

Digital Design 114 – Digital Illustration
Professor TBA

Meets: TBA
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Course description:

This course introduces Students to illustration process, consideration and implementation in the digital environment with a firm grounding in design. The course will be covering historical precedents, illustrative techniques, and stylistic approaches, as well as software and hardware considerations

Course objectives:

Students who successfully complete this course will:

- Become more aware of applications for illustration
- Have gained a greater mastery of illustration technique
- Have been exposed to historical and stylistic precedents in illustration
- Have gained a greater familiarity with Adobe Illustrator, InDesign & Flash
- Be familiar with computer hardware considerations for the digital illustrator
- Be familiar with printing issues

Credit Hours:

3 hours

Pre-requisites:

- DD101: Introduction to the Digital Toolbox
- DD102: Media Design in the Digital Age
- DD112: Introduction to Web Design (suggested)

Required Reading:

The Fundamentals of Illustration by Lawrence Zeegan

Strongly suggested:

This class has been designated as web-enhanced. Many of the required tasks will be performed on-line. In addition, many of the research assignments will require the use of library databases. It would be an advantage if students had:

- Familiarity with the Internet & web site creation
- Access to the Internet from home or elsewhere
- An active email account
- An Active Server account

Due dates:

Late assignments will not be accepted without a physician or counselor's note.

Grading:

Assignments	20
Exercises	20
Projects	50
Participation	10
Total	100

Grades:

90-100	A
80-89	B
70-79	C
60-69	D
0-50	F

There is no R grade in this course.

Digital Illustration (DIL) assignments:

This course will be an organic mix of lecture and practice with the professor working to explain the concepts, give examples, and also oversee how well students grasp the concepts discussed as they work on assigned projects. There will be two brief assignments, two larger exercises, and four more developed projects spread over the course of 15 weeks.

Assignment	Type	Date	Graded Points
Technical Communication Assignment Part 1	Studio/ Take-home	A1	5
Technical Communication Assignment Part 2	Studio/ Take-home	A2	5
Topical Magazine Article Assignment	Studio/ Take-home	A3	5
Topical Magazine Article Assignment Part 2	Studio/ Take-home	A4	5
Packaging Assignment	Studio/ Take-home	P1	10
Stylistic Exercise #1	Studio/ Take-home	E1	10
Stylistic Exercise #2	Studio/ Take-home	E2	10
Political Characterization Project	Studio/ Take-home	P2	10
On-Line Comic Project	Studio/ Take-home	P3	15
Final Project	Studio/ Take-home	P4	15
Total			90

Notes on the grading criteria:

Work will be evaluated according to the following criteria:

- Mastery of the concepts
- Understanding of issues introduced
- Originality of approach
- Presentation
- Participation

The DIL assignments:

What follows are brief descriptions of the DIL projects students will undertake over the course of the term. Detailed instructions will be provided in-class by the instructor. Without a physician or counselor's note, late assignments will not be accepted and so will receive a grade of 0.

Technical Communication Assignment Part 1: Create a ten-panel pencil illustration depicting *without text* how to program a cellular phone.

Technical Communication Assignment Part 2: Considering feedback from in-class review, develop a digital iteration of the assignment in Illustrator. Prepare presentation board for critique

The DIL assignments continued:

Topical Magazine Article Assignment Part 1: Find a topical magazine article that interests you and that does not have an associated illustration. After reading the article two or more times, create a series of six concept sketches for development of an eventual full-page illustration. Bring a copy of the article for the instructor to read, and create an information board for in-class critique

Topical Magazine Article Assignment Part 2: Considering feedback from in-class critique, develop a digital iteration of the assignment in Illustrator. Prepare a 11x17 presentation board for critique.

Packaging Project: Create the designs and illustrations for the packaging of a new breakfast cereal called "Choco-motion." Create all illustrations in Adobe Illustrator and Place them into an InDesign project where you will develop packaging, copy and layout.

Stylistic Exercise #1: Research and execute the design for an Arts & Crafts era children's book illustration. In a short one page design abstract outline six or more elements that set this style of illustration apart from others. Execute a 4" x 6" illustration using these elements to recreate the illustration style for one of the Grimm Brothers' Fairytales.

