

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY
Sault Ste. Marie, Ontario

COURSE OUTLINE

Course Title: Illustration III

Course Code No. ADV 201-4

Program: Advertising Art and Graphic Design

Semester: Three

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New: _____ Revision: xxxxx

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

ADV 201-4: ILLUSTRATION III

Pre-requisites

Illustration II
Experimental Media II
Graphic Design II
Research II

The instructor reserves the right to modify the course as to project timeframes or content as he/she deems necessary.

GOALS AND OBJECTIVES

Expanding ideas and images from the black and white stage of line art to full colour is an objective of this course. The emphasis will be directed towards working with visuals represented by the human head. Exploration of style and technique will be stressed to illustrate the facial features step by step to a full colour representation. In other segments of the course grid and grid distortions will be explored for special graphic effects. Developing line art on the graphics camera will also be introduced.

SYLLABUS

Materials used in the assignments will include art boards such as # 27 or Pk # 5 matt boards, tape, ink, paint, cover sheets, drawing pads (#2), pencils, or graphic sticks, etc. The required camera film materials will be supplied to the student by the instructor.

PROJECT #1 FOUR HEADS ILLUSTRATION (4 sessions)

From a suitable photograph or magazine reproduction, with good definition and tonal contrast reconstruct the image in 4 different variations.

GEOMETRIC

Dividing the facial features into their component geometric shapes using only the same thickness lines. This procedure can also assist the designer in producing a likeness of the character by creating the shapes that best represent a specific area.

HIGH CONTRAST

A form of polarization using black to identify the facial structure. To determine the basic ending of one form using only black you simultaneously identify the beginning of another form which in this case is white. This combination of black and white (with colour background) to describe a particular image can be used as a strong force in graphic communication.

ADV 201-4: ILLUSTRATION III

(Project #1 continued)

LINE

Line as used in "line art" for reproduction can be used in various ways to express an idea or illustration. In this exercise these possibilities should be explored to avoid the typical approach, perhaps using some of the techniques learned in the "textured squares" assignment from first year. Only through experimentation with line will a new technique be found that will be appropriate and original.

FULL COLOUR

In developing the colour of this illustration the total concept should be dealt with in a manner considering not only the colour itself but what it represents and the technique used to apply the paint. This combination should also be expressive of the personality being portrayed. Experimental Media classes involving paint application and collage work demonstrated methods for producing innovative images.

*Finished piece should be cover protected and matted. Outside matt size is 22"x22"

Cut four 8"x8" openings for the four variations above, in this order:

- 1) Geometric
- 2) High Contrast
- 3) Pen and Ink
- 4) Colour

Leave a 2" border top, bottom, sides, and in between the 8" squares.

*TIP: Cut each opening completely one at a time.

PROJECT #2 GRID DISTORTION (human or animal) (3sessions)

Painted on 10"x10" illustration board *just paint figure not background. Cover protect

PROJECT #3 GRAPHICS CAMERA WORK (3 sessions)

The student will have hands on experience using the graphics camera to enlarge and/or reduce the art work done in project #1. Photo paper and film will be supplied. This assignment will be based on the high contrast art from the four heads illustration.

PROJECT #4 TWO 30 SECOND TV STORYBOARDS (to end of course)

Full colour assignments

*Storyboard frames will be supplied

EVALUATION PROCESS / GRADING SYSTEM:

Assignments = 88 % of Final Grade

Assignments will constitute 88% of the student's final grade in the course. Assignments will be evaluated according to the following, in accordance with college policies:

A+	(Numerical Equivalent 4.00)	-	Consistently Outstanding
A	(Numerical Equivalent 3.75)	-	Outstanding Achievement
B	(Numerical Equivalent 3.00)	-	Consistently Above Average Achievement
C	(Numerical Equivalent 2.40)	-	Satisfactory/Acceptable Achievement
I	(Numerical Equivalent 0.00)	-	Incomplete/Unsatisfactory Achievement
R	(Numerical Equivalent 0.00)	-	Repeat - objectives of course not achieved and course must be repeated

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.

Incomplete and Late Assignments = 12 % of Final Grade

A maximum of 6 Incomplete and/or Late assignments total will be tolerated. A 7th 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 ("I" grade) is considered missing or outstanding until it is re-submitted. 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.

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 6 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 exacting deadlines.

Attendance:

80% attendance is mandatory. A maximum of 3 classes absent (total 9 hours) will be tolerated; A student who is absent beyond 3 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 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

The student will be considered absent from the class 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 OK the assignment for submission (this helps to avoid incomplete evaluations on assignments).

Final Grade:

The final grade will be assessed according to the following, in accordance with college policy:

Total Points:	Final Grade:
90 - 100	A +
80 - 89	A
70 - 79	B
60 - 69	C
0 - 59	R

NB - Students who receive no higher than C grades on assignments should note that 8% out of the total 12% for LATES and INCOMPLETES is required to achieve a passing grade (C = 60 %).

Students should ensure that all 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 for some reason, please let the instructor know ahead of time. Allowances will be made for legitimate extenuating circumstances, at the discretion of the instructor.

Midterm(“S” or “U”):

Midterm grades are “S” for Satisfactory progress, and “U” for Unsatisfactory progress. Unsatisfactory progress in two or more courses requires an appointment with the Program Coordinator or the School’s Dean.