SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: _____ Illustration I _____

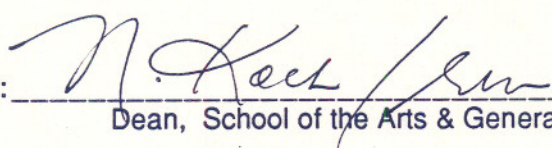Course Code No.: _____ ADV 101-03 _____

Program: _____ Advertising Art and Graphic Design _____

Semester: _____ One _____

Date: _____ September 1990 _____

Author: _____ Ken MacDougall _____

New: _____   Revision: __XXX_____

Approved: _____
Dean, School of the Arts & General Education

Date: ___ July 13, 1990 _____

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GOALS AND OBJECTIVES

The emphasis of this course is on a clear understanding of line, tone, form, and texture, all of which are 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. The field of illustration is immense and there is a great demand for clear, well-planned artwork.

SYLLABUS

Visual preparation for illustrative assignments

a) Thumbnails

Thumbnails are used to develop the first stage of the original concept as the basic abstract structure of the composition, sometimes including the sketchy details. There should be many thumbnail studies executed 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. Now is the time to go to the actual source for further study - i.e. for visual reference, go to the library, source files, or to the " real, life source " such as 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 can be dealt with on this larger scale drawing to pull together the main or important elements.

d)   <u>Working   Drawing</u>

This is the final stage in the four steps of preparing the preliminary work before
" finished " art is completed. The working or key drawing will be used to transfer
all details onto the the final art board surface where the final inking or painting
will take place.

PROJECT # 1 - <u>Tonal Exercise</u>

Use a white board such as # 27 - size 10 " X 12 " - vertical format . Lay out 20
1 " squares - four across the board and five down the board, leaving a 1 " border
between the squares and a 1 1/2 " border all around the outside edge of the board.

The squares are to be filled in with five different textures in four different tones
ranging from light to dark - e.g. cross-hatched squares or dotted squares, etc. becoming
denser (getting darker) from square to square across the board.

Use pen and black ink.

Finished piece must be cover protected

PROJECT # 2 - <u>Architectural   Rendering</u>

Do a pen and ink (black and white) rendering of an architectural structure.
Approximate size to be 15 " X 20 ". Develop as many textures and tones as possible on a
practice page; then transfer the techniques to the finished art board. Do not use a ruler
or straight edge for lines in the finished art. The finished piece will be matted and cover
protected.

PROJECT # 3 - *Story book Illustration*

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

Subject matter is an illustration for a story book - either the main event of the story or a montage based on the general theme of the book.

Illustration is to be done in black and white - and to be camera ready.

Final trim size 9 " X 18" - (PRINTED JOB) - double spread illustration; the original artwork area done by the student will be 11 1/4 " X 22 1/2 " - which is _size_ and 1/4" larger than the printed piece; a 1" or 2" margin should be added to this.

Use pen and ink or brush and ink on Pk # 5 or # 27 illustration board; could be done on textured ground.

Finished art must include crop marks and fold line indication.

Keep in mind that nothing of importance should crowd the edges or be cut by the fold; keep all of the main elements at least 1/2 " from borders.

Illustration is to be suitably matted and protected by cover stock.

PROJECT # 4 - *Television Art Slides*

Do two slides; subject is to be promotion for motion pictures.

Slide size 13 " X 17 "; art area 8 " X 12 " (INFORMATION AREA)

Full colour; extend paint well beyond the 8" x 12 " work area (extra wide bleed)

Titles as per logo; main actor, main actress.

Both pieces to be matted and cover-protected.

3

EVALUATION

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One third.....................................Attendance *
One third.....................................Work Attitude
One third.....................................Project

Outstanding in 3 .......................A
Outstanding in 2 .......................B
Outstanding in 1 .......................C
Incomplete.................................I
Repeat.......................................R
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80 % attendance is mandatory; i.e. 3 absences of 15 total classes are tolerated; over 3 absences = repeat the course

KM: rm
July 12, 1990