

Copyright ©2010 The Sault College of Applied Arts & Technology
*Reproduction of this document by any means, in whole or in part, without prior
 written permission of Sault College of Applied Arts & Technology is prohibited.*
For additional information, please contact Brian Punch, Chair
School of Natural Environment/Outdoor Studies & Technology Programs
(705) 759-2554, Ext. 2681

I. **COURSE DESCRIPTION:**

In this studio based course the topic of Illustration will be studied within an applied Graphic Design context. Illustrative challenges will directly relate to existing design problems and the link between finished illustration and design artifact will be clearly made. Illustration applications such as editorial illustration, instructional illustrations, and artist concepts will be explored.

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

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

1. Develop and implement solutions to problems encountered in the illustration/graphic design process
Potential Elements of the Performance:
 Demonstrate the ability to record and document developmental stages of illustration projects
 Demonstrate the ability to communicate effectively with art directors on projects via developmental sketches
2. Use a variety of media to create, capture and manipulate illustrative elements in creating a final product
Potential Elements of the Performance:
 Explore chalk pastel, acrylic paint, dry media, scratchboard and mixed media/collage as potential illustrative media
 Demonstrate the ability to justify choice of media as a component to developing project appropriate illustrations
3. Apply effective business practices and project management skills appropriate to his/her position as an illustrator in the graphic design field
Potential Elements of the Performance:
 Demonstrate an ability to meet project schedules and deadlines
 Demonstrate an ability to provide constructive criticism and suggestions for improvement at critiques
4. Develop and implement illustrative solutions to problems encountered in all phases of the graphic design/illustrative process
Potential Elements of the Performance:
 Follow a documentable design process to develop illustration style and content
 Complete research as necessary to develop meaningful illustrative solutions
5. Develop personal and professional strategies and plans to improve job performance
Potential Elements of the Performance:
 Participate in group critiques of work

Develop a constructive self analysis of project performance and create plans for improvement
 Apply typographic skills and knowledge to create effective visual communications within an illustrative realm

III. TOPICS:

1. Illustration as a communication tool in Graphic Design
2. media- chalk pastel, acrylic paint, dry media, scratchboard, mixed media
3. Substrates – canvas, paper types, illustration boards and others
4. Illustrative style
5. Expression in line, tone, form, texture
6. Use of visual metaphor, similes, puns
7. Achieving thematic or conceptual illustration rather than literal
8. Meeting schedule commitments and deadlines

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Supplies from the program portfolio will be required for each class. Students will be required to replace consumable items as individual project needs warrant.

Students are also encouraged to experiment with whatever other media they chose not included in the kit as long as they are not solvent or oil based

Spray fixative may need to be used on pastel drawings – this must be applied outside of the building in a well ventilated area. Spray fixative and Spray glue pose a health hazard to the artist and others and will not be used inside the college building under any circumstances.

* 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 or at a variety of sources within the city or via mail order.

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments = 100% of final grade

Final evaluation for this course will be a letter grade as outlined below.

Assignments will be weighted equally and will constitute 100% of the student's final grade. A missing assignment is equivalent to course objectives not achieved which results in an "F" (fail) grade for the course.

The following semester grades will be assigned to students:

Grade Point

<u>Grade</u>	<u>Definition</u>	<u>Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

DEDUCTIONS – LATES AND FAILS

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor..

Maximum grade for a late assignment is “C”

A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlines below.

Fail:

A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory “D” grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely re-done or corrected according to the instructor’s specific instructions and resubmitted within one week.

A failed assignment will be penalized by a 5% deduction from the final grade.

Maximum grade for a failed assignment is “C”

Preliminary Studies:

All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.

These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.

Resubmission policy

- Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.
- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.
- the resubmitted project must be accompanied by the original project and the original evaluation sheets (with written indication of grade breakdown) provided by the professor
- assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked “RESUBMISSION” when submitted
- it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.
- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.