

UNIVERSITY OF THE PACIFIC

Course/Section: # 80992 ARTS 127
Title: **Illustration**
Units: **3**
College: **College of the Pacific**
Department: **Visual Arts Department**

Instructor:	Professor Michael E. Leonard	Term:	Fall Semester 2018
Office Room:	Jeannette Powell Arts Center #1 Rm 105	Class Meeting Days:	Mon & Wed
Phone:	747.9201 or 946.2243	Class Meeting Hours:	2 times per week 9:00–11:50 AM
E-Mail:	mleonard@pacific.edu	Class Location:	Arts Center #1 Rm 107
Website:	NA	Dates:	08/27/18 – 12/14/18
Office Hours:	Tuesdays & Thursdays 12:00-1:00 PM		

UNIVERSITY COURSE CATALOG DESCRIPTION

ARTS 127: A course designed to examine the historical and applied application of visual art for publication and mass media. A series of practical assignments investigate a variety of sub-themes routinely practiced by illustrators: advertising, editorial, scientific and book illustration.

COURSE PREREQUISITES

ARTS 021, ARTS 023

COURSE OVERVIEW

ARTS 127 Illustration is a form of visual communication with many applications ranging from the simple didactic to the most complex conceptual images. It creatively combines both sight and insight, drawing from our visual legacy, and knowledge of content and context, to create images that instruct, inform, entertain and challenge. This course is designed to expose the student to illustration as applied to the commercial field. It is a study of illustration for effective communications and will provide an introduction to the basic concepts that are needed for the analysis and understanding of both traditional and digital illustration techniques. The illustration projects are created both in the studio and at home. A variety of media will be employed to render specific assignments, with an emphasis on drawing, painting, design and color, photography, digital imaging, communication principles, problem solving and research methodology. This subject matter will be covered in lectures, DVDs, readings and demonstrations.

COURSE OBJECTIVES/LEARNING OUTCOMES

Upon completion of this course the student should be able to:

- Develop artistic flexibility and resourcefulness
- Ability to use drawing as the cornerstone for illustration
- Create a personal sketchbook
- Seamlessly integrate design and color into illustration
- Ability to master a variety of subject content and to translate that knowledge into effective visual communication
- Develop a multimedia approach to illustration
- Explore traditional dry and wet illustration media
- Communicate verbally and with visuals in a professional manner throughout the creative cycle of an assignment (from conception to final)
- Keep abreast of current illustration trends and honor our visual legacy
- Collaborate as a team player as well as a uniquely creative individual
- Generate an illustration portfolio

The objectives will be achieved by:

- The history of illustration and a continual dialogue (including weekly student assignments) of current illustration trends covered in class
- Illustration techniques will be demonstrated with samples and by the instructor
- Group and individual instructor critiques allow for creative and presentation skills growth
- A research paper assignment will demonstrate satisfactory written communication skills
- Assignment deadlines will reflect demands of the current professional workplace including various stages of production and client approvals
- Illustration methodology and best practices will be discussed and incorporated into the course
- Personal and corporate ethical standards and copyright law will be discussed
- A variety of illustration assignments requiring different creative problem solving skills are included in the course such as didactic, editorial, advertising, character development and storytelling

REQUIRED TEXTS & LEARNING MATERIALS

None

BUY AS NEEDED:

Canson Tracing Vellum pad (11" x 14" or larger)
Good quality Strathmore Series 400 drawing pad (11" x 14")
Drawing pencils (soft lead – Ebony or HB, B, BB)
Charcoal: vine or compressed, charcoal (carbon) pencils
Erasers: kneaded and white plastic
Utility knife (for sharpening) and metal pencil sharpener
Drawing inks: black waterproof (Higgins), brown (Pelican)
Flexible nib pen (quill mapping pen), holder and lint-free cloth
Good quality watercolor brush (round #9 up to #12)
Good quality white Bristol paper for ink drawing
Several smaller (9" x 12") sheets of white paper for watercolor
Chamois and paper stumps
Prismacolors and /or pastels (not oil pastels)
Flash-drive, laptop, digital drawing pad

GRADING: Grades are based on studio performance (illustrations and class participation), the portfolio of finished work, research paper and the final assignment.

