ART 312 Illustration Methods – Fall 2019

Course Info.: College of Arts and Sciences
Art 312
TTR 3:30 – 5:25 pm
Rec. 004

Instructor Info.: Robyn Phillips-Pendleton
Office Hours – TR 5:25 pm, by appt.
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Course Description and Rational
This course introduces illustration methods through color mediums such as watercolor, gouache, acrylic, oils, and dry color media. Emphasis is on various approaches to illustrated visual imagery in editorial, book, institutional and advertising contexts. Students will have the opportunity to experiment with new approaches to basic medium.

In each assignment you will start with very simple thumbnails and then progress to more carefully detailed sketches until you have solved all of your conceptual, design, and composition problems. What kind of line and tonal treatment will work best for the problem? Good technique won’t hide a bad idea or weak design.

You will be required to keep a sketchbook. This sketchbook will be a place for exploration and play. It will contain no developmental sketches for any of your assignments. You will develop sketches for assignments on layout paper to be put up and discussed in class. You should fill between 5 and 10 pages a week. The content of the images in the sketchbook are not important, the quality of line and the sense of energy and rhythm are, as is creativity. BUT, I will be able to tell if you have not kept up with your sketchbook drawing over the course of the semester.

Objectives
1. Students will gain valuable knowledge of color mediums and color mixing theories.

2. Students will experiment with medium and surfaces, recognizing those experiments that most profitably lead to successful visual solutions.

3. Students will develop a visual language through analog and digital processes.

4. Analyze and integrate a variety of methods to evaluate an assignment. Given a problem, determine the strategies that would be necessary to solve it (experimentation).

5. Students will develop the ability to evaluate their creative work as it relates to contemporary and historical illustrative genres.

6. Students will be able to verbally articulate their processes from conception to final form.

USE your imagination, vision, feelings, impulses, emotions, inventiveness, originality, curiosity, persistence, intelligence, energy, intuition, flexibility, commitment, drive, perception, motivation and enthusiasm.

MAKE work that can be authentic, sensitive, confident and political, considered, beautiful, convincing, bold, vibrant, strong, compelling, accomplished, contemporary, ugly, witty, bold,
honest, complex, subtle, meaningful, whimsical, satirical, humorous, indirect, challenging, critical, spontaneous, radical, rigorous, resolved, refined, traditional, responsible, raw, passionate, sensuous, coherent, complex, delicate, expressive, inexplicit, moving, adventurous, difficult, aggressive, stimulating, powerful, deep, and conceptual.

**DO** entertain, inform, educate, integrate, provoke, play, communicate, engage, excite, adorn, elucidate, decorate, evoke, demonstrate, explain, illuminate, investigate, classify, evaluate, objectify, intrigue, record, narrate, allude, convince, inspire, shock, explore, experiment, initiate, innovate, plead, disturb, astound, amaze, simplify, and synthesize.

**Class Structure**

Please follow the **Course Schedule** closely to be prepared for class. You will be notified of any changes to the course schedule.

Where “Work in class” is listed on the course schedule, you must bring your materials to class.

When thumbnails and sketches are due, you are required to bring them to class and be prepared to discuss them in a preliminary critique, and or one on one with me. There may not be enough time in the class period to critique everyone’s work in a preliminary critique, so it is your responsibility to attain the information you need to move your project forward. This may be through the critique of other students’ work, or through your own proactive behaviors during critique.

On assignment due days you are required to bring the assignment to be critiqued, according to the specification of the assignment as it is due, (meaning: correct medium, size, colors, and quantity).

This course is based partly on a give and take learning experience. It is very important to develop the ability to respond with critical observation to your peer’s work as well your own.

**Class Participation**

You must come prepared with materials, and parts of the process that are due on a daily basis. Having nothing to do in class means you have come unprepared. You are expected to be an **active participant** in class discussions and critiques. This is vital to your learning process. The New York trips are part of your investigative learning process.

Paying attention is important to your understanding of these mediums and concepts. You must take notes during the demonstrations, as some of them may overwhelm you with information. During the demonstrations and all other class discussions, you are invited and encouraged to add relevant input and ask as many questions as you like. Your participation is important in order to share, experiment, and grow as artists.

**Attendance**

Attendance is required and should be 100%. More than three absences will lower your grade **ONE WHOLE LETTER GRADE**. These three absences include being out sick with a cold. If you are out sick or for some other reason, you are responsible for finding out what you missed, either from me or another RELIABLE source. You are also responsible for turning the work in on time. Having nothing to do in class means you have come unprepared. Coming in late, or skipping out early will also count towards an absence and lower your grade. If you miss the medium demonstrations, they will not be redone. Attendance will be taken daily. Participation during class and discussions are **MAJOR** components of your grade.
Excused absences require a written note from a physician, including all of the following:
1. Physician’s full name and phone number
2. Physician’s signature
3. Your full name
4. Date of absence
5. Reason for absence


Assignments
Assignments and due dates will be described for each project. MEET YOUR DEADLINES!! Late assignments WILL lower you grade. You have class time to work on your projects, please use it.