Stylistic Exercise #2: Research and execute the design for a WPA era poster illustration. In a short one-page design abstract outline six or more elements that set this style of illustration apart from others. Execute an 11" x 17" illustration using these elements to recreate the illustration style for a modern public works project.

Political Characterization: Create a satirical characterization of a political figure.

On-line Comic Project: Create an on-line project in Flash and put it up on the Web.

Final Project: Develop an illustration concept of your own. Present an initial design abstract with outline of intent and final deliverable. Proceed to initial illustrations for review and critique. Develop and print final iterations for formal presentation.

Participation:

A student's participation grade is based primarily on their attendance and participation in class. Every student begins the term with 10 participation points. Attendance is mandatory for every single scheduled class. For each class missed, 3 participation points will be deducted. Tardy students will have 2 participation points deducted. More than three absences amount to a failure, as a student may not earn less than 0 participation points.

Academic policies (from Catalogue):

Hostos Community College believes that developing a student's abilities to think through issues and problems by themselves is central to the educational process. Since the Hostos College degree signifies that the student knows the material s/he has studied, and the practice of academic dishonesty results in grades or scores that do not reflect how much or how well the student has learned, understood, or mastered the material, the College will investigate any form of academic dishonesty brought to its attention. If the charge of academic dishonesty is proved, the College will impose sanctions. The three most common forms of academic dishonesty are cheating, plagiarism, and bribery.

Ethical Use of Content

Students are advised to exercise caution in using digital material downloaded from the Internet in producing their own educational multimedia projects, because there is a mix of works protected by copyright and works in the public domain on the network. Access to works on the Internet does

not automatically mean that these can be reproduced and reused without permission or royalty payment and, furthermore, some copyrighted works may have been posted to the Internet without authorization of the copyright holder.

Fair use guidelines for educational multimedia

Students may incorporate portions of lawfully acquired copyrighted works when producing their own educational multimedia projects for a specific course.

General guidelines include:

- Up to 10% or 3 minutes, whichever is less, in the aggregate of a copyrighted motion media work may be reproduced or otherwise incorporated as part of a multimedia project.
- Up to 10% or 1000 words, whichever is less, in the aggregate of a copyrighted work consisting of text material may be reproduced or otherwise incorporated as part of a multimedia project created under Section 2 of these guidelines. An entire poem of less than 250 words may be used, but no more than three poems by one poet, or five poems by different poets from any anthology may be used. For poems of greater length, 250 words may be used but no more than three excerpts by a poet, or five excerpts by different poets from a single anthology may be used.
- Up to 10%, but in no event more than 30 seconds, of the music and lyrics from an individual musical work (or in the aggregate of extracts from an individual work), whether the musical work is embodied in copies, or audio or audiovisual works, may be reproduced or otherwise incorporated as a part of a multimedia project. Any alterations to a musical work shall not change the basic melody or the fundamental character of the work.
- The reproduction or incorporation of photographs and illustrations is more difficult to define with regard to fair use because fair use usually precludes the use of an entire work. Under these guidelines a photograph or illustration may be used in its entirety but no more than 5 images by an artist or photographer may be reproduced or otherwise incorporated as part of an educational multimedia project. When using photographs and illustrations from a published collective work, not more than 10% or 15 images, whichever is less, may be reproduced or otherwise incorporated as part of an educational multimedia project.
- Up to 10% or 2500 fields or cell entries, whichever is less, from a copyrighted database or data table may be reproduced or otherwise incorporated as part of a educational multimedia project created under Section 2 of these guidelines. A field entry is defined as a specific item of information, such as a name or Social Security number, in a record of a database file. A cell entry is defined as the intersection where a row and a column meet on a spreadsheet.

Students are reminded to credit the sources and display the copyright notice © and copyright ownership information if this is shown in the original source, for all works incorporated as part of the educational multimedia projects. Crediting the source must adequately identify the source of the work, giving a full bibliographic description where available (including author, title, publisher, and place and date of publication). The copyright ownership information includes the copyright notice (©, year of first publication and name of the copyright holder).