Studio (illustrations, attendance, participation)	_____ /80
Final Assignment	_____ /10
Research Paper	_____ /10

Below is university policy followed when administering letter grades on projects, papers, and other tasks that do not utilize a point or percentage system.

A: Exceptional, means objectives of the assignment are fully understood as applied to the particular assignment and an intriguing balance exists between clear communication of the message and creativity. The assignment is executed with impeccable craftsmanship, accuracy, & neatness & exists as part of the complete design development of thumbnail, rough, and finished comp: a quality piece of work.

B: High, objectives are met and design principles are primarily well understood. May be lacking in overall quality, craftsmanship, clarity, or design development; good overall effort.

C: Average, the minimum requirements of the assignment have been met but not exceeded. Extra effort & insight into development of the basic assignment are necessary to produce higher quality work.

D: Below average, there exist problems in completely understanding the concept or objectives of an assignment. Incompleteness in several areas of craftsmanship, design, creativity, clarity, or development is also apparent; see instructor.

F: Unacceptable, please do assignment over see instructor immediately for further clarification.

Areas of Evaluation: Professionalism, Process & Realization:

Project grades are the result of three areas of evaluation: Professionalism, Process & Realization. At any time during the semester, you may meet with the instructor for evaluations of current grades or dissatisfactions with a grade that you received on any project and how it may be improved upon. This course will require the student to participate in discussion of reading assignments and class critiques, write a critical analysis paper and successfully complete a midterm, final test and course art portfolio.

Professionalism: Your grade in the area of professionalism will focus on issues of attendance, preparation, deadlines, critique participation, personal attitude and articulation - the ability to speak & write clearly about ideas/concepts presented in class. Projects for this course will be assigned in way that builds upon previous learned skills. The student will then be expected to combine learned skills in his/her drawing assignments.

Process: Faculty use classroom observation in evaluating a student's process in developing a project. It will focus generally on how thoroughly the student pushes visual exploration and concept research through such processes as sketching/thumbnails and creative/thoughtful writing. Students attending class make visible their process of investigations and are prepared for the scheduled activities/discussions revealing valuable information about their performance. In the absence of such information, faculty must resort to an unsatisfactory rating in evaluating the student's process. When handing in an assignment, you may be required to include photocopies of relevant pages from the journal and other process materials in addition to the actual assignment.

Realization: The final evaluation of work (realization) involves more than totaling the grades on individual projects and/or determining that all assignments have been completed. Faculty assess student's abilities in realizing concepts and controlling the visual elements of communication throughout the semester. This includes the evaluation of such issues as craftsmanship and the improvement and progressive mastery of increasingly complex material.

Grade Dissemination: For each project and assignment, you will receive a detailed rubric that will break down the grade according to your performance within the areas of Professionalism, Process and Realization. Each area will be customized to the project's specifications and learning objectives.

Late Work Policy: All projects and exercises are due on the day and time given, always at the beginning of class unless otherwise noted. A late accommodation is given only with the understanding that emergencies and unforeseen circumstances occasionally arise. *A late project must be turned in by the following class and will be marked down one letter grade accordingly. A later submission will not be accepted. Missing a scheduled critique or presentation will result in an "F" for that project.*

Grades of "Incomplete": The current university policy concerning incomplete grades will be followed in this course. Incomplete grades are given only in situations where unexpected emergencies prevent a student from completing the course and the remaining work can be completed the next semester. Your instructor is the final authority on whether you qualify for an incomplete. Incomplete work must be finished by the end of the subsequent semester or the "I" will automatically be recorded as an "F" on your transcript.

