GRAPHIC DESIGN 7  
Spring 2016 (this syllabus is also available on Digital Measures)

Course title  
GRAPHIC DESIGN 7: ILLUSTRATION

Course prefix and number  
ARTG 4326 / CRN 22852

Course meeting location  
FOXA 353

Course meeting times  
Mon/Wed 4:30pm to 7:20pm (Jan 20 through May 4, 2015)

Instructor  
Albert Y. Wong

Office / Office hours  
FOXA 351 Mon/Wed – 11:30-12:30pm

Phone / E-mail  
915-747-8050  awong@utep.edu

INSTRUCTOR’S INTRODUCTION
To be given on the first day of class. (Website: www.weebly.aywong.com)

DEFINITION OF ILLUSTRATION
An illustration is a pictorial image that elucidates, augments or clarifies textual information, such as a story, editorial, poem or newspaper/magazine articles, by providing a visual representation.

COURSE DESCRIPTION
Equipped with the skills and knowledge gained in previous graphic design and studio courses, the student explores contemporary illustration. In this class the student learns to handle various drawing and painting mediums and techniques commonly used in today’s illustration. The student also develops an understanding of contemporary directions in the profession.

COURSE PREREQUISITES
Prerequisites: ARTG 3306 & DRAW 2318, each with a grade of “C” or better. Students are expected to have a thorough knowledge of the fundamental elements of design and the principles of composition. Most importantly, students must have developed competent drawing skills in order to succeed in this course.

COURSE OUTCOMES
Upon completion of this course, a student will have:
- acquired experience and competency in the formulation of ideas from defining the assignments to research, conceptualization, to roughs to finished illustrations.
- acquired good working skills of the most common drawing techniques including dry and wet mediums. They will have developed competent skills in the handling of the appropriate tools and drawing surfaces.
- developed sensitivity to contemporary trends of illustration.
- a good understanding of the illustration profession.
- an improved understanding and competency in the ability to realize and express ideas in visual images.

Note: Competency is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well a student understands and uses a process or skill. Confidence is defined as a student’s willingness and self-trust in her own abilities to use the skills and processes learned during this course. Confidence is the element of each student’s progress that allows the student to know when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or competencies and his willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.

ACTIVITIES
Emphasis is placed on major fundamental techniques and development of the individual’s skills in illustration. Class assignments will attempt to explore different subject matters from b/w, simple single-color drawings to complicated multi-color mixed-mediums informational, advertising and editorial illustrations. Drawing from and observation of life models is an important classroom activity. Students will learn the importance of speed from inception to finish. Students are occasionally required to read and report on journal articles.

Every attempt will be made to have a live model for us to work from during the 2nd through 7th Friday (10-12 noon in Rm#452). Illustration students should take advantage of this opportunity.

ASSIGNMENTS
In this semester, we will have approximately 8-10 assignments. Projects are primarily mediums/techniques driven. The instructor will explain each assignment, articulated usually verbally or occasionally in written form. It is very important that the student understands the assignment thoroughly at this stage. The student is encouraged to clarify the situation and the requirements by asking questions before starting on the
research. Development and execution of class assignments must be done utilizing class time. Works executed solely out of class will not be accepted.

Projects may include but not limited to:
1- B/W graphite: TBA
2- B/W Ink line: technical / informational / educational
3- B/W scratchboard: TBA
4- B/W Coquille board: TBA
5- B/W Ink line + ink wash: TBA
6- Ink line + color wash: TBA
7- Mixed mediums: TBA
8- Unusual mediums: TBA
9- Final project: Mixed mediums, double credits, TBA

FINAL PRESENTATIONS
Consists of (1) a major final project (2) a sketchbook and (3) a drawing portfolio.
The final project, TBA, carries a double-weight grade.
A students must have a sturdy sketchbook at all times.
The drawing portfolio consists of 75 images, of various mediums and themes, kept in a sturdy physical portfolio, 9x12 or 14x17 or any size in between.

GRADING STANDARDS AND CRITERIA
Definition of grades:
A represents outstanding work and is reflective of works and performance of exceptional ability and absolute quality.
B stands for above average performance, going beyond expectation.
C is for average and adequate work that fulfills requirements and expectations (the majority of us start at this level).
D represents less than average performance and is considered underachieved. Credit given.
F is for unacceptable performance. The student will receive no credit.
I will be considered for students completing satisfactory or better work and having serious legitimate situations beyond their control requiring additional time to complete the course requirements. All “I” grades are at the discretion of the instructor and the approval of the department chair.
W While the instructor may withdraw a student due to excessive absences and/or unacceptable performance, the student is responsible for withdrawing from this course if she/he chooses to drop out. The withdrawal option must be completed on or before the final course drop date (Apr 6).

Explanation of Standards and Evaluation:
1- Concepts and Intentions
“A” - Concept is well thought through, student is clear in intent, shows awareness of contemporary issues
“B” - Concept is evident and intention is understandable, some awareness of contemporary issues
“C” - Both concept and intention are not clearly understandable. Contemporary concerns not evident.
“D” - Student is not clear in concept nor intention. Needs to become aware of contemporary issues.

