

S y l l a b u s
Art 17:Illustration

Long Beach City College-Fall 2017-Mr. Bill Jaynes, Instructor

“The best illustrators are artists who use visual language, from a personal perspective, as commentators and communicators to enlighten and entertain in an insightful meaningful way”
-Bill Jaynes

Mondays: 6:30 pm – 9:40 pm
Wednesdays: 6:30 pm – 9:40 pm
Room K143

Bill Jaynes, Instructor
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web access to course materials:
<http://billjaynes.com/LBCC%20Art%2017.htm>

Course Objective: This is a beginning traditional media illustration course. The class will use the process of thumbnails, roughs, and finished art to solve visual problems in commercial areas of advertising, editorial, and institutional usages. Both black and white and color work will be produced using a variety of media and techniques. Studio experience in the use of linear perspective and form based drawing to create finished work will be emphasized. Thus, both the technical and conceptual side of illustration will be practiced.

Recommended texts:

Exploring Illustration by [Michael Fleishman](#) (at LBCC bookstore)

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, Graphic Artists Guild Author.

American Illustration Annuals
New York Society of Illustrators Illustration Annuals

Magazines:	Communication Arts	Websites:	ispot.com
	Print		illoz.com
	Graphis		ai-ap.com
	Step by Step		illustrationfriday.com
	How		societyillustrators.org
	Juxtapoz		drawger.com
	3 x 3		follow artists on Instagram

Class Procedures:

- Come to class, embrace the process, work and grow. This is a rigorous, college, pre-professional class.
- Attendance is required. You may be dropped from the class if you miss more than 20% of the class. However, if you wish to drop the class, please do so through the admission office. Failure to drop through the proper channels could result in a final grade of an F.
- Students will be expected to work in class during studio time.
- Late assignments will receive a lowered grade.

- Grades will be based on the quality of work, attendance, effort, completion of assignments and individual growth.
- It is imperative, for success, to come to class, work in class, do the homework, and turn work in on time.
- The homework to class ratio for LBCC is 2 to 1. This means that for every hour of class time there are 2 hours of homework required
- It is suggested that, along with the assigned class work, that you draw in a sketchbook a minimum of five pages per week.

Art 17 Course Outcomes:

1. Differentiate and interpret the range of technical possibilities and conceptual implications inherent in a variety of traditional and contemporary approaches to illustration.
2. Analyze, compare and critique illustrations with regard to the elements and principles of two-dimensional visual art.
3. Compose and develop resolved illustrations from observation.

Art 17 Course Objectives:

1. Produce compositional layouts in preparation for final illustrations that emphasize balance, rhythm, emphasis, and dynamic figure/ground relationships.
2. Create preliminary sketches and rough comprehensive drawings.
3. Apply color characteristics including hue, value, temperature, and intensity to resolve illustration problems.
4. Create illustrations using traditional tools and media including colored pencil, markers, water based paints, pen and ink, and graphite.
5. Employ traditional media in non-traditional approaches.
6. Identify and use a variety of surface supports based on the inherent qualities of each.
7. Create original illustrations applying a range of visual strategies, multiple rough sketches, and comprehensive layout.
8. Adapt various resource materials such as photographs and still life to accurately render illustrations.
9. Be able to apply various rules of one-, two-, and three-point perspective theory to develop convincing realistic imagery.
10. Analyze color selection base on color perception and related problem-solving issues.
11. Compare and contrast the styles of current popular illustration with those of the past.
12. Develop, assemble, and present a portfolio of illustrations representative of client-stipulated media, skill level, theme, and purpose.

Course Outline

Note: Subject to change as the course unfolds to foster student growth and success

Week 1: Introduction to the World of Illustration

8/28/2017

Monday

Work Due /Critique: Welcome!

Lecture: Introduction to the class, materials and the world of illustration. The illustration processes of thumbnails roughs, finish and the use of graphite pencils and 3-ply Bristol board.

