

DMAD A117: RAPID ILLUSTRATION TECHNIQUES

| Item | Value |
|------------------------------------|---|
| Curriculum Committee Approval Date | 10/19/2022 |
| Top Code | 061400 - Digital Media |
| Units | 3 Total Units |
| Hours | 90 Total Hours (Lecture Hours 36; Lab Hours 54) |
| Total Outside of Class Hours | 0 |
| Course Credit Status | Credit: Degree Applicable (D) |
| Material Fee | No |
| Basic Skills | Not Basic Skills (N) |
| Repeatable | No |
| Grading Policy | Standard Letter (S) |

Course Description

Course expands upon freehand drawing skills. Rapid illustration methods of determining design solutions and as final presentations. Techniques drawn from areas of graphic and advertising design, industrial design, and interior design. Emphasis on acquiring art suitable for student's portfolio. Recommended for Digital Media Arts and Design majors, as well as practicing professionals. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate the ability to visualize and render three-dimensional objects to solve design problems.
2. Demonstrate the operation, application of commonly used illustration software.
3. Demonstrate knowledge, application and practice of a variety of illustration techniques to include in a portfolio for the purpose of gaining employment and/or acceptance to an art college or university for advanced learning.

Course Objectives

- 1. Create at least six different illustration techniques.
- 2. Identify conceptually various illustrations.
- 3. Categorize and analyze media used in creating illustrations.
- 4. Discuss current trends stylistically.
- 5. Use illustration software.
- 6. Convert hand/craft based drawings for computer enhancement.
- 7. Analyze basic image editing from photos.
- 8. Solve design problems.
- 9. Show skill in using different media.
- 10. Evaluate facts and basic principles of illustration.
- 11. Discuss vocabulary and meaning of terms in professional practice.
- 12. Formulate design solutions by developing rapid visualization skills.

Lecture Content

Introduction. Student survey Opportunities for illustration techniques Introduction to software Basic illustration and compositional considerations for quick visualization Blending grays in transition Contour line and negative spaces Sketching techniques Utilizing the brush pen; produce drawing using brush pens Scanning art to produce workable prints Utilizing software for improvements Color and compositional considerations in still-life Render still-life photo on marker paper using colored brush pens Colored brush pens Concept creativity; creating visual excitement using composite sketch of creature Hatch/crosshatch technique Squiggle technique Portraiture opportunities and techniques on the computer The toned paper technique Finish illustration on Canson paper

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

Video presentations, CD ROM demonstrations, field trips, student critiques, guest lectures

Reading Assignments

Students will have 1-2 hours per week of Readings from required text. Reading from assigned online resources.

Writing Assignments

Students will have 1-2 hours per week of Readings from required text. Reading from assigned online resources.

Out-of-class Assignments

Students will have 1-2 hours per week of Design projects using appropriate software. Attend on campus student art shows. Sketching and conceptualizing drawing.

Demonstration of Critical Thinking

Exams, skill demonstrations, problem solving exercises, written assignments

Required Writing, Problem Solving, Skills Demonstration

Written reports and critiques of work seen outside of class, group critiques of student work

Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Eissen, R., Steur, R.. Sketching: Drawing Techniques for Modern Designers, ed. BIS Publishers, 2016

Other Resources

1. Selected handout materials to be provided and distributed by the instructor.