Evaluation criteria
1. Compositions of visual interest - Students must learn the following when creating compositions:
   Compositions must be visually interesting -- not just to the artist creating the work. Only well worked out compositions will be interesting.

2. Conceptual thinking/Telling a story

Assignments will be evaluated on the following:
- **Concept, imagination and creativity** - Depth of ideas explored.
- **Research** – Information exploration of subject matter
- **Craftsmanship** - Structural integrity and attention to details.
- **Execution** - Consistently working on project during and outside of class.
- **Presentation** - Completed state of the project, how the work is presented and what you have to say about your project and other projects during the critique.

**Composition** – Design principles and elements harmonious relationship

You will need to turn in a typed critical response to the preliminary critiques on the class day following. Please remember this is a response to guide you to a more successful outcome. If you can write it you can do it!

You need to be a constructive participant in the classroom. Preparedness is also very important. You should be prepared on class days with materials for working in class, and any exercises assigned for outside of class time. Do not come to class without sketches or thumbnails associated with the current assignment you are working on. It has a direct effect on the assignment’s discussion, and ultimate outcome. Working outside of class is necessary to complete work on the schedule in a timely fashion. Failure to do so normally result in inadequate visual solutions and will affect grades.

Final grades will be based upon the average of your project grades, your final portfolio grade, attendance, and class participation. Final Digital Portfolios will be uploaded to your instructor at the end of the semester and graded as above. Work not submitted on the designated due date
will be considered late. Project grades will decrease by one full grade for each class the project is late.

Please be aware that we will have class critiques in which work is shared and discussed. By being part of this class, we each agree to address other people and their work with respect. Presentation of assignments reflects attitude and is part of the grade.

- Project 1 - 15 pts
- Project 2 – 15 pts
- Project 3 – 15 pts
- Project 4 - 15 pts
- Med. Studies – 15 pts
- Pre. Proj. Drw. 10 pts
- Sketchbook – 10 pts
- Final documentation – 5 pts

100 pts

Grading

You will be graded at the end of the semester on all work and redos during the semester. Grading is based on assignments, sketchbook, work in class, participation, attendance, and final review of all work done this semester. Presentation of assignments reflects attitude and is part of the grade. You are encouraged to inquire about your grade any time during the semester.

Letter Grade Descriptions

The following Letter Grade Descriptions detail the criteria for earning grades. Plus and minus grades fall between the straight letter grades in achievement. To receive a grade of C or better on any assignment, it must be turned in on time unless a prior arrangement has been made or there is an emergency situation.

A = Outstanding. Expansive investigation of ideas and excellent composition. All assignments completed on time. Insightful contributions to critiques. Student goes substantially above and beyond minimum requirements. Extraordinary work, extra effort. Work goes beyond assigned expectations, pursues concepts and techniques above and beyond the requirements of the assignment. Risks are taken in the pursuit of creative ideas.

B = Above Average. Substantial investigation of concepts and compositions. Insightful contributions to critique. Good technique and evidence of the use of creative process. A “B” is a very good grade, but not outstanding.

C = Average. All assignments done competently and completed on time participation in critique. Creative process is limited. A “C” is an average grade, meaning you did not succeed beyond the average effort of your classmates.

D = Marginal Work. Late projects, limited investigation of ideas, incoherent compositions. Limited contributions to critiques. Creative process is lacking.

F = Unsatisfactory Work. Course failure due to minimal idea development, disjointed compositions, lack of participation, late assignments, or excessive absences.
Incomplete Grades
An incomplete will be granted only in extenuating circumstances. If you have a valid medical excuse or family emergency, and you have completed the bulk of the course work for the semester, an incomplete is possible.

New York City Field Trips
Our NYC trip is scheduled for Wed. September 18. I STRONGLY suggest your attendance on this field trip, because it is an important learning experience for this course.

Facilities

Safety and Hazardous Materials Policy
Spraying of fixative or any other toxic materials (spray mount, airbrush paint, etc.) are not allowed in the University's Design Studio. Adequate ventilation is necessary if you spraymount any work. Do so OUTSIDE and not on the brick or pavement right outside the building.

There will be no cutting into the tables or into the floor. Please clean up after your selves, and do not work directly on the tables when working with paints, water medium, etc.

Listening to IPods or cell phone texting during class is prohibited. It is very difficult to make sure everyone hears instructions or comments made in class when iPods are in use.

Keep cell phones on ‘vibrate' and off of tables. Take cell phone calls outside in the hallway. You will be asked to leave class if cell use becomes a problem.

Special Needs
Any student who needs special consideration in the course due to a disability of any sort, please make an appointment to discuss accommodations.

Supplies
Your materials may be purchased from any source you wish. University of Delaware Bookstore, AC Moore, dickblick.com, Finley’s Art Supply and Pearl, asw.com, just to name a few. I have several art supply catalogs that you may order from. In some instances, you will find them to be cheaper.

