COURSE OUTLINE

EMILY CARR INSTITUTE

ART + DESIGN + MEDIA

Course Title	Illustration for Comm Design I			
Course mnemonic	COMD 312		Day/Time	08:30:00-11:20:00
Section number	S001		Start Date	07 January 2008
Credits	3		Term End Date	19 April 2008
Hours per week	3		Location	
				424 SB
Prerequisites			**** *Please see note on Syllabus page re last week of classes.***	
			Instructor	Vjeko Sager

Recommended Substitute(s)	
1. Name Sharon Romero	
Phone Email sromero@eciad.ca	
1. Name	
Phone Email	

Office number	TBA
Office telephone	844-3800 Local TBA
Fax	604 844 3801
Email	vsager@eciad.ca
Office hours	Mondays 11:30 am – 12: 30 pm

Website Catalogue Description | www.eciad.ca

In this studio course students are introduced to concepts and processes specific to illustrating for time-based media. Using a variety of tools and materials in both wet and dry media, students learn composition, illustrative methods, and modes of conveying movement and transitions at the drawing board stage. The process of translating verbal materials to the visual realm, and of expressing abstract or symbolic concepts through illustration, is explored in depth.

Course Content [for this specific offering of this course]

This studio course explores various techniques of using traditional (drawing, watercolor, gouache) and new media in the development of advanced skills as they apply to illustration. Students will conduct an exploration of the storytelling power of illustration, with the emphasis on the research and drawing skills needed to develop strong characters in sequential imagery. Through a series of projects and discussions, students will develop professional standards and produce finished portfolio pieces. Class structure allows demonstrations of process and experimentation and critique with illustrative media.

Course Learning Outcomes

- Interpret subjects in various techniques and different media.
- Brainstorm, conceptualize and execute ideas.
- Apply and improve design skills as pertaining to illustration.
- Apply illustration to various concepts and requirements.
- Utilize various creative concepts, strategies, materials and tools.
- Utilize reference and resource material and apply research procedures.
- Analyze various illustration styles to improve individual skills and to create a personal styl

Resource materials

• Loose-leaf binder to store notes and handouts.
• Portfolio: buy one or make it yourself.
• Drawing board (optional) with clips or masking tape to attach paper.
• Brush for drawing. Recommended: Windsor-Newton series 7 sizes #1 and #2
• Brush for ink wash: round sable or good synthetic brush, size #6 - #10
• Ink: Windsor-Newton black India Ink. Waterproof ink, selection of colored inks.
• Plastic mixing tray for mixing ink washes
• Water jar
• Soft cloth for wiping pens and brushes (chamois or similar)
• Pen holders (one for standard-point dip pen nibs and one for crowquill nibs)
• Standard metal nibs: buy an assortment of flexible and rigid points.
• 5 sheets of Strathmore Series 500 vellum or plate finish bristol paper, 3-ply or higher. The sheets are about 20 x 30". An alternative is Rising Artist Drawing Bristol, 3 or 4 ply, plate or vellum finish, 22 x 30" sheets.
• Drawing pencils, selection.
• Pencil sharpener or knife.
• Staedtler Mars white plastic eraser
• Erasing shield

Also useful:
• Art box or toolbox to protect your supplies while transporting them.
• Pentel automatic pencil (PD347), .7 mm HB leads (office supply store)
• Pentel Clic eraser (retractable) with white plastic eraser refills (office supply store)
• Assortment of drawing templates, Stencil sheets
• Ruler, triangle, t-square

Evaluation Criteria

Attendance	20%
Participation	20%
Projects	30%
Exams, Tests	NA…
Presentations	30%
Total	**100%**

Evaluation Criteria definitions

The classes are mainly structured to studio work so attendance is absolutely essential to success. There is an emphasis on observation and representation as a large amount of time is devoted to drawing directly from life. All the same, the merits of drawing from memory, imagination and from various types of collected reference material are not overlooked. The students are expected to maintain at least one sketchbook and one scrapbook in which all manner of resource and reference can be stored and organized. In class, basic exercises will gradually become more studied and ambitious and eventually culminate in extended final projects. A number of homework assignments and one ongoing term project will round out the program.

