



Western Technical College

10201128 Illustration Concepts

Course Outcome Summary

Course Information

Description	Students will gain experience with communicating messages, ideas and content through the use of illustration. Projects will be based on various real-life industry assignments and commissions. Students will use popular mediums such as colored pencil, ink washes, pen and ink, and a combination of these mediums.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

No textbook required.

Learner Supplies

Illustration Concepts Kit. **Vendor:** Campus Shop. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically
8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively

10. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services.
2. Demonstrate proficiency in the use of design software, tools and technology.
3. Implement creative solutions from concept through completion using a formal process.
4. Apply effective legal and ethical business practices and project management skills.
5. Communicate artwork rationale in formal and informal settings.

Course Competencies

1. Create realistic illustrations.

Assessment Strategies

- 1.1. Portfolio
- 1.2. Critique

Criteria

You will know you are successful when

- 1.1. you find quality photographic references.
- 1.2. you copy a photograph on an opaque projector.
- 1.3. you trace a photo on a light table.
- 1.4. you maintain a subject's correct proportions.
- 1.5. you create the illusion of dimension with changes in value.
- 1.6. you create the illusion of space with atmospheric perspective.
- 1.7. you mix colored pencil pigment on paper.
- 1.8. you capture details in your illustrations.
- 1.9. you create the illusion of space with linear perspective.

Learning Objectives

- 1.a. Draw realistic illustrations.
- 1.b. Capture details from photo references.

2. Create original illustrations.

Assessment Strategies

- 2.1. Critique
- 2.2. Portfolio

Criteria

You will know you are successful when

- 2.1. you find reference images which are legal to use.
- 2.2. you draw elements without tracing photos.
- 2.3. you avoid copying another artist's artwork.
- 2.4. you use brainstorming to come up with original ideas.
- 2.5. you use quick sketching to come up with original images.
- 2.6. you use reference images to study an object's dimensions.
- 2.7. you show that your illustration is not a copy of your reference images.

Learning Objectives

- 2.a. Locate accurate and legal references for the illustration.
- 2.b. Demonstrate how originality was maintained.

3. Communicate a message with illustration.

Assessment Strategies

- 3.1. Critique
- 3.2. Portfolio

Criteria

You will know you are successful when

- 3.1. you decide what message you want your illustration to communicate.
- 3.2. you decide what emotions you want your illustration to cause.
- 3.3. you explore many solutions to an illustration problem.
- 3.4. you communicate your exploration through thumbnail sketches.
- 3.5. you explain how elements in your illustration communicate the desired message.
- 3.6. you make revisions following feedback.

Learning Objectives

- 3.a. Use imagery to express a concept.
- 3.b. Use imagery to evoke emotion.

4. Demonstrate design principles in illustration.

Assessment Strategies

- 4.1. Critique
- 4.2. Portfolio

Criteria

You will know you are successful when:

- 4.1. you plan design principles into your illustration.
- 4.2. you explain how your illustration uses the design principles.
- 4.3. you explain which design elements contribute to the design principles.
- 4.4. you identify design elements in other illustrations.
- 4.5. you identify design principles used in other illustrations.
- 4.6. you suggest improvements to an illustration's use of design principles.
- 4.7. you use design principles to effect the theme or "feel" of an illustration.

Learning Objectives

- 4.a. Employ design principles such as balance, unity, movement, proportion and emphasis in illustrations.
- 4.b. Employ design elements such as line, shape, value, color, texture and space in illustrations.

5. Chose color schemes.

Assessment Strategies

- 5.1. Critique
- 5.2. Portfolio

Criteria

You will know you are successful when:

- 5.1. you differentiate between different color schemes.
- 5.2. you associate a color scheme with the feeling it represents.
- 5.3. you choose a color scheme that matches the theme of an illustration.
- 5.4. you explain how a chosen color scheme effects the theme of an illustration.
- 5.5. you critique color schemes in other illustrations.

Learning Objectives

- 5.a. Understand main color schemes.
- 5.b. Use appropriate color schemes in your illustrations.

6. Draw smooth color blends.

Assessment Strategies

- 6.1. Portfolio
- 6.2. Critique

Criteria

You will know you are successful when:

- 6.1. you explore ink pen shading techniques.
- 6.2. you create gradients with an ink pen or tech pen.
- 6.3. you create colored pencil gradients from solid color to white paper.
- 6.4. you create colored pencil gradients from one color to another color.
- 6.5. you explore techniques for mixing colored pencil pigments.
- 6.6. you create secondary and tertiary colors from primaries.
- 6.7. you create colored pencil gradients from a color to a darker version of the same color.

Learning Objectives

- 6.a. Draw smooth blends in black and white media.
- 6.b. Draw smooth blends in color media.

7. Participate in design critiques.

Assessment Strategies

- 7.1. Critique
- 7.2. Portfolio

Criteria

You will know you are successful when:

- 7.1. you present your illustration solutions to a group.
- 7.2. you describe the intended “message” of your illustration.
- 7.3. you explain how elements in your illustration communicate the intended message.
- 7.4. you accept feedback from others.
- 7.5. you maintain an open mind to making revisions to your work.
- 7.6. you tell other students which parts of their illustrations you think communicate their desired message well.
- 7.7. you suggest possible revisions to other students’ work.
- 7.8. you speak with sufficient volume and pronunciation.
- 7.9. you express a positive attitude about your work and the work of others.

Learning Objectives

- 7.a. Accept advice on your own illustrations.
- 7.b. Give design suggestions about another student’s work.