Montgomery County Community College
ART 285
Illustration I
3-2-2

COURSE DESCRIPTION:
This course is an introduction to the fundamental skills of visual communication required of the illustrator, including research, concept development, image generation and final image completion and delivery. Examples of historically relevant and contemporary artwork will be explored and evaluated, and a variety of materials and techniques will be introduced as students are encouraged to explore the development of a personal artistic style. Projects will introduce visual problems specific to illustration, including the vital connection between image and text, narrative, and the aesthetic challenges of developing unique creative visualizations.

This course is subject to a course fee. Refer to http://mc3.edu/adm-fin-aid/paying/tuition/course-fees for current rates.

REQUISITES:
Previous Course Requirements
ART 111 (Drawing I) or portfolio review.

Previous or Concurrent Course Requirements
None

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
1. Evaluate illustration of contemporary and historical relevance in relation to one's own work, verbally and in writing.	Studio Work Lectures Demonstrations Assignments Library Research Internet Research	Individual and Group Critiques Portfolio Reviews Written artist statements Brief written reflection papers
2. Experiment with traditional hand-drawn and digital media to solve visual problems in illustration to effectively communicate specific project goals.	Studio Work Demonstrations Assignments Library Research Internet Research Lab Exercise Field Research	Individual and Group Critiques Portfolio Reviews

3. Demonstrate ability to follow professional workflow for illustration, including: concept generation, roughs, final artwork, electronic delivery.	Studio Work Demonstrations Assignments	Individual and Group Critiques Portfolio Reviews Guest Critic Review
4. Integrate knowledge of options for further study of illustration as a major, or for another relevant visual arts concentration into portfolio presentation.	Studio Work Lectures Demonstrations Assignments Group Discussions Critiques Library Research Internet Research Transfer partner program visit	Individual and Group Critiques Portfolio Reviews Written Statement

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:
1. Illustration profession overview
   a. Illustration History overview and Illustration's Current Role
      • Discovering Contemporary Sources for Practice/Inspiration
   b. Aesthetics and Original Vision
   c. Industry Specific Issues

2. Workflow: illustration development through delivery to the client
   a. Research
   b. Visualization Techniques
      • Roughs, "Comps," Revisions
   c. Materials and Techniques
   d. Generation of a Personal Aesthetic
   e. Final delivery to Client/Personal Portfolio
      • Image presentation, file formats, electronic delivery

3. Professional Working Methods/Options for Continued Study
   a. Demonstrating Knowledge of Illustration Skills
   b. Review of options for further study as an Illustration major

LEARNING MATERIALS:
Recommended text: *The Fundamentals of Illustration*, Lawrence Zeegan, Third Edition, Bloomsbury, 2020
ISBN (2nd edition): 978-2940411481

A complete list of learning materials will be provided by the instructor.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Prepared by: Frank Short   Date: 5/1998
Revised by: Frank Short   Date: 5/17/2013
VPAA/Provost or designee Compliance Verification:
         Victoria L. Bastecki-Perez, Ed.D.   Date: 7/16/2013

Revised by: Frank Short   Date: 8/7/2017
VPAA/Provost or designee Compliance Verification:
     Victoria L. Bastecki-Perez, Ed.D.   Date: 8/7/2017

Revised by: Debbie Dalrymple   Date: 12/17/2017
VPAA/Provost or designee Compliance Verification:
         Victoria L. Bastecki-Perez, Ed.D.   Date: 12/19/2017

Revised by: Cheryl Gelover   Date: 11/4/2019
VPAA/Provost or designee Compliance Verification: Date: 2/26/2020

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.