

University of Arkansas - Fort Smith
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General Syllabus

GRDS 2503 Illustration Techniques

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): ART 1551 Admissions Portfolio or consent of Instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Introduces the student to the steps necessary for the execution of various types of illustration, including, but not limited to, technical, editorial, spot, cover, and design. Emphasis is on technical proficiency as well as conceptual solutions to illustration problems. Traditional and non-traditional media are covered.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Brainstorm and develop ideas as applied to illustration.
2. Develop effective thumbnail, rough and comprehensive sketches.
3. Create full-page and spot illustrations.
4. Design illustrative elements as applied to graphic design layout.
5. Demonstrate understanding of the relation of medium and concept in illustration.
6. Incorporate illustrative elements in commercial applications—posters, editorial design, print/web advertising, package design, etc.
7. Demonstrate the ability to communicate complex ideas visually.
8. Establish a coherent, unique illustrative style.
9. Exhibit professional behavior and respect for deadlines.
10. Demonstrate strong research skills.
11. Produce consistent series of related illustrations.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills**Critical Thinking**

Students will identify advertising concerns as problems, and propose solutions, addressing appropriate advertising media, client intent, target audience and overall impact. Students will use available data obtained from client needs, research, and current trends in advertising.

Communication Skills ((Written and Oral)

Students will conduct critique sessions and make professional presentations during this course. Students will discuss their own work with clarity, fluency, and intellect, as well as offer feedback for colleagues' work. Students must also present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

III. Major Course Topics

- A. Thumbnail, rough and comprehensive sketch creation
- B. Media as subjective element in illustration
- C. Mixed Media exploration
- D. Illustration Techniques
- E. Color in illustration in application to print/web/advertising layout
- F. Story and editorial illustration
- G. Illustrative design
- H. Research and reference material
- I. Contemporary professional Illustrators
- J. Business practice of Illustrators