Group Work Policy: When a group project is assigned, every student must take part. All members of a group will receive the same score; that is, the project is assessed and everyone receives this score. However, that number is only 90% of your grade for this project. The final 10% is individual, and refers to your teamwork. Every person in the group will provide the instructor with a suggested grade for every other member of the group, and the instructor will assign a grade that is informed by those suggestions. Once formed, groups cannot be altered or switched, except for reasons of extended hospitalization.

TECHNOLOGY & MEDIA

E-mail: E-mail is the preferred communication tool. Please check your university e-mail regularly since I may send out important announcements pertaining to the class. When e-mailing me, please follow standard e-mail conventions including addressing me and signing your communications. I check my e-mail regularly and will try to answer your questions within one day (with the exception of weekends or holidays.)

Laptop Usage: You are welcome to bring your own laptop and use it in class. Although it is possible to use different computer platforms, the Apple Macintosh is the industry standard used in the majority of professional design fields and is the platform used in the Visual Arts Department.

Lab: All programs in the computer labs are licensed for the machines in the labs only. Students are prohibited from copying programs from the computers in the lab for their personal use. It is not only a violation of University policy; it is a violation of the law.

Cellphone Usage: Per university policy and classroom etiquette; mobile phones, iPods, *etc.* **must be silenced** during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment

COURSE POLICIES/STUDENT EXPECTATIONS

Student Requirements & Responsibilities:

- Maintaining up-to-date class reading assignments
- Three-ring binder notebook for lectures, sketches, and for assignment sheets and critiques. This notebook should be brought to class and utilized for recording lectures and demonstrations, as well as drawings and sketches.
- Active participation in all phases of the course, attendance, lecture / demonstrations / critiques
- Meeting assignment deadlines

Expectations & Work Load: The basic structure of this course will revolve around the skills needed to draw. The student will be challenged to visualize and express on a two-dimensional surface form in line and in modeled tones. There will be time given to lecture & class discussion, practical tutorials, exercises, & assignments.

It is very important that all students engage themselves in a discourse of the work at hand. In turn, I will give each of you conscientious feedback on your ability to present material to the rest of the class. All students should be prepared to spend a significant amount of time inside the art studio and outside of class for the production of assigned projects.

Students are expected to think creatively and critically as well as participate thoughtfully in class. Since a good portion of this class is based on critique of student work, it is expected that all students participate in this dialogue so that we may all benefit from feedback. All comments are expected to be constructive and honest. It is the group dynamic that will inform and educate our individual projects. Be open to the critique process, as your lack of participation will impact your final grade.

Class Preparation: Students are expected to arrive to class on time and be prepared for work with the requested supplies/materials/assignments. Class preparation is essential to receiving feedback on one's work. Lack of preparation on a continual basis will affect your final grade. If you happen to miss a class or lecture, please make arrangements with a fellow student who can either take notes for you and/or get the required handouts, etc. While I will be happy to clarify information for students who are confused, I cannot repeat lectures or elaborate project descriptions on an individual basis.

Controversial Content: Since a portion of the course will include studying the history of drawing and the use of the human body, there may be times when some of this art may have nudity in it. If you feel uncomfortable with this, please let me know and we can make accommodations.

Attendance Policy: No more than three absences are allowed per semester. Students are required to make prior arrangements with the instructor whenever possible. Students are expected to be on time and to participate for the duration of the class. The student's grade will be negatively affected and lowered one full grade point for each absence exceeding the three allowed. So, for example, if you earn a B+ and have four absences, your final grade will be C+.

Students should be informed that the allotted absences are to accommodate routine illness, weddings, transportation troubles, etc. Doctor appointments, advisor conferences, trips to supply stores and labs, employment, etc. should not be scheduled to conflict with class. Religious Observances cited in the handbook will be followed.

Tardiness is defined as being fifteen minutes late for class or departing before class has been formally dismissed by the teacher. Three tardies will be counted as one absence. Tardiness that exceeds one hour will be counted as an absence. Each student is responsible for his/her own recorded attendance. If you are late, it is your responsibility after that class period to make sure the teacher has you added to the roll.

