Illustration ART  422-01 (11071) Spring 2021 – Illustration 3

Instructor: Eric Nyquist

Office hours: Thursday 8:00AM – 9:00PM

Classroom: Tuesday & Thursday 2:00PM - 4:45PM [ONLINE](https://3dmap.csun.edu/?id=1100#!m/233174)

Email: ericnyquist@csun.edu

Catalog Description

Advanced study of specific problems in publication and advertising illustration. Projects require the creative implementation of the ideas, media and techniques used by illustrators. Available for graduate credit. 9 hours lab.

Course Description

Image making is used in many markets including: publishing, advertising, entertainment industry, corporations, merchandising and electronic media. Images are used for many products including: books, magazines, greeting cards, calendars, clothing, house wares, posters, annual reports, CDs, packaging, limited edition prints, etc. Professional illustrators have technical expertise, personal style, problem-solving ability and conceptual creativity. This course is an introduction to illustration as an art form and profession. This is a lab class that meets for six hours a week.

The Goals of the Art Department are establishing and developing for stu­dents an inclusive and balanced program in visual art, which encompass four areas of study: Art Education, Art History, Studio Art, and Visual Communications.

Art Department Program Goals Addressed In This Course

Basic Skills: Developing a foundation of art knowledge, theories, skills, craftsmanship and technologies, where ideas and concepts are communicated in writing, speaking and art making.

Art Knowledge: Broadening art and design knowledge through contemporary examples and to develop an understanding of art within theoretical, cultural, and historical contexts.

Critical Thinking: Analyzing, interpreting, and questioning traditional methodologies and pre-conceived notions of art and art making through the process of generating and solving problems.

Interdisciplinary Connections: Exploring and engaging in interdisciplinary forms of art making.

Global Perspectives: Promoting an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.

Collaboration: Encouraging both individual and collaborative art experiences among students, faculty, and community.

Professional Preparation: Developing career paths for various art professions and an understanding of the demands and expectations of those areas.

Course Student Learning Outcomes

Recognize and apply practical and theoretical concepts in creating portfolio quality illustrations.

Acquire knowledge and use critical thinking when applying the elements and principals of design and illustration.

Utilize illustration and design knowledge, theory, and skills to create art by personal inspiration and process.

Acquire knowledge of contemporary and historical illustration and design. Demonstrate knowledge of fundamental illustration and design concepts and techniques for effective visual communication and self-expression.

Course Objectives

Encourage conceptual thinking and ability to communicate to specific audiences. Develop students personal voice, creativity, and artistic vision. Promote strong skills in design, research, and new media techniques for execution. Study image making in terms of professional issues, markets, exhibitions, and various commercial practices. Familiarize student with contemporary illustration, Fine Art, and Printmaking.

Course Methods

Instruction will be achieved through slide presentations, media demonstrations, lectures, individual and group critiques. All students are required to participate in group critiques.

Attendance Policy

Attendance is required. The following will be applied in determining the final grade in the course. Two absences are allowed without penalty. If a family or work emer­gency occurs, that will count as an absence. If you are sick, that counts as an absence. If your car breaks down and you miss class, that counts as one absence. If you decide the beach is more important than class, that counts as one absence. There is no such thing as an excused absence. If you have used up your two absences, and you get sick and miss a third day, your final letter grade for the course gets dropped by one-third, and so on for each additional absence. If illness requires more than four absences, a medical withdrawal from the course is recommended. Late arrivals and early departures of 20 minutes or more are considered absences Roll will be taken at the beginning of every class. Three tardies count as 1 absence.

Texting or talking on the phone in class will be considered an absence.

Missed Critiques will result in an automatic grade reduction for that project.

Missed Class Policy

Lectures and demonstrations will not be repeated. Get the names and email of other students in the class to contact them for missed information.

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Grading

Grading is in accordance with university policy: A, A-, B+, B, B-, C+, C, C-, D+, D, D-, and F

A= outstanding, B= good, C= average, D= unsatisfactory, F= failure

Assignments

Participation

Self Promotion Project

Assignment 1 – Op Ed Illustration

Assignment 2 – Digital Banner Illustration & Spots Project

Assignment 3 – Portrait Illustration

Assignment 4 – Tribute Art Illustration

Assignment 5 – Final Project

20%

20%

5%

10%

10%

15%

20%

 Suggested Materials List

Various Papers (Lenox, Coventry Rag, Strathmore 500, 400 series, Rives BFK, Bristol etc.)

Various Collage Materials (Magazines, xerox copies, photos etc.)

No. 11 Xacto Blades, with lots of extra blades

Kneaded Eraser, Staedtler Gum Eraser

Cutting Matte (no smaller than 12 x 18 in)

Various types of Pencils. Hb, h, 5b etc.

White, Black, and Various Prismacolor Pencils

Different colored Inks (Dr. Martins Inks, Fw Inks, India Inks etc.)

Brushes suitable for drawing with inks, and watercolor

Containers for water Ink, Paint etc.

Small Butcher Tray

Brushes good for drawing, Brush Pen, Ink Pens, etc.