Materials
To start with…Oil, acrylic, mediums, watercolor, dyes, gouache, board. Mediums should be professional grade mediums when possible. Cotman’s watercolors are ok, but if you will be working in watercolor for most work, go with the professional grade. If you will be working in acrylics, please make sure you purchase matte medium to help paint spread better. Various heavyweight watercolor papers – 140 lbs. or higher, printmaking paper, canvas (no canvas boards), old and new wood, untempered masonite, Photoshop, Illustrator, Painter, InDesign, Raven Press, pencils, pens, charcoal, gesso, sharpies, ink wash, India ink, ballpoint pens, tracing paper, vellum, bond pad, extensive reference image, sketchbooks and any other computer program, mark making material, or method that you can use to create images and/or objects.
Required Supplies

Sketchbook
Table cover for cutting with xacto blades
1 kneaded eraser
1 roll of artist white tape at least ¼ or 1 inch wide NO COLORED TAPE
1 steadtler mars white plastic eraser
1 xacto knife
xacto blades that fit your knife
24”metal ruler
1 roll of tracing paper 18”or 24”
1 14x17”layout paper pad THIS IS MANDATORY

Mediums to Choose

Various professional color mediums of your choice. Choose mediums according to whether your natural way of working is stronger in transparent (watercolor) medium, or opaque (oils, acrylics) medium. No BASICS brand paints or cheap no-name brands. If the price is too good to be true, it probably is.

Suggested colors in wet media – Cad. Yellow, cad. red, yellow ochre, burnt sienna, raw umber, alizarin crimson, hooker’s green, titanium white (accept for watercolors), dioxine violet, cerulean blue, ultramarine blue.

Watercolor – Academy or Cotmans colors
Acrylics – Liquitex or Goldens. If you purchase acrylic paints you will need matte medium for mixing. This is mandatory for this type of paint. White gesso for priming boards.
Oils – Gamsol for cleaning and washes, Galkyd Lite for mixing.
Gouache – (opaque water color paint) – Only brand to buy, Designers
Colored pencils – Berol Prismacolor

You will need Illustration Board for mounting work created on paper such as watercolor paper, or creating opaque work primed with gesso.

Various heavyweight watercolor papers – 140 lbs. or higher such as 300 lb. Please do not purchase the premade watercolor blocks.

Other surfaces that you may like - Printmaking paper, canvas (no canvas boards), old and new wood, tempered masonite,

* You will need to use a minimum of 2 different mediums for variety in your medium studies. We will discuss all of these mediums in great detail when classes begin. Additional supplies may be needed.

Suggested Text

American Illustration
Society of Illustrators Annuals
CMYK
Communication Arts
3 x 3 Magazine
Juxtapose
American Artist Magazine
Other Important Information

• **Academic Honesty** - “All students must be honest and forthright in their academic studies. To falsify the results of one’s research, to steal the words or ideas of another, to cheat on an assignment, or to allow or assist another to commit these acts corrupts the educational process. Students are expected to do their own work and neither give nor receive unauthorized assistance.

  “Any violation of this standard must be reported to the Office of Student Conduct. The faculty member, in consultation with a representative from the Office of Student Conduct, will decide under which option the incident is best filed and what specific academic penalty should be applied.” [http://www1.udel.edu/stuguide/17-18/code.html#honesty](http://www1.udel.edu/stuguide/17-18/code.html#honesty).

• **Harassment and Discrimination** - The University of Delaware works to promote an academic and work environment that is free from all forms of discrimination, including harassment. As a member of the community, your rights, resource and responsibilities are reflected in the non-discrimination and sexual misconduct policies. Please familiarize yourself with these policies at [http://www.udel.edu/oei](http://www.udel.edu/oei). You can report any concerns to the University’s Office of Equity & Inclusion, at 305 Hullihen Hall, (302) 831-8063 or you can report anonymously through UD Police (302) 831-2222 or the EthicsPoint Compliance Hotline at [https://sites.udel.edu/intaudit/compliance-hotline/](https://sites.udel.edu/intaudit/compliance-hotline/). You can also report any violation of UD policy on harassment, discrimination, or abuse of any person at this site: [http://sites.udel.edu/sexualmisconduct/how-to-report/](http://sites.udel.edu/sexualmisconduct/how-to-report/).

• **Title IX Statement** - The University of Delaware does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, gender identity or expression, or sexual orientation, or any other characteristic protected by applicable law in its employment, educational programs and activities, admissions policies, and scholarship and loan programs as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and University policies. The University of Delaware also prohibits unlawful harassment including sexual harassment and sexual violence. For inquiries or complaints related to Title IX, Section 504 of the Rehabilitation Act of 1973 and/or the Americans with Disabilities Act, and Title VII and age discrimination please contact:

  • Susan L. Groff, Ed. D.,
  Director, Institutional Equity & Title IX Coordinator
  305 Hullihen Hall
  Newark, DE 19716
  (302) 831-8063
  titleixcoordinator@udel.edu

  OR contact the U.S. Department of Education – Office for Civil Rights ([https://wdcrobcolp01.ed.gov/CFAPPS/OCR/contactus.cfm](https://wdcrobcolp01.ed.gov/CFAPPS/OCR/contactus.cfm)).