Critiques, group discussions and slide presentations are integrated into the routine. A final grade is based upon observable progress and class participation, completed assignments and a final folio submission.

General Notes (policies and procedures)

•The instructor may modify the material or schedule specified in this outline. Any required changes will be announced in class.
•Late assignments or projects may be penalized as specified in the course outline.
•It is plagiarism to present someone else's work or ideas as one's own. Plagiarism may result in failure on an assignment, of the course, and, if repeated, expulsion from the Institute. Assistance with the ethical practices of attribution and documentation is available from the Writing Centre or online at www.eciad.ca/wc
•A student must provide a doctor's note to Student Services for any illness which causes the student to miss assignments, tests, projects, exams, etc., or for absences of more than two classes. At the discretion of the instructor the student may complete the work for a prorated grade.
•Students will demonstrate that they understand and practice the safe use of tools and other equipment, materials, and processes used in their course projects. They will conduct themselves in a responsible manner that does not endanger themselves or others, and will adhere to the area procedures regarding authorized operation of equipment, handling of materials, and use of space.
•Students with special needs or disabilities that might affect their experience or performance in class are advised to inform their instructor and/or contact the Disabilities Services Coordinator, located in Student Services, for assistance.
•Professional counseling or therapy is available at no charge to students who have concerns of a personal nature. All information shared is held in strict confidence. Call 604.844.3850 or 604.844.3081 for an appointment with the support counselor.
•The Writing Centre is a service that Emily Carr provides to all students, staff and faculty from every program area who would like to improve their reading, writing, critical thinking, and research skills. This is a free, voluntary and confidential service. Writing Centre instructors can help you at every stage of your writing, from developing ideas to final revision. This applies to any kind of writing, from a three line artist's statement to a twenty page academic paper. Please sign up for a ½ hour appointment on the door (room 435 SB). Telephone: 604 629 4511, Coordinator: Karolle Wall.
•Email is an official means of communication with ECI students by the faculty, administration and other service providers on campus. Email routing will be confined to the Institute's internal communication network, and delivered to an officially assigned and verifiable Institute Email Address (IEA). All users are bound by the provisions of ECI Policy 415: Code of Conduct for Appropriate Use of Information Technology Facilities and Services (outlined on ECI website and Emily's A to Z). Instructors will outline and detail the expected extent and parameters of email use in this course in the first class, and clarify the timeframe for checking and responding to emails.

Syllabus/Course schedule

Note: The Spring term starts on Monday, January 07, 2008

No classes on the following dates:
Friday, March 21, 2008 – Good Friday
Monday, March 24, 2008 – Easter Monday
Tuesday, April 15 to 18 (Tuesday to Friday)
- **There will not be any 2nd, 3rd or 4th year classes in Foundation, Media Arts, Visual Arts (and possibly Design).**
Saturday, April 19, 2008 – End of Spring Term
Monday, April 21, 2008 – Final Grades Due

Week	Week starting	Topic	Resources	Assignment
1	07 January	Introduction to the course	Drawing	"Time machine" Illustration booklet + "Zine"
2	14 January	Illustration techniques + "Zine"	Drawing	"Time machine" Illustration booklet + "Zine"
3	21 January	Illustration techniques + "Zine"	Drawing	"Time machine" Illustration booklet
4	28 January	Project 01 in class presentation		"Zine"
5	04 February	Color for illustration + "Zine"	Painting + mixed media	Personal color theory
6	11 February	Color for illustration (MODEL)	Painting + mixed media	Working on the project
7	18 February	*READING WEEK – NO CLASSES*		

8	25 February	Project 02 in class presentation		
9	03 March	Time based illustration (MODEL)	Mixed media	Symbols, letters & numbers
10	10 March	Time based illustration (MODEL) In class review + consultations	Mixed media	Team: brainstorm the project
11	17 March	Time based illustration (MODEL)	Mixed media	Working on the project + "Zine"
12	24 March	Easter Monday		
13	31 March	Time based illustration + "Zine" Portfolio reviews	Mixed media	Working on the project
14	07 April	Portfolio reviews		
15	14 April	Project 03 in class presentation		

GENERAL COURSE OUTLINE