

**THE SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE ON**

**COURSE OUTLINE**

**COURSE TITLE: Illustration I**

**CODE NO.: ADV 101-3                      SEMESTER: Fall**

**PROGRAM: Advertising Art and Graphic Design**

**AUTHOR: Ken Bradford**

**DATE: August 1997                      PREVIOUS OUTLINE DATED: August 1996**

**APPROVED:** *Judith M. Proulx*  
Dean

**DATE:** *June 1997*

**TOTAL CREDITS: 3**

**PREREQUISITES: ADV 107-3**

**LENGTH OF COURSE: 3 hours/week      TOTAL CREDIT HOURS: 48**

**I. COURSE DESCRIPTION:**

This course helps students have an understanding of the basics of line, tone, texture and form in order to develop expressive and effective pictorials. Although there will be an emphasis on refining pen and ink techniques to produce black and white visuals, students will have the opportunity to experiment with colour during the final assignment of the course. The foundation of proper, professional, working habits will be emphasized through the use of thumbnails, rough layouts and working drawings. Preparation and presentation of illustrative work for the print and television media will be examined.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

**A. Learning Outcomes:**

1. Demonstrate the use of traditional, illustrative techniques and methods
2. Originate visual communications through the appreciation of proper design, tonal texture, positive and negative space and colour distribution
3. Develop and implement solutions to basic design problems
4. Apply appropriate, effective and professional practices in the classroom setting

**B. Learning Outcomes and Elements of the Performance:**

Upon successful completion of this course, students will demonstrate the ability to:

1. Demonstrate the use of traditional, illustrative techniques and methods.

**Potential elements of the performance:**

- practice and refine the interpretation of various textures by the use of inked line, known as line art in the graphics industry
- practice and refine the use of acrylic paint in interpreting effective colour distribution and paint consistencies
- practice and demonstrate the proper use of graphite and coloured pencils in the proper preparation of small, thumbnail roughs (preliminary studies)

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE  
(Continued):**

2. Originate visual communications through the application of proper design, tonal texture, positive and negative space and colour distribution.

**Potential elements of the performance:**

- effectively use the fundamental elements and principles of visual expression and communication (visual language) including composition and visual priorities
- apply proper design principles to evaluate one's own work
- recognize the importance of consistency in the development of tonal range
- demonstrate creativity in the development of tonal texture
- demonstrate unique and original textures as applied to pen and ink rendering
- demonstrate basic pen and ink techniques
- distinguish between pattern and texture
- distinguish between rendering form and rendering texture
- demonstrate ability to work within established timelines as required in graphics industry
- recognize effective colour distribution

3. Develop and implement solutions to basic design problems.

**Potential elements of the performance:**

- demonstrate a command of the design process from research and analysis through to appropriate levels of presentation (e.g. thumbnails) to the final product (finished illustration board)
- demonstrate analytical ability in problem-solving
- execute designs according to instructions using traditional media
- render thumbnails, comprehensives and final presentations using appropriate degrees of detail and quality

4. Apply appropriate, effective and professional practices in the classroom setting.

**Potential elements of the performance:**

- demonstrate organizational skills such as scheduling, prioritizing, planning and time management
- demonstrate the ability to work within project restrictions and time limitations
- make effective design presentations, as per instructor's specifications, regarding directions and quality



**III. TOPICS:**

1. Design instruments and materials
2. Tonal range from light to dark
3. Reproduction restrictions in pen and ink renderings
4. Basics of good design
5. The value of good negative and positive space
6. Colour theory and how to use it effectively
7. Professional presentation techniques
8. Basic printing fundamentals

**IV. REQUIRED RESOURCES / TEXTS / MATERIALS:**

The following items from the mandatory first-year portfolio kit will be used throughout this course:

1. Industrial pen kit
2. Layout and bond paper
3. Acrylic paints

**Note:**

Due to the lack of proper health and safety features of the design studio, no oil-based paints are to be used in this course. Only water-based acrylic paints will be used.

Students will need to purchase #27 illustration board and construction paper for cover stock for all the design presentations throughout this course. These items are available in the College's Campus Shop.

**Research:**

Students are encouraged to use extensive research methods for obtaining proper visual references in the brainstorm/ideation process for design problem-solving. Research materials are welcome in the classroom to assist in the development of images. However, the direct copying of research reference is strictly prohibited by copyright laws. Wherever possible, the student should use real life visual reference rather than relying on existing, two-dimensional imagery.

**V. EVALUATION PROCESS / GRADING SYSTEM:**

**MAJOR ASSIGNMENTS AND TESTING:**

Assignments will constitute 88% of the student's final grade in the course. All assignments are required to be successfully completed to meet the objectives of the course. A missing assignment is equivalent to course objectives not achieved, which results in an "R" (Repeat) grade for the course.