In-Class Lab: Mug Shot

Materials for In-Class: The stuff you have with you

Homework: Purchase materials for the class: Begin Farm Fresh

- **Bring a hard-boiled egg, tomato, and eggplant to the next class.**

Wednesday

Work Due /Critique: Materials for class

Lecture: Drawing for illustration: volume-metric structure, value, and light source

In-Class Lab: Form based drawings of hard boiled egg, tomato, and eggplant

Materials for In-Class: A range of graphite pencils and 3-ply Bristol Board: A hard-boiled egg, tomato, and eggplant

Homework: Begin value grid for Farm Fresh

Week 2: Farm Fresh

9/4/2017

Monday (Labor Day-No Class)

Wednesday

Work Due /Critique: value grid for Farm Fresh

Lecture: value and light source for a strong graphic read

In-Class Lab: value and light source drawings for Farm Fresh

Materials for In-Class: A range of graphite pencils and 3-ply Bristol board: A hard-boiled egg, tomato, and eggplant

Homework: value grid for Farm Fresh

Week 3: Farm Fresh Value Grid

9/11/2017

Monday

Work Due /Critique: Farm Fresh Value Grid for critique

Lecture: value and light source for a strong graphic read

In-Class Lab: Begin part 3 of Farm Fresh: the composition.

Materials for In-Class: A range of graphite pencils and 3-ply Bristol board: A hard-boiled egg, tomato, and eggplant

Homework: Part 3 for Farm Fresh

Wednesday

Work Due /Critique: In progress Farm Fresh part 3 composition

Lecture: Taking the work to a finish

In-Class Lab: Work on final art for Farm Fresh part 3

Materials for In-Class: A range of graphite pencils and 3-ply Bristol board: A hard-boiled egg, tomato, and eggplant

Homework: Final art for Farm Fresh. Mount the final art on 15" x 20" black illustration board. Also turn in a 9" x 12" envelope containing the entire preliminary work for the project (Contour line drawings, Value Grid, and associated in-class exercises).

Week 4: Modern World: compositional structures of story telling

9/18/2017

Monday:

Work Due /Critique: Final art for Farm Fresh. Mount the final art on 15" x 20" black illustration board. Also turn in a 9" x 12" envelope containing the entire preliminary work for the project (Contour line drawings, Value Grid, and associated in-class exercises).

Lecture: Critique and staging the drama

In-Class Lab: begin thumbnails for Modern World

Materials for In-Class: pencil and paper

Homework: Thumbnails concept ideas for the project

Wednesday

Work Due /Critique: B/W pencil Thumbnails for Modern World

Lecture: Composition and visual story telling

In-Class Lab: Refine concept ideas

Materials for In-Class: pencil, paper, and general art supplies

Homework: Rough Art for Modern World

Bring Black Canson Paper and White Prismacolor pencil to the next class

Week 5: Amplifying the Core of the Idea

9/25/2017

Monday

Work Due /Critique: In-Progress Thumbnails/Roughs

Lecture: Strong Silhouette Shape = Strong Graphic Read

In-Class Lab: Working in Reverse with white Prismacolor pencil on black paper

Materials for In-Class: Pencil and paper, Black Canson Paper and White Prismacolor pencil

Homework: Working in Reverse with white Prismacolor pencil on black paper

Bring Scratchboard and scrapper tools to next class

Wednesday

Work Due /Critique: Pencil roughs and white pencil on black paper roughs

Lecture: Scratchboard Technique, The shadow world of Film Noir and Illustration

In-Class Lab: Scratchboard Techniques

Materials for In-Class: Scratchboard and scrapper tools

Homework: roughs for Modern World

Week 6: Techniques and Finishing the World

10/2/2017

Monday

Work Due /Critique: All Roughs/Beginnings of final art.

Lecture: Working on the final art

In-Class Lab: final art on black scratchboard

Materials for In-Class: Black Canson Paper and White Prismacolor pencil and Scratchboard, scrapper tools for final art.

Homework: Work on Final art for What's He Building

Wednesday

Work Due /Critique: Work on final art

Lecture: Refining the finish

In-Class Lab: Work on final art

Materials for In-Class: and Scratchboard, scrapper tools for final art.

Homework: Final Art for Modern World and associated project assignments (thumbnails, roughs, etc.)

Week 7: Sequential: The Secret Life of Objects

10/9/2017

Monday

Work Due /Critique: Final Art for Modern World and associated project assignments (thumbnails, roughs, etc.)

Lecture: critique and an introduction to sequential illustration

In-Class Lab: begin conception of the sequential illustration project.

