Syllabus - ART 3370/1 Illustration Concepts (3)
FALL 2015

Locations
W, FAV213d, 8:30-11:15 P.M.
UR Lab is available to you Mondays 8:30-11:15 P.M.

Instructor - Robert Winward (FAV110)
ob.winward@usu.edu (emergency only, no online critiques please)

Office hours - Robert Winward, M & W, 11:30–12:30 P.M.

Course Prerequisites – BFA Status

Course Fees – n/a

Course Description – (3) ART 3370 - Illustration Concepts: Students learn to develop visual ideas for illustrations and carry an idea through the stage of roughs to a comprehensive and finished image, using both digital and traditional media.

Course Details – Students will discover their own image-creating voice (style) through skill development/experimentation and conceptual problem solving.

Introduction Video
https://www.youtube.com/watch?v=ZPQ-8Kty8X4

Learning Outcomes –

2. Freedom to explore a variety of image-generation tools, processes.
3. Begin the process of developing an individual Illustration voice.
4. Master the use of the visual metaphor.

Instructional Methods
This course is taught using a variety of instructional methods including lecture, video, class discussion/critique, small group work, lab production and group presentations.

How to Evaluate this Course; Three Major Objectives
After successfully completing this course, students will have completed projects that demonstrate a basic understanding of the following university defined evaluation objectives:

1  Developing specific skills, competencies and points of view needed by professionals in the field most closely related to this course
   Designspeak: Develop Illustration Image-making skills.

2  Develop creative capacities (writing, inventing, designing, performing in art, music, drama, etc.)
   Designspeak: Boosting your creative capacities.

3  Learning to analyze and critically evaluate ideas, arguments, and points of view.
   Designspeak: Seeking critical evaluation of your work and critically evaluating others with a smile on your face.

Materials – Determined by student’s choice of medium.

Essential Course Policy Information
This is an upper-division course. Students are expected to perform like design professionals.

1  Manage your time wisely. Allow time for the stages necessary in developing and executing a project.
2  Projects are due at the beginning of class, on the date required. Unexcused late projects will not be accepted. The only exceptions to this policy are by special permission of the instructor in the event of a serious personal problem.
Assignments MAY NOT be reworked for credit. Focus your time and energy working on the current assignment. (You may rework and improve your assignments when you take the portfolio class.)

Grading - All projects will be graded on the basis of:

- form – did you follow sound design principles?
- function – Does it solve the client’s fundamental problem?
- concept – did you give an appealing idea visual life?
- production skills – Did you execute the assignment in a clean, professional manner?
- critical self-evaluation – Are you open to new ideas and do you have the ability to accept criticism from your instructor and peers?

Each project is worth a possible 100 points. Individual project scores are averaged to determine the final grade. Class participation and willingness to learn will be considered in awarding a final grade (in other words, I evaluate your attitude).

Grading Scale

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<td>A-</td>
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Course attendance is required. You paid the money, why wouldn’t you come?

Syllabus change policy – This syllabus is a guide and every attempt is made to provide an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester and may depend, in part, on the progress, needs, and experiences of the students. Changes to the syllabus will be made with advance notice.

Americans with Disabilities Statement & Non-Discrimination Statement

The Americans with Disabilities act states: “Reasonable accommodation will be provided for all persons with disabilities in order to ensure equal participation within the program.” If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center (797-2444), preferably during the first week of the course. Any request for special consideration relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor. In cooperation with the Disability Resource Center, course materials can be provided in alternative format, large print, audio, diskette, or Braille.

Plagiarism Statement

Plagiarism includes knowingly “representing, by paraphrase or direct quotation, the published or unpublished work of another person as one’s own in any academic exercise or activity without full and clear acknowledgement (sic?). It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials” (Code of Policies and Procedures for Students, Article V, Section 3A.1). The penalties for plagiarism are severe. They include “#1) warning or reprimand and #2) grade adjustment” (see: Article VI, Section 1A): Other penalties may also be imposed at the Dean’s discretion. These include probation, suspension, expulsion, withholding of transcripts, denial or revocation of degrees, referral to psychological counseling, and other appropriate disciplinary actions.

Inclusion Statement

No student is permitted to create a threatening, intimidating, or harassing environment in this course. Classroom civility is a part of the Student Code, and infractions will be pursued through the Student Conduct Coordinator. This course will be conducted in a safe and tolerant environment, and any person who detracts from that environment will be instructed to leave without the ability to make up coursework.

Course Schedule

Illustration requires both skills and skills applied to conceptual problem solving. The first half of this course will be dedicated to skill development and experimentation exercises. The second half will be devoted to conceptual problem solving. While traditional illustration genres include Editorial, Advertising, Children’s Books, Book Publishing,
Technical, Animation, Corporate, Lettering, CDs and DVDs, Medical, Science and Informational Graphics, we will not be able to concentrate on all possible genres. However, we will select four genres and work on them together during the last half of the semester. While this schedule may sound rigorous, remember that illustration timelines are typically very short. For this purpose we work efficient and small scale.

**Art 2400 CALENDAR OUTLINE**

- **Week 1**
  - Aug 31: LAB
  - Sept 2: Introduction, video PBS Offbook, illustration, Process Project 1 introduced

- **Week 2**
  - Sept 7: Labor Day
  - 9: Process Project 1 due, Process Project 2 introduced

- **Week 3**
  - 14: LAB
  - 16: Process Project 2 due, Process Project 3 introduced

- **Week 4**
  - 21: LAB
  - 23: Process Project 3 due, Process Project 4 introduced

- **Week 5**
  - 28: LAB
  - 30: Process Project 4 due, Process Project 5 introduced

- **Week 6**
  - Oct 5: LAB
  - 7: Process Project 5 due, Process Project 6 introduced

- **Week 7**
  - 12: LAB
  - 14: Process Project 6 due, Concept Project 7 introduced

- **Week 8**
  - 19: LAB
  - 21: Concept Project 7 interim critique

- **Week 9**
  - 26: LAB
  - 28: Concept Project 7 due, Concept Project 8 introduced

- **Week 10**
  - 2: LAB

- **Nov**
  - 4: Concept Project 8 interim critique

- **Week 11**
  - 9: LAB
  - 11: Concept Project 8 due, Concept Project 9 introduced

- **Week 12**
  - 16: LAB
  - 18: Concept Project 9 interim critique

- **Week 13**
  - 23: LAB
  - 25: >>>>>>>>> Thanksgiving Break <<<<<<<<<<

- **Week 14**
  - Dec 2: LAB
  - 2: Concept Project 9 due, Concept Project 10 introduced
Week 15
7 LAB
9 Concept Project 10 due, last day of class

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<td>Dec 9</td>
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