**METHOD OF ASSESSMENT (GRADING METHOD):**

A+	Consistently outstanding	(90% - 100%)
A	Outstanding achievement	(80% - 89%)
B	Consistently above average achievement	(70% - 79%)
C	Satisfactory or acceptable achievement in all areas subject to assessment	(60% - 69%)
R	Repeat - The student has not achieved the objectives of the course, and the course must be repeated	(less than 60%)
CR	Credit exemption	
X	A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements	

**Important:** Students who receive no higher than "C" grades on assignments should note that 8% out of the total 12% for late and incomplete assignments is required to achieve a passing grade.

**NOTE:** Students may be assigned an "R" grade early in the course for unsatisfactory performance.

**Incomplete and Late Assignments = 12% of Final Grade**

A maximum of six incomplete and/or late assignments total will be tolerated. A seventh late and/or incomplete assignment results in an "R" (Repeat) grade for the course. Each late and incomplete grade will deduct 2% from the final grade up to a maximum of 12%. Please note that late preliminary studies (i.e. thumbnails, layouts, comprehensives, roughs, etc.) will be deducted 2% from the final grade also.

An incomplete assignment is considered missing or outstanding until it is resubmitted. Late and incomplete assignments will be assigned a maximum "C" grade. Late and incomplete assignments which have been assigned "C" grades cannot be re-submitted in an attempt for a higher grade. Other assignments (in the "B" and "C" category) are eligible to be re-submitted in an attempt to achieve a higher grade.



**Note:** Students have one week in which to submit late or re-submit incomplete assignments to the instructor to avoid an "R" (Repeat) grade for the course. Late assignments are due on or before the following class/week and incomplete assignments are to be re-submitted on or before the class/week following the instructor's return of the incomplete project to the student. The instructor will usually indicate on the back of the incomplete project the date by which it should be re-submitted. A 2% deduction will take place for each week an assignment is late or each week an incomplete assignment is outstanding. These deductions are included in the six maximum allowed for the course up to 12%.

**Preliminary Studies:** Most studio assignments entail preliminary or intermediate steps such as thumbnails, roughs, comprehensives and preliminary layouts. These intermediate steps are evaluated by the "S" (Satisfactory) and "U" (Unsatisfactory) system and are submitted according to timelines established by the instructor. Preliminary studies must be evaluated as "satisfactory" in order to continue to the next step in an assignment. Note that late preliminary studies will result in a 2% grade reduction.

This policy simulates the commercial graphic art industry in that design projects require step-by-step approval of either the client or the art director or both and must be executed on time to meet exacting deadlines.

**Attendance:** 80% attendance is mandatory. A maximum of three classes absent (total nine hours) will be tolerated. A student who is absent beyond three classes will receive an "R" (Repeat) grade for the course. This includes half classes missed (absent either before or after the "break").

A student who is late for a studio class will be assessed a half class absence. Late constitutes the arrival of a student anytime after the class has begun. A student who leaves a studio class early, without notifying the instructor, will be assessed a half class absence.

A student who submits a completed assignment before or at the beginning of a studio session in which that project is due, and does not attend that or leaves the class, will not be considered absent for that class, provided that:

- the final step of the assignment has been completed satisfactorily
- all preliminary studies have been submitted satisfactorily within established timelines
- the completed assignment has been assessed as satisfactory for submission by the instructor

**V. EVALUATION PROCESS / GRADING SYSTEM (Continued):**

A student will be considered absent from the class at which the project is due if the project has not been submitted satisfactorily as per guidelines above. If submitting a project before the established deadline, always ensure that the assignment is submitted to the instructor in person and that the instructor has the opportunity to approve the assignment for submission (this helps to avoid incomplete evaluations on assignments).

Please make sure that all your assignments, including preliminary studies, are in on time and that the instructor has seen the completed assignment before it is submitted for evaluation to make sure that all instructions have been followed accurately.

If you are experiencing problems with the established timeline, please let the instructor know ahead of time. Allowances will be made for legitimate extenuating circumstances, at the discretion of the instructor.

**Mid-term ("S" or "U"):** Midterm grades are "S" for Satisfactory progress or "U" for Unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Coordinator or the School's Dean.

**TIME FRAME**

Illustration I ADV 101-3 involves three hours per week for the semester.

**VI. SPECIAL NOTES:**Special Needs

Students with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities), are encouraged to discuss required accommodations with the professor and/or contact the Special Needs Office.

Plagiarism

Students should refer to the definition of "academic dishonesty" in the "Statement of Student Rights and Responsibilities."

Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to an including expulsion from the course.

In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.



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## VII. PRIOR LEARNING ASSESSMENT

Students who have related employment-centered experience should see the Prior Learning Assessment (PLA) Coordinator.