Materials for In-Class: pencil and paper

Homework: thumbnails for the ad

Wednesday

Work Due /Critique: Thumbnails for Secret Life

Lecture: staging, foreshadowing, pacing, continuity, and closure

In-Class Lab: Work on Roughs for Secret Life

Materials for In-Class: Paper and drawing supplies

Homework: Continue Working on Secret Life Roughs

- Bring Dip pen and India Ink and Bristol board for the next class

Week 8: Secret Life: Point of View

10/16/2017

Monday

Work Due /Critique: Begin Pen and Ink Technique

Lecture: Pen and Ink Techniques

In-Class Lab: Pen and Ink Exercises, work on developing Secret Life Project

Materials for In-Class: Dip Pen and India Ink, illustration or Bristol Board

Homework: Secret Life roughs

Wednesday

Work Due /Critique: Roughs Secret Life

Lecture: More on Sequential story telling

In-Class Lab: Revise Roughs, Finish Pen and Ink technique,

Materials for In-Class: Pen and Ink, illustration board

Homework: Work on final art for the project

Week 9: Revealing the Secrets

10/23/2017

Monday

Work Due /Critique: In progress final art for Secret Life

Lecture: Refining the Finish

In-Class Lab: Work on final art for Secret Life

Materials for In-Class: Supplies to do the final art for Secret Life

Homework: Complete the final art for "Secret Life", and then mount on 15" x 20" black illustration board. Also, in a 9" x 12" envelope, turn in the project thumbnails, roughs, in-class exercises and other associated project work

Wednesday

Work Due /Critique: Secret Life is due. Mount on 15" x 20" black illustration board. Also, in a 9" x 12" envelope, turn in the project thumbnails, roughs, in-class exercises and other associated project work.

Lecture: Conceptualization, evoking meaning and the memorable image

In-Class Lab: Thumbnails for Advertising Project

Materials for In-Class: Pencil and paper

Homework: Thumbnails for Persuasion

Week 10: Persuasion: the art of advertising
10/30/2017

Monday

Work Due /Critique: in progress thumbnails

Lecture: The Persuaders: A look at the ad industry and the reptilian mind

In-Class Lab: work on thumbnails

Materials for In-Class: pencil and paper

Homework: thumbnails for the ad

- **Bring cold press illustration board and color pencils to the next class meeting**

Wednesday

Work Due /Critique: Project Roughs

Lecture: Color Pencil Technique: Refining the persuasive image

In-Class Lab: color pencil exercises, advertisement art rough

Materials for In-Class: Bring cold press illustration board and color

Homework: Continue refining roughs

Week 11: Selling a Lifestyle

11/6/2017

Monday

Work Due /Critique: Ad Art Roughs/Beginning of Final Art

Lecture: Placing a visual mnemonic “cookie” in the mind of the viewer

In-Class Lab: Work on the final art for the Advertising illustration

Materials for In-Class: Materials for the working on the final art for the advertisement

Homework: Continue working on the advertising illustration

Wednesday

Work Due /Critique: In progress final art for the ad is due

Lecture: Amplifying the message with compositional finish and focal point

In-Class Lab: work on final art

Materials for In-Class: All supplies

Homework: **Final Color Art for the advertisement** mounted and flapped on black illustration board. Turn in all associated parts to the project including thumbnails, roughs, other development drawings, in class work, etc.

Week 12: Finalizing the Ad Art

11/13/2017

Monday

Work Due /Critique: **Final color art for the advertisement** mounted and flapped on black illustration board. Turn in all associated parts to the project including thumbnails, roughs, other development drawings, in class work, etc.

Lecture: In-Class Lab: Animal and head drawing

Materials for In-Class: Pencil and paper

Homework: Begin thumbnails for the Pet’s project

Wednesday

Work Due /Critique: The idea drawing for people’s pets/ or Book Cover

Lecture: Vanity and Three million dollar necklaces, animal drawing

In-Class Lab: animal drawing and Pet’s thumbnails

Materials for In-Class: Pencil and paper

Homework: Pet’s thumbnails

Week 13: Vanity in Living Color

11/20/2017

Monday

Work Due /Critique: The idea drawing for people's pets

Lecture: Vanity and Three million dollar necklaces, animal drawing

In-Class Lab: animal drawing and Pet's thumbnails

Materials for In-Class: Pencil and paper

Homework: Pet's thumbnails

- **Bring Watercolors or water based paints, brushes, palette, water bowl, and paper towels to the next class.**

Wednesday

Work Due /Critique: Pet's Rough Drawings

Lecture: Watercolor technique

In-Class Lab: Watercolor exercises

Materials for In-Class: Bring Watercolors or water based paints, brushes, palette, water bowl, and paper towels to the next class.

