer to the DSS Faculty/Staff Guide at www.montgomerycollege.edu/dss or contact a DSS counselor at your campus:

R: Joan Gough 240.567.5054

R: Janet Merrick 240.567.5061

R: Sue Hassan 240.567.5087

R: Rose Sachs 240.567.5077

STANDARDS OF COLLEGE BEHAVIOR

The following statement appears in College offices and labs to remind students of the behavior standards and process adopted by the College. All full and part-time faculty are strongly encouraged to include the statement in their syllabi.

A. The College seeks to provide an environment where discussion and expression of all views relevant to the subject matter of the class are recognized as necessary to the educational process.

B. However, students do not have the right to interfere with the freedom of the faculty to teach or the rights of other students to learn, nor do they have the right to interfere with the ability of staff to provide services to any student.

C. Faculty and staff set the standards of behavior that are within the guidelines and spirit of the Student Code of Conduct or other College policies for classrooms, events, offices, and areas, by announcing or posting these standards early in the semester.

D. If a student behaves disruptively in the classroom, an event, an office, or an area after the instructor or staff member has explained the unacceptability of such conduct and the consequences that will result; the student may be asked to leave that classroom, event, office, or area for the remainder of the day. This does not restrict the student's right to attend other scheduled classes or appointments.

E. If the student does not leave, the faculty or staff member may request the assistance of Security.

F. The faculty or staff member and the student are expected to meet to resolve the issue before the next class session.

G. The Dean of Student Development or designated instructional Dean of Work Force Development and Continuing Education should be informed verbally or via email about any situation that violates the Student Code of Conduct.

H. If, after a review of the situation and a restatement of the expected behaviors, the student refuses to comply with the stated standards of conduct required, then the faculty or staff member should refer the issue in writing to the dean of student development for action under the Student Code of Conduct.

I. The faculty or staff member will provide the Dean of Student Development with a written summary of the facts or conduct on which the referral is based, which must include the date, time, place, and a description of the incident.

ACADEMIC DISHONESTY

The maintenance of the highest standards of intellectual honesty is the concern of every student, faculty and staff member at Montgomery College. The College is committed to imposing appropriate sanctions for breaches of academic honesty. The list below is not all-inclusive of prohibited behavior. Nothing in this section precludes an academic department from issuing supplemental guidelines giving examples of plagiarism or other forms of academic dishonesty and academic misconduct which are pertinent to the subject matter of the class.

A. Academic Dishonesty or Misconduct can occur in many ways. Some common forms include:

- A.1 Cheating on assignments or examinations
- A.2 Plagiarizing from written, video, or Internet resources
- A.3 Using tests or other material without permission
- A.4 Forgery
- A.5 Submitting materials that are not the student's own
- A.6 Taking examinations in the place of another student, including assessment tests
- A.7 Assisting others in committing academic dishonesty
- A.8 Failing to use quotation marks for directly quoted material unless using block quotes or other accepted formats.
- A.9 Copying from another student during an examination

B. Sanctions to be imposed. Students who engage in any act that the classroom instructor judges to be academic dishonesty or misconduct are subject to the following sanctions:

- B.1 The minimum grade sanction imposed by a faculty member is to award an "F" on the assignment or test in which the dishonesty occurred.
- B.2 The maximum grade sanction is to award an "F" for the course in which the dishonesty occurred.
- B.3 In addition, each faculty member has the prerogative of referring a case to the campus Dean of Student Development or designated Instructional Dean of Work Force Development and Continuing Education with a specific request that the Dean consider imposing additional sanctions

C. Case Referrals. The faculty member will:

Notify the student of the allegation in writing, with a copy forwarded to the Dean of Student Development or the designated Instructional Dean of Work Force Development and Continuing Education.

Include the grade sanction to be imposed, the reasons for it, and the appeals process. It is expected that the instructor will take immediate action.

Send a letter to the student's last address of record via certified mail, return receipt requested, if a student is no longer at the institution.

Hold a conference with the student so that the student can present his/her information, if the charge is contested.

The student will inform the faculty member that he or she will contest the charge within five business days after his or her receipt of the letter.

D. Reporting Process.

In reporting violations of academic dishonesty to the campus Dean of Student Development or designated Instructional Dean of Work Force Development and Continuing Education, the faculty member will state in writing the circumstances surrounding the incident, the nature of the evidence collected against the student, the result of the discussion with the student, and the grade sanction to be imposed.

The faculty member will provide the supporting documentation to both the Dean and student.

E. Appeal.

A student may appeal the grade or non-grade sanctions imposed by the faculty member and/or Dean of Student Development or designated Instructional Dean of Work Force Development and Continuing Education to the Vice President/Provost for the Campus or Work Force Development and Continuing Education whichever is applicable.

The appeal will be submitted, in writing, to the Vice President/Provost, within ten business days of the date the student is informed of the imposition of the sanction.

Nonacademic Misconduct. See Student Handbook