Open Studio Hours Policy:

Studio Hours are:

M, T, W, TR 6:00 to 9:00 p.m. (except those studios holding evening classes), F 8:00 to 6:00 p.m.

Sat & Sun 1:00 to 6:00 p.m.

Plan your schedule so that you will be able to complete your assignments during these hours. If you have exhausted these times and need additional time to finish projects or have extenuating circumstances that keep you from finishing during these scheduled hours you must receive written permission to stay in the studio beyond the normal hours. You must obtain this permission by 5:00 p.m. on the day in question. This written permission will allow you to work until midnight only. No students will be allowed in the building after 12:00 midnight.

Preferred Pronouns (recommended language) Proposed by Gender Studies Board, accepted for addition to Academic Affairs Webpage on October 1, 2015. Knowing and applying the names and pronouns that students wish to use is a crucial part of developing a productive learning environment that fosters safety, inclusion, personal dignity, and a sense of belonging across campus. Please let me know your preferred name and pronoun anytime throughout the semester.

Honor Code:

The Honor Code at the University of the Pacific calls upon each student to exhibit a high degree of maturity, responsibility, and personal integrity. Students are expected to:

- act honestly in all matters
- actively encourage academic integrity
- discourage any form of cheating or dishonesty by others
- inform the instructor and appropriate university administrator if she or he has a reasonable and good faith belief and substantial evidence that a violation of the Academic Honesty Policy has occurred.

Violations will be referred to and investigated by the Office of Student Conduct and Community Standards. If a student is found responsible, it will be documented as part of her or his permanent academic record. A student may receive a range of penalties, including failure of an assignment, failure of the course, suspension, or dismissal from the University. The Academic Honesty Policy is located in Tiger Lore and online at <http://www.pacific.edu/Campus-Life/Safety-and-Conduct/Student-Conduct/Tiger-Lore-Student-Handbook-.html>

A violation of the principle includes, but is not limited to: **Plagiarism:** Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the ideas, information, etc., is common knowledge. Artists and designers occasionally work from photographs or other imagery. This is allowed and is sometimes necessary, however the artist's intent must be clear that the new work was not made to merely duplicate someone else's artwork in another medium or form and claim it as one's own.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

If you are a student with a disability, who requires accommodations, please contact Mr. Daniel Nuss, Coordinator of the Office of Services for Students with Disabilities in Bannister Hall, room 101, for information on how to obtain an Accommodation Request Letter. Contact: SSD@pacific.edu or (209) 946-2879. Then please schedule a meeting with me during office hours or some mutually convenient time to arrange the accommodation(s). These services may include, but are not limited to, extended time for completing exams, alternative testing procedures, note takers, and transportation to & from classes. The Policy Manual can be found at: <http://web.pacific.edu/Documents/schooleducation/acrobat/PolicyManualforStudentswithDisabilities.pdf>.

UNIVERSITY WRITING CENTER

In fall 2009, the Writing in the Disciplines Program opened a new Student Writing Center on the second floor of the University Library, adjacent to the Faculty Center for Teaching and Learning. The University Writing Center is a free resource for students, where a trained writing consultant will work individually with you on anything you are writing (in or out of class), at any point in the writing process from brainstorming to editing. To make an appointment with an Educational Resource Center (ERC) Writing Tutor, please see Diam Chau Nguyen at the ERC in Bannister Hall.

IMPORTANT DATES TO REMEMBER

Last Day to Add Classes:	September 07, 2018
Last Pass / No Credit Grade Option:	September 07, 2018
Last Drop Day w/o "W":	September 07, 2018
Fall Break:	October 05, 2018
Last Pro-rated Refund:	October 18, 2018
Withdrawal Deadline:	October 29, 2018
Thanksgiving:	November 21 - 23, 2018

Final Examination:	December 10-14 / TBA
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Please retain a copy of your syllabus. It is not only an outline of the course; it represents a contract between you, the instructor & the University.