Week 14: "that dog looks just like its owner...."

11/27/2017

Monday

Work Due /Critique: Pet's Roughts in black and white

Lecture: Shape Caricature: Robert Risko

In-Class Lab: Roughts for Pets

Materials for In-Class: Color materials

Homework: continue with roughts

Wednesday

Work Due /Critique: A look at the roughts

Lecture: The caricatures of David Levine

In-Class Lab: Begin Final art for the Pets

Materials for In-Class: materials to work on the final art for Pets

Homework: Final art for the Pets project

Week 15: More Vanity and Fame

12/4/2017

Monday

Work Due /Critique: In Progress Final art for the Pet's project

Lecture: The caricature of Al Hirschfeld

In-Class Lab: Continue with Pet project

Materials for In-Class: color illustration supplies

Homework: read book and begin thumbnails

Wednesday

Work Due /Critique: In Progress final art

Lecture: refining form and finish for meaning

In-Class Lab: Work on final Art

Materials for In-Class: color illustration supplies

Homework: Complete the project: Final Art and preliminary work are due next class.

Week 16: Final Week

12/11/2017

Monday

Work Due /Critique: Final Art and preliminary work is due

Lecture: Review and assessment of project objectives

In-Class Lab: critique

Materials for In-Class: your sketchbook

Homework: personal sketchbook drawings

Wednesday

Work Due /Critique: Review and pick up final project

Lecture: individual consultations on the final project

In-Class Lab: review of the semester

Materials for In-Class: your choice

Homework: continue working in a sketchbook

Materials

Lyons Art Supplies: 441 E. 4th Street, Long Beach, 562-435-5383

Art Supply Warehouse: 6672 Westminster Blvd., Westminster, 714-891-3626

LBCC Bookstore: Building A LAC 562-938-4225

- ◆ Drawing pencils – range 6B, 4B, 2B, HB, H, 2H
- ◆ Pencil sharpener
- ◆ Sketchbook (choose one that works for you)
- ◆ Strathmore 400 series (Brown Cover) Medium Drawing Spiral Paper Pad 11"X14"-24 Sheets
- ◆ 14" x 17" Tracing Paper (optional)
- ◆ Kneaded eraser, Plastic eraser, "clic"-eraser, pink pearl
- ◆ Drawing Board (optional)
- ◆ Strathmore 300 or 400 Series (or another brand) Bristol Pad - 11-Inch x 14-Inch - 20 Sheet Pad (
- ◆ 15" x 20" cold press illustration board (buy as needed)
- ◆ Colorerese Pencils, several red and blue, or a small set
- ◆ Black and White Prismacolor pencils
- ◆ 2-Ampersand Scratchboards, Wood Flat Panel, Black, 9" x 12"
- ◆ Ampersand Scratchbord Tool Kit or Scraper Tools: Lozenge, Blunt & Sharp/ Gouge Shape / Holders or ESSDEE Scraper Cutter Set or Ampersand Scratchbord Scratch Knife
- ◆ Faber-Castell PITT artist pens black: Wallet Set of 8 Various Nibs (XS, S, E, M, B, SC, SB, 1.5)
- ◆ Dip Pen Holder w/ various tips (Nikko "G", Hunt 512, Hunt 513, Imperial No. 101, 102 Crow Quill, etc.) note: Hunt and Crow quill require a different handle, Stay away from Calligraphy nibs.
- ◆ India Ink for use with the Dip Pen (Dr. Ph. Martin's Black Star Matte, or Higgins Black India Waterproof Ink 1 oz., choose "water proof" ink)
- ◆ Robert Simmons White Sable Type Brushes for inking: Rounds #0, #2, #6, #8, #10
- ◆ & Flats: # 2 1/8", #6 1/4", #12 1/2" or White Sable Brush Set
- ◆ Colored Pencils, a set of at least 36 (Prismacolor, Derwent, Spectracolor are good brands)
- ◆ White tape or Drafting tape
- ◆ Mental Straight Edge (18" or longer)
- ◆ T-Square, at least 18" (24" is better)
- ◆ Various other assorted drawing tools as required

Suggested Paints: These will be discussed in class, wait to purchase these.