University of Arkansas - Fort Smith
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General Syllabus

GRDS 3503 Advanced Illustration

Credit Hours: 3   Lecture Hours: 2   Studio Hours: 4

Prerequisite(s): GRDS 2103 Advanced Typography, GRDS 2243 Digital Illustration,
          GRDS 2253 Interactive Design, GRDS 2303 Graphic Design, GRDS
          2343 Print and Publication Design, or consent of instructor.

Effective Catalog: 2019-20

I.   Course Information

A. Catalog Description
Expands on the media explorations from GRDS 2243, and emphasizes the conceptual and narrative aspects of illustration. Projects focus on communicating to specific audience through creative problem solving. Conceptual exercises foster innovation and originality. Traditional and digital media are examined for their unique illustration possibilities. Advanced drawing, design, color, digital illustration, and digital imaging skills are required.

II. Student Learning Outcomes

A. Subject Matter
Upon successful completion of this course, the student will be able to:

1. Use advanced features of Adobe Illustrator and Adobe Photoshop.
2. Apply visual problem-solving skills.
3. Produce sophisticated, complicated design.
4. Utilize current illustration trends.
5. Combine traditional and digital illustration skills fluently.
6. Communicate complex ideas visually.
7. Develop a coherent, unique illustrative style.
8. Use advanced research skills.
9. 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 participate in formal critique sessions and professional presentations during this course. Students will discuss their own work with clarity, fluency, and intellect, as well as offering feedback for colleagues' work. Students must 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. Illustrator and Photoshop skill-building sessions
B. Fluent Photoshop and Illustrator integration
C. Digital and traditional media integration
D. Identifying and communicating with specific target markets
E. Professional personal time management
F. Conceptual and analytical project-based assignments
G. Task groups and projects with shared responsibility
H. Research projects on historical and contemporary illustration trends and concerns
I. Digital file preparation for different specific output applications