

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: ILLUSTRATION I

Code No.: ADV 101-3

Program: ADVERTISING ART

Semester: SEMESTER 1

Date: FALL 1987

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NEW: X

REVISION: \_\_\_\_\_

APPROVED:

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CHAIRPERSON

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Aug. 11/87  
DATE



### ILLUSTRATION I

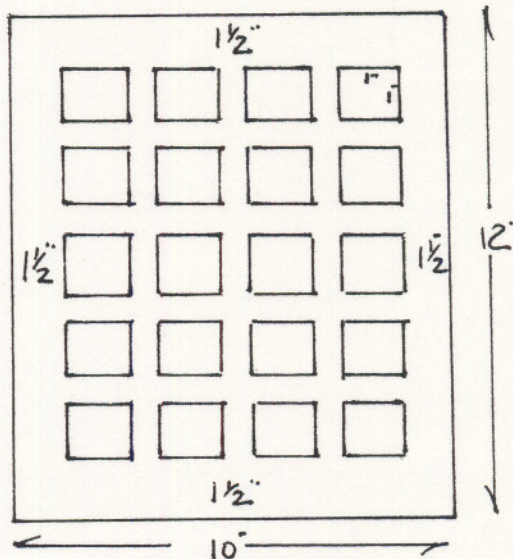
The emphasis of this course is on a clear understanding of line, tone, form, and texture, which is necessary to develop expressive and effective pictorials. A series of exercises and assignments is designed to put into practice the knowledge and skill gained as the course progresses. Through step-by-step study, you will learn to strive for results of the highest quality and originality. The field of illustration is immense and there is a great demand for clear, well-planned artwork.

### PROJECT #1

#### **Tonal Exercise (Pen & Ink- Black)**

On a white board such as No. 27, size 10"x12", layout 20 1 inch squares as indicated in the diagram with 1/2 inch spaces between squares.

Squares will be filled in with 5 different tones from light to dark also using 5 different textures. I.e. dotted squares getting denser, cross hatching getting denser, parallel links getting denser, etc.



### **PROJECT #2**

#### **Pen & Ink Rendering**

Pen and ink (black and white) rendering of architectural structure.

Size not smaller than 16 x 20.

Develop as many textures and tones on an exercise page, then transfer the techniques to the finished art board.

Not to use a ruler or straight edge for lines in the finished art.

Matte or mount work.

Approximately five weeks.



**PROJECT #3**

**Visual Preparation (4 Steps)**

The main purpose behind this assignment is to develop an awareness of the need for a proper working system that should be applied to all art projects.

- a) **Thumbnails** - to develop the first stage or the original concept as to the basic abstract structure of the composition. Sometimes to even include sketchy details. There should be many thumbnail studies for indicating variations or different arrangements of the layout.
- b) **Research** - at this point the visual thought has been reasonably organized through the thumbnail stage and now is the time to go to the actual source for further study, i.e., as visual reference as in a library, source files, or perhaps the real life source like live models, trees, plants, animals, etc. For the beginner many good information drawings should be made with written notes to accompany these visuals back to the drawing table.
- c) **Rough Layout** - with the combined thumbnails and research studies now available a much larger visual can be planned. The collected information now can be dealt with on this larger scale drawing to pull together the main or important elements.
- d) **Working Drawing** - this is the final stage in the 4 steps of preparing the preliminary work before "finished" art is completed. the working drawing or key drawing will be used to transfer all the details into the final art board surface where the final inking or painting will take place.

**PROJECT #4**

**Television Art Slides**

Two slides.

Promotion for motion picture.

Slide size 13 x 17

Art Area 8 x 12

Full colour.

Titles as per logo

Main actor  
Main actress

Theatre

Both pieces matted for presentation.



**PROJECT #5**

**Story Book Illustration**

This second exercise is based on the experience gained in exercise #1 - with the addition of brush work, if suitable.

Subject matter will be an illustration for a story book - either the main event of the story or a montage of the general theme of the book.

Illustration in black and white (could be printed in a dark ink other than black).

Final trim size 9 x 9 - double spread.

Use pen and ink or brush and ink on Pk No. 5 illustration board.

Illustration may include copy area.

Could be done on textured ground.

Illustration size (finished art) - plus 1/4" bleed if necessary plus 1/4 - 11 1/4 x 22 1/2

Art area must include crop marks and fold line.

Keep in mind that nothing of much importance should crowd the edges or be cut by the fold.

Illustration to be suitably matted and protected by a cover sheet.

Make sure that your name is on the back when submitting to the instructor.

**EVALUATION:**

One Third Each - Attendance

- Work Attitude

- Project

Outstanding	In All	3	- A
"	" Only	2	- B
"	" Only	1	- C

Incomplete - I

KB/mk