

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  
e-mail: [wjaynes@lbcc.edu](mailto:wjaynes@lbcc.edu)  
web access to course materials:  
**lbcc.instructure.com**

**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

<b>Magazines:</b>	Communication Arts	<b>Websites:</b>	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. 4<sup>th</sup> 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)
- ◆ Colorerace 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)
- ◆ X-Acto Knife w/ #11 Blade &/or Retractable Utility Knife
- ◆ Various other assorted drawing tools as required

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