2.

DEPARTMENT OF INDUSTRIAL ART AND DESIGN

PRINT-MAKING AND ILLUTRATION **COURSE CODE: IFA 1108**

COURSE NAME: INTRODUCTION TO PRINTMAKING AND ILLUSTRATION

Course Description

This is an introductory course and covers the following:

History of printing, past and present. Expressive characteristics of print media and a survey of basic printing materials and methods: relief printing, intaglio, lithography and serigraphy printing. History of Illustration, nature and categories of illustration, tools, materials and equipment. Elements of design as used in illustration.

Course Objectives

The objective of this course is to introduce students to the nature and purpose of Printmaking and Illustration. It sets the stage upon which student would gain a deeper understanding at a higher level.

Course Outline:

Relief Printing

- Definition of Relief printing (method & materials)
- History of Relief Printing
- Elements of Printmaking (line, shape, colour, texture, toner
- Attributes of a relief print
- Uses/purpose of relief prints

Intaglio Printing

- Definition of Intaglio printing (methods and materials)
- History of Intaglio printing
- Elements/attributes of Intaglio prints
- Use/purpose of Intaglio prints

Screen Printing (Serigraphy)

- Definition of Serigraphy
- History of Serigraphy

- History of Serigraphy (methods & materials)
- Use and application of Serigraphy

Graphic Illustration

- Definition of Illustration (materials and tools)
- History of Illustration - past to present
- Analysis of traditional Vs Contemporary Illustration methods

Visual Elements of Design/Art

- Definition of Elements of Design/Art
- Relevance/application of the elements in Illustration

Nature and Categories of Illustration

- Definition, nature and purpose of Editorial Illustration
- Definition, nature and purpose of Advertising Illustration
- Definition, nature and purpose of Scientific/Medical Illustration
- Definition, nature and purpose of Botanical Illustration

Assessment Strategy:

Observation and analysis of students prints/illustrations will result in evaluation of their conceptual and technical abilities, present results and future potential. The following areas are evaluated:

- Print/Illustration Quality 10 Marks
- Imagery/Subject matter 10 Marks
- Creativity/Craftsmanship 10 Marks
- Sketches 10 marks

Suggested Reading List

1. Green P. Introducing Surface Printing. London B.T. Batsford Ltd 1967

2. John Ross *et al*- The Complete Printmaker New York, Free Press, 1990

3. Harvey T. *et. al* - Exploring printmaking for young people. New York, Van Norsstrand Rheinhold Co. 1972.

Hind A.M. - An Introduction to a History of the Woodcut, New York, Dover Publications Inc Vol. 119