Various Papers, sturdy enough to have washes

A Container to create a kit for working in Class.

45 degree Triangle

30 60 90 degree Triangle

Aluminum Cutting Ruler

Normal Black Sharpies

Glue Stick, matte medium, Rhoplex etc.

Low cost brushes for gluing paper

Charcoal Pencils, Crayons, Conte etc.

Staedtler Pigment Liner 0.1, 0.3 or 0.5

Rapidograph Pen (not required)

Self Contained Brush Pen (not required)

Hair Dryer

Weekly Schedule

T 1/26 – Introduction – Syllabus, Self Promo Project, ***Assign Project 1: Op Ed Illustration***

TH 1/28- Group A&B Project 3: Op Ed Illustration Crit. ***Assign Project 2 Portrait Illustration***

T 2/2 – Lecture (Portraits) Group A Project 2: Portrait Sketches Individual Meetings

TH 2/4 – Group B Project 1: Portrait Sketches Individual Meetings

T 2/9 –Lecture (Self Promotion) Group A Project 1: Portrait Progress Individual Meetings

TH 2/11 – Group B Project 1: Portrait Progress Individual Meetings

T 2/16 – Group A Project 1: Portrait Crit. ***Assign Project 3: Digital Banner & Spot Illustrations***

TH 2/18-Group B Project 1: Portrait Crit

T 2/23 - Lecture (Digital vs. Print, Animation DEMO) Group A Project 3: Digital Banner & Spot Illustrations Sketches Individual Meetings

TH 2/25 – Group B Project 3: Digital Banner & Spot Illustrations Sketches Individual Meetings

T 3/2 – Lecture (Advertising Campaigns) Group A Project 3: Digital Banner & Spot Illustrations Progress Individual Meetings

TH 3/4 – Group B Project 3: Digital Banner & Spot Illustrations Progress Individual meetings

T 3/9 – Group A Project 2: Digital Banner & Spot Illustrations Crit.

TH 3/11 – Group B Project 2: Digital Banner & Spot Illustrations Crit. ***Assign Project: 4: Tribute Art Project***

T 3/16 – SPRING BREAK NO CLASS

TH 3/18 – SPRING BREAK NO CLASS

T 3/23 – Lecture ($$$) Group A Project 4: Tribute ArtProject Sketches

TH 3/25 – Group B Project 4: Tribute ArtProject Sketches

T 3/30 – Group A Project 4: Tribute ArtProject Crit. ***Assign Project 5: Final Project***

TH 4/1 – Group B Project 4: Tribute Art Project Crit

T 4/6 – Lecture (Unpublished Art) Group A Project 5: Final Project Proposal & Sketches Individual Meetings

TH 4/8 - Group B Project 4: Final Project Proposal & Sketches Individual Meetings

T 4/13 – Group A Progress Individual Meetings

TH 4/15 – Group B Progress Individual Meetings

T 4/20 – Group A Progress Individual Meetings

TH 4/22 – Group B Progress Individual Meetings

T 4/27 – Group A Progress Individual Meetings

TH 4/29 – Group B Progress Individual Meetings

T 5/4 – Lecture (Review) Group A Progress Individual Meetings

TH 5/6 – Group B Progress Individual Meetings

T 5/11- Group A Crit Project 5: Final Project & Self Promo Project

TH 5/13- Group B Crit Project 5: Final Project & Self Promo Project

Finals Schedule TBA (additional meeting time)

**RESOURCES:**

**Books & Magazines:**

Graphic Artist Guild Handbook – Pricing and Ethical Guidelines

American Illustration Annual

Illustration Now!

The Society of Illustrators Annual

Communication Arts

Print

3x3

CMYK

Illustration Magazine

Varoom

WRAP

**Websites:**

The Society of Illustrators

societyillustrators.org

Society of Illustrators Los Angeles

si-la.org

The Association of Illustrators

theaoi.com

illustrationmundo.com

DRAWN! Illustration blog

drawn.ca

Drawger

drawger.com

Fecal Face

fecalface.com

Illustration Friday

illustrationfriday.com

Beautiful Decay

beautifuldecay.com

Adbase

adbase.com

The Comics Journal

tcj.com

Today’s Inspiration

todaysinspiration.blogspot.com

Tiny Showcase

tinyshowcase.com

BibliOdyssey

bibliodessey.blogspot.com

Booooooom

booooooom.com

Society of Publication Designers

spd.org

The Book Cover Archive

bookcoverarchive.com

Design Observer

designobserver.com

**Podcasts:**

Escape from Illustration Island

illustrationage.com/podcast

Your Dreams My Nightmares

Yourdreamsmynightmares.com

**Competitions:**

Illustration Friday

Creative Quarterly

3x3 magazine

American Illustration

Communication Arts

CMYK

AIGA

Alternative Pick

**Conferences & Conventions:**

Comic-con International

Comiccon.com

ICON

The Illustration Conference

Theillustrationconference.org

SCBWI

Society of Children’s Book Writers and Illustrators

https://www.scbwi.org