COURSE CODE: IFA 3206 COUSE NAME: ILLUSTRATION IV Course Description

This course introduces students to drawing for illustration; advanced computer aided Illustration and dummy production for illustration reproduction. It also sets project in research for creative thinking and creative skills necessary for developing students' skills in general design and critical

visual thinking. It employs story boards, colouring of images, utilization of computer techniques of 2D animation, live tests of character movement, timing.

General Aims of the Course:

- To provide choices that encourage students to explore with contemporary illustration techniques
- To strengthen practical drawing and image forming skill in illustration.
- To guide students develop and apply IT skills to manipulate images
- To develop a personal and independent understanding and skill, necessary for professional practice in illustration through portfolio development and commercial practice.

Course Outline

Week 1-4: Drawing for Illustration

- Generating drawing for illustration as a means of enquiry, recording, observing and expression
- developing preliminary studies, working drawings, visual research and reference
- Demonstrating and experimenting with process of techniques and application.
- Demonstration of problem identification skills

-Assignment-Students generate important researched drawing for illustration on identified problem

Week 5-8: Digital illustration-

General objectives:

- Guide them thru Theory on Adobe software especially Adobe Photoshop to enhance

traditional methods.

- Provide an exposure to form and function of image manipulation,
- Allow *Production of series of illustration on computer* Involving the use of vector and

raster-based software applications,

Knowledge and Understanding

- The trends in digital art and illustration practices

- Role of computer technology and software for expressive purpose in Illustration
- The process involved in developing computer manipulated imagery.

Skills

- generation , capture, manipulation, and output of images with the software

o *Exercises*

Digital illustration continued

o More practice with vector and raster-based software applications, and a variety of input and output devices for the creation of professional level assignments with More Image manipulation and message communication

Week 9-12: Figure-Advertising Illustration in editorial environments

An in-depth use of figure in the field of advertising and narrative illustration. Emphasis:

- Use of visual images for communication: figure in contemporary advertising and editorial environments .
- Importance of referencing, deadlines and business concerns for the freelancer illustrator

Week 13-15: Professional Ethics and Business Practice

- visual and professional development Self-promotion and presentation of work and self-esteem Illustration projects
- Illustration Portfolio Preparation critique and analysis of work created in prior studio classes and progress to the definition of a career agenda.
- Emphasis on: Presentation methods, formatting and stylization
- *Assignment: Wrap up and forming portifolio*
- Final works of all the Semester evaluated

Learning Outcomes:

Cognitive (understanding, analysis, evaluation). Knowledge and Understanding of;

- The breadth of drawing as an activity fundamental to image generation, investigation and expression.
- The role of the visual communication process in the development of imagery.
- Relationship of computer technology & image formation and manipulation

Application: Students should have developed skills in:

- Analytical & descriptive observation

- visual research and expression of ideas and concepts
- Generating & developing visual material for illustration as compositions.

Themes

o Ideation , Communication skills development, Conceptual Process , Nature of Imagery, Technical skills, Digital Illustration

Teaching strategies

- Tutorial, Lectures, practical classes.
- Presentations & Demonstrations,
- Sharing of research findings,
- Collective exhibitions and critiques, project-based life situation assignments
- work integrated learning activities, field placements,

Course Materials

Well equipped Art Kit with relevant materials and tools, Drawing Board, Cameras, A2 & A4 Sketch Pads, Memory Drive, computer where possible?,

Reading/Reference Material

1. The Art Book 2000/2001,2004 Claridge House, 29 Bernes High Street, London SW B 9

LW, England www.theartbook.com

- Website: www.theatbook.com @ by Frame Publishers Ltd
- Website: www.artbank.Ltd.uk - Art bank illustrator artists
- Website: www.debutart.com
- Website: www.heartagency.com
- Website: www.meiklejohn.co.uk

2. Julian Seaman (1996): Fashion Illustration, Basic Technique, BT Batsford Ltd, London

3. Jill Bossert (1997): Advertising Illustration

4. Terence Dally The complete guide to Illustration & Design — Techniques & Materials

5. Koncelik, Joseph A. & Kevin Reeder (2008). Conceptual Drawing : freehand drawing & design visualization for design professions . New York : Delmar Cengage Learning Alan Male(2007). -

6. Communication Arts - annual Journal/Magazine www.graphis.com

7. Print magazine- American's graphic Design Magazine www.printmag.com

8. Graphis - international Journal of Graphic communication www.graphis.com

9. Graphis magazine www.graphis.co