

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

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

*Illustrators are artists who act as visual commentators and communicators
enlightening and entertaining in a meaningful way
-Bill Jaynes*

Mondays / Wednesdays 1:00 – 4:10 pm
Room K136

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Web access to course materials:
<http://billjaynes.com/LBCC%20Art%2017.htm>

Course Overview: 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;
Purchase the current edition

American Illustration Annuals
New York Society of Illustrators Illustration Annuals

Magazines:	Communication Arts	Websites:	ispot.com
	Print		illoz.com
	Graphis		drawger.com
	Step by Step		illustrationfriday.com
	How		societyillustrators.org
	Juxtapoze		
	3 x 3 Magazine		

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. attendance is factored into the final class grade.

- 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
- If the student decides to drop the class, then it is the responsibility of the student to complete the procedure through official LBCC channels. Failure to do so could result in an “F” on the student’s transcript for the class.
- 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

2/6/2017

Monday

Work Due /Critique: Welcome!

Lecture: Introduction to the class, materials and the world of illustration. The illustration process of thumbnails, roughs, and finish. 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: Bring hardboiled egg, eggplant, & Tomato to next Class

Wednesday

Work Due /Critique: Materials for class

Lecture: Drawing for illustration: Basal-morphic structure, value, and light source

In-Class Lab: Form-based drawings of hardboiled 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: Grid for Farm Fresh

Week 2: Farm Fresh

2/13/2017

Monday

Work Due /Critique: thumbnails 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: The grid for Farm Fresh

Wednesday

Work Due /Critique: The grid

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: Begin large art for Farm Fresh

Week 3: More Farm Fresh

2/20/2017

Monday No Class Holiday

Wednesday

Work Due /Critique: in progress final art for Farm Fresh

Lecture: Taking the work to a finish

In-Class Lab: Work on final art 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: 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 (thumbnails, roughs, in-class exercises).

Week 4: Farm fresh in the Modern World

2/27/2017

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 (thumbnails, roughs, in-class exercises).

Lecture: Critique and staging the drama

In-Class Lab: begin thumbnails

Materials for In-Class: pencil and paper

Homework: Thumbnails for next project

Wednesday

Work Due /Critique: Begin Thumbnails

Lecture: Seedlings: Growing Idea

In-Class Lab: Care and feeding of the beginning ideas

Materials for In-Class: Pencil and paper

Homework: Develop and refine thumbnails

Week 5: Modern Man: What is He Building?

3/6/2017

Monday:

Work Due /Critique: B/W pencil Thumbnails

Lecture: Staging and Point of view

In-Class Lab: Develop best thumbnails into rough drawings

Materials for In-Class: pencil, paper, reference materials

Homework: Rough Art for Modern Man. Bring Black Canson Paper and White Prismacolor pencil

Wednesday

Work Due /Critique: In-Progress Roughs

Lecture: Strong Silhouette Shape = Strong Graphic Read, Working in Reverse

In-Class Lab: Shape roughs, white on black roughs

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

Homework: Continue project development

Week 6: Scratchboard Technique

3/13/2017

Monday

Work Due /Critique: In-progress roughs and beginnings of final art

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

In-Class Lab: Continue with roughs, begin final art

Materials for In-Class: Scratchboard and scrapper tools

Homework: begin final art

Bring Scratchboard, scrapper tools for final art

Wednesday

Work Due /Critique: In progress final art

Lecture: more scratchboard technique

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 on Modern Man project

Homework: Complete final art for Modern Man

Week 7: Secret Life into the Modern World

3/20/2017

Monday: Project is due

Work Due /Critique: **Final Art for Modern Man** & associated project assignments (thumbnails, roughs, etc.)

Lecture: the advertising Illustration

In-Class Lab: begin conception of the advertising illustration

Materials for In-Class: pencil and paper

Homework: thumbnails for the ad

Wednesday

Work Due /Critique: Thumbnails for Secret Life

Lecture: Point of View for storytelling, Point of view slides

In-Class Lab: Work on Roughs for Secret Life

Materials for In-Class: Paper and drawing supplies

Homework: Continue Working on Roughs

Week 8: The Secret Life Begins

3/27/2017

Monday

Work Due /Critique: Roughs for Secret Life

Lecture: Sequential storytelling

In-Class Lab: Roughs for the project

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

Homework: Secret Life roughs

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

Wednesday

Work Due /Critique: Roughs Secret Life

Lecture: Pen and Ink technique

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

Materials for In-Class: Pen, Ink, Bristol board or illustration board

Homework: Work on Final art for Secret Life

4/3 – 4/9/2017 Spring Break

Week 9: The Secret Life of Objects: The Drama Continues

4/10/2017

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: work on final art

Wednesday

Work Due /Critique: In progress final art

In-Class Lab: Work on final art

Materials for In-Class: supplies for the final art

Homework: Secret Life is due next Class! 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

Week 10: Secret Life: The Final Chapter

4/17/2017

Monday: Project is due

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: Begin Thumbnails

Materials for In-Class: Pencil and paper

Homework: Thumbnails for Persuasion

Wednesday

Work Due /Critique: Advertising illustration 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**

Week 11: Persuasion: The Art of Advertising

4/24/2017

Monday

Work Due /Critique: Project Roughs

Lecture: Color pencil technique

In-Class Lab: Color pencil technique exercises

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

Homework: refine roughs

Wednesday

Work Due /Critique: Color Pencil Technique

Lecture: Refining the persuasive image

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

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

Homework: The advertising rough

Week 12: Advertising Illustration & Color Pencils

5/1/2017

Monday

Work Due /Critique: Ad Art Roughs

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: work on final art

Wednesday

Work Due /Critique: In progress final art

Lecture: Is the message getting through?

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. **Project is due next class**

Week 13: Did the Message get Through?

5/8/2017

Monday: Project is due

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: Human head structure

In-Class Lab: Head studies

Materials for In-Class: Pencil and paper

Homework: Begin thumbnails for the Pet's project

Wednesday

Work Due /Critique: Pet's thumbnails

Lecture: Vanity and Three-million-dollar gold chains, animal drawing

In-Class Lab: develop the pet

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

Week 14: Famous People's Pets

5/15/2017

Monday

Work Due /Critique: Pet's thumbnails

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.

Wednesday

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

Lecture: Caricature of Robert Risko

In-Class Lab: Roughs for Pets

Materials for In-Class: Color materials

Homework: continue with roughs

Week 15: Vanity in Real Living Watercolor

5/22/2017

Monday No Class Holiday

Work Due /Critique: Color Roughs

Lecture: The tradition of caricature

In-Class Lab: Refine the roughs

Materials for In-Class: color media and illustration board

Homework: Refine roughs

Wednesday

Work Due /Critique: Refined Rough art

Lecture: Choosing what to exaggerate and the push and pull of caricature

In-Class Lab: work on 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 16: “that dog looks just like its owner....”

5/29/2017

Monday: Holiday-No Class

Wednesday

Work Due /Critique: In progress final art

Lecture: review of the project’s objectives

In-Class Lab: 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 is due next class

Week 17: Final’s Week

6/5/2017

Monday: Project is due

Work Due /Critique: Final art for the Pet’s project is due

Lecture: Some exquisite book illustrators from the past

In-Class Lab: thumbnails for the book project

Materials for In-Class: pencil and paper

Homework: continue drawing in your sketchbook

Wednesday

Work Due /Critique: Pick up Work /clean the studio space

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, "click"-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)
- ◆ Colorerase 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 (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 "waterproof" 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
- ◆ Color 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.