Cheating (from Catalogue):

In the collegiate setting, cheating is defined as the purposeful misrepresentation of another's work as one's own. Faculty and students alike are responsible for upholding the integrity of this institution by not participating either directly or indirectly in act of cheating and by discouraging others from doing so.

Plagiarism (from Catalogue):

Plagiarism is a form of cheating which occurs when persons, even if unintentionally, fail to acknowledge appropriately the sources for the ideas, language, concepts, inventions, etc. referred to in their own work. Thus, any attempt to claim another's intellectual or artistic work, as one's own constitutes an act of plagiarism.

Bribery (from Catalogue):

In the collegiate setting, bribery involves the offering, promising, or giving of items of value, such as money or gifts, to a person in a position of authority, such as a teacher, administrator, or staff member, so as to influence his/her judgment or conduct in favor of the student. The offering of sexual favors in exchange for a grade, test score, or other academic favor, shall be considered attempted bribery. The matter of sexual favors, either requested or offered, in exchange for a grade, test score or other academic favor, shall also be handled as per the Sexual Harassment procedures of the College.

College attendance policy (from Catalogue):

Students are expected to attend all class meetings in the courses for which they are registered. Classes begin at the times indicated in the official schedule of classes. Arrival in class after the scheduled starting time constitutes lateness.

The maximum number of absences is limited to 15% of the number of scheduled class hours per semester and a student absent more than the indicated 15% is deemed excessively absent. Attendance is monitored from the first official day of classes. In the case of excessive absences or lateness, the instructor has the right to lower the grade, assign a failing grade, or assign additional written work or readings.

Absences due to late registration, the instructor will consider change of program, or extenuating circumstances on an individual basis. Each department and program may specify in writing a different attendance policy. Instructors are required to keep an official record of student attendance and inform each class of the College's or department attendance policy.

NOTE:

- Any work missed during any period of absence must be made up by the student.
- To meet financial aid criteria, a student must attend class at least once in the first three weeks and once in either the fourth or fifth week of class.

Course schedule:

Readings must be completed for each class. Not all assigned texts will be discussed in class or covered in the class lectures.

CLASS	WHAT IS DUE	ROOM	TOPIC	READ FOR TODAY
1		TBA	Discussion: Class Introduction Adobe Illustrator Review The Illustrator as Communicator	No Reading
2	A1	TBA	Discussion: Assignment Review User Testing Adobe Illustrator Tools: Pen, Selection, Type	Zeegan's <i>The Fundamentals of Illustration</i> Chapters 1 & 2
3	A2	TBA	Discussion: Illustrator as Clarifier	

4	A3	TBA	Discussion: Assignment Critique Adobe Illustrator: Layers & Groups, Shape Objects Line Tools, Pencil & Brush Tools	Zeegan's <i>The Fundamentals of Illustration</i> Chapters 2
5	A4	TBA	Discussion: Assignment Critique InDesign Review Illustrator as Commentator Typography	
6	P1	TBA	Discussion: Project 1 Presentations Adobe Illustrator: Transformations, Gradients, Transparency & Masking Filters	Zeegan's <i>The Fundamentals of Illustration</i> Chapters 3
7		TBA	Discussion: Illustrator as Artist	
8	E1	TBA	Discussion: Assignment Review Adobe Illustrator: Print Issues	Zeegan's <i>The Fundamentals of Illustration</i> Chapters 4
9	E2	TBA	Discussion: Illustrator as Satirist	
10	P2	TBA	Discussion: Flash Review	Zeegan's <i>The Fundamentals of Illustration</i> Chapters 5
11		TBA	Discussion: Illustrating with Flash	
12	P3	TBA	Discussion: Project Presentations One-on-One Project Development meetings	
13		TBA	Discussion: Final Project Concept Review	
14		TBA	Discussion: One-on-One Project Development meetings	
15	P4	TBA	Final Presentation & Critique	

COURSE ID	-
PASSWORD	-