2- Creativity
“A” - Student has executed works with a fresh vision, possibly referencing other contemporary artists but not being overly reliant.
“B” - Student has attempted to be original but references to other arts are evident.
“C” - There is not a lot of originality but student has done the required amount of work.
“D” - Student has not demonstrated originality.

3- Time/Effort
“A” - Class time and out-of-class time were effectively used. It is evident much effort went into the projects. Student works with commitment
“B” - Time could be more well utilized, student performed well overall. Student has shown some enthusiasm.
“C” - Class time and out-of-class work both could use more effort. Student is lacking in commitment.
“D” - Student clearly has not been putting in much effort.

4- Technique
“A” - Skills are clearly evident and well developed. Final works demonstrate a high skill level
“B” - Skills are evident but need further development.
“C” - Student is generally lacking in skills.
“D” - Student skills are below acceptable level.

Grading criteria are based on:
1 Quality of work turned in as assignments, defined by:
• Aesthetic merits
• Content
• Originality
• Expressiveness
• How the problem is solved
• Willingness to experiment and depth of research (depth of research and quantity of prep work)

2 Drawing portfolio, with no fewer than 75 drawings to be turned in by the end of the semester
3 Involvement and contribution in class critiques and discussion
4 Sketchbook

ATTENDANCE AND PARTICIPATION
1 Students are expected to finish projects by the deadlines set. Works turned in after class critiques are considered late and will be graded accordingly. A major part of a studio class is participation with energy, intellectual curiosity and enthusiasm. Non-participation in critique and discussion is considered poor classroom performance.

2 Attending all classes and remaining in the classroom is mandatory. The 4th absence in the course of a semester will lower final grade by one letter point. Each tardiness constitutes one half of an absence. Early withdrawal is considered an absence. The student is responsible for missed information while away from class. Attending class but not working in class is regarded as being absent. Participation in all brainstorming, group discussions and critiques is the nature of a studio class. It cannot be made up or substituted.

3 Individual consultation with the instructor is always welcome. Students are encouraged to discuss with the instructor progress of their projects. When the instructor is unavailable, correspond via e-mail and jpg or pdf attachments, under 1MB if possible.

BEHAVIOR AND ETIQUETTES
Participation in the collaborative group environment of the studio is essential to the successful completion of this course. Appropriate classroom behavior and common social etiquettes are expected. Cell phones must be turned off and stowed away. There will be ABSOLUTELY NO OUTGOING, INCOMING CALLS and TEXTING INSIDE THE CLASSROOM and THE LAB. FINAL GRADE WILL BE LOWERED BY ONE LETTER POINT WITH THE SECOND OFFENSE. It is permissible to listen to music, on low volume with ear buds, when no one is addressing the class.

MATERIALS AND EQUIPMENT (the first two items are required)
1 Sketch book, recommended size: 12” X 9” (print you name on it). Handmade books are encouraged

2 Drawing portfolio, recommended size: 9”x12” or 11” X 14” or any size in between (with name on front). Simple handmade portfolio encouraged

3 File folder for reference pictures

4 Suggested drawing supports:
   - Quality bond drawing paper 14”X17” for classroom use (You will need a large quantity of drawing paper. You may want to get drawing pads since they are more economical)
   - Bristol boards
   - Illustration boards, (cold or) hot press as preferred
   - Watercolor paper
   - Coquille boards, fine or coarse finish
   - Pre-inked scratchboards
   - Charcoal paper or Canson paper
   - Black mat boards or presentation boards, standard size: 20” X 15”

5 Suggested drawing mediums:
   - Pressed charcoal sticks
   - Graphite pencils - B, 2B, 4B, 6B, 8B (+eraser, sharpener)
   - Charcoal pencils
- Paper stub
- China marker (black)
- Scratching needle/tool or other scratching implement
- Ink pens with nibs, mechanical ink pens, fine or ultra-fine felt or roller point markers (black)
- Chalk pastels
- Oil pastels

6 Painting mediums:
- Gouache (opaque) and/or watercolor (transparent), assortment or set
- Sable brushes - medium small and medium sizes
- Palette made of plastic or china

7 If you want to experiment with airbrush techniques, you may need to acquire:
- Double action airbrush
- Air hose
- Compressor or other air supply sources
- Masking film and liquid Frisket
- Airbrush inks or colors

CHEATING/PLAGIARISM
Cheating is unethical and illegal. Plagiarism is using information or images that do not belong to you in a project without giving credit to the source of that information or images. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to http://www.utep.edu/dos/acadintg.htm for further information.

DISABILITIES:
The instructor will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first week, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, you will need to contact the Disabled Student Services Office in the East Union Bldg., Room 106 within the first two weeks of classes. The Disabled Student Services Office can also be reached in the following ways:

Web: http://www.utep.edu/dsso
Phone: 915-747-5148
Fax: 915-747-8712
E-Mail: mailto:dss@utep.edu?subject=Disabled%20Student%20Services