

S y l l a b u s
Art 18:Illustration

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

*Illustrators are visual commentators and communicators
who enlighten and entertain in a meaningful way
-Bill Jaynes*

Mondays 1:00 pm – 4:00 pm

Wednesdays 1:00 pm – 3:45 pm

Room K136

Bill Jaynes, Instructor

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website: <http://billjaynes.com/Art%2018%20LBCC.htm> (course materials can be found here)

Course Overview: This is a beginning traditional media illustration course. The class will use the creative 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 form-based drawing to create finished work will be emphasized. Thus both the technical and conceptual side of illustration will be taught and practiced.

Recommended texts:

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

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines (Procure the latest edition)

American Illustration Annuals

New York Society of Illustrators Illustration Annuals

Magazines: Communication Arts
Print
Graphis
Step by Step
How
Juxtapoze

Websites: ispot.com
illoz.com
illustrationmundo.com
illustrationfriday.com
societyillustrators.org
drawger.com

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 grade for the class.
- 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, 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 18 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 illustration with regard to the critical possesses and positions pertaining to the theoretical, aesthetic, and technical issues of art making.
3. Compose and develop resolved illustrations from research and observation.

Art 18 Course Objectives:

1. Conceive, plan and coordinate multi-dimensional illustration problems based on detailed client-stipulated specifications.
2. Assess and address client-based concerns with regards to meeting production cost, timelines, and target audiences.
3. Select and employ production methods, materials, and techniques consistent with illustration themes and their corresponding graphic intentions.
4. Prepare and present preliminary concepts and defend the stated rationales for the choices made.
5. Develop sharp-focus drawing and rendering skills in order to achieve a high degree of factual visual representation, across a wide range of subject matter.
6. Analyze current trends in illustration and fine art that may be incorporated creatively in personal expression, both content, and technique.
7. Accurately analyze the quality and creativity of the content and execution of personal work, in order to better form critical and objective viewpoints toward it.
8. Solve complex visual problems in a creative, individualistic style.
9. Critically assess his/her finished illustration assignments, and compare and contrast them to the works of others.
10. Create a body of portfolio-quality artwork; properly prepare the work for presentation; include a balanced range of styles, media, and techniques; explain and defend the conceptual and technical choices made.

Course Outline

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

Week 1: The Launch

The week of 2/6/2017

Monday

Work Due /Critique: Welcome to Art 18 Illustration!

Lecture: Overview of the illustration world through the instructor's work: illustration process

In-Class Lab: Mug Shot, drawings of small objects

Materials for In-Class: general art supplies:

Homework: thumbnails for produce stand: for next class bring Prismacolor pencils, toned Canson paper, and grayscale markers + colorful (real) fruits and veggies

Wednesday

Work Due /Critique: thumbnails for Produce stand

Lecture: Color for form and communication

In-Class Lab: Revise Produce Stand Roughs

Materials for In-Class: materials for Produce Stand

Homework: Develop compositional roughs

Week 2: Produce Stand

The week of 2/13/2017

Monday

Work Due /Critique: Rough art for Produce Stand project

Lecture: Color for form and communication, Prismacolor pencils, toned paper, grayscale markers

In-Class Lab: practice Prismacolor pencils, toned paper, grayscale markers

Materials for In-Class: Prismacolor pencils, toned paper, grayscale markers

Homework: Refine the Rough art for Produce Stand project

Wednesday

Work Due /Critique: Refined rough art

Lecture: Color Design for illustration

In-Class Lab: Work on art for Produce Stand

Materials for In-Class: materials for Produce Stand

Homework: Refined roughs/Begin Final Art for Produce Stand

Week 3: Rich, Lush Fruits, and Vegetables

The week of 2/20/2017

Monday No Class Holiday

Work Due /Critique: The start of Produce Stand Final Art

Lecture: The Color Pencil technique of Bill Nelson

In-Class Lab: Work on Final Art for Produce Stand

Materials for In-Class: materials for Produce Stand

Homework: Final Art for Produce Stand

Wednesday

Work Due /Critique: In progress final art

Lecture: Refining the finish while keeping the piece alive

In-Class Lab: Work on final art

Materials for In-Class: materials for Produce Stand

Homework: Complete Final Art for Produce Stand mounted on 2017” x 20” black illustration board
Turn in the entire associated project work next class with the final art.

Week 4: Creature Creation

The week of 2/27/2017

Monday

Work Due /Critique: Final Art for Produce Stand + the entire associated project work

Lecture: Exploring conceptualization of ideas

In-Class Lab: Begin Thumbnails

Materials for In-Class: general art supplies

Homework: Thumbnails

Wednesday

Work Due /Critique: Thumbnails

Lecture: Concepts from complex source material

In-Class Lab: Continue with thumbnails for The Thing That Waited

Materials for In-Class: general art supplies: drawing materials

Homework: Roughs for The Thing That Waited

Week 5: Turn-a-Round

The week of 3/6/2017

Monday

Work Due /Critique: Roughs

Lecture: Conceptualizing process

In-Class Lab: Work on refining Roughs

Materials for In-Class: Pencil and Paper

Homework: Complete The Thing That Waited B/W rough

- Bring black Canson paper and white Prismacolor pencil to the next class

Wednesdays

Work Due /Critique: Refined B/W Rough

Lecture: The Thing That Waited and building a strong graphic image from a mountain of information

In-Class Lab: Refining The Thing That Waited with silhouette shape rough

Materials for In-Class: general art supplies: b/w materials Bring black Canson paper and white Prismacolor pencil to this next class

Homework: The Thing That Waited Roughs

- Bring Scratchboard and Scratchboard tools to the next class

Week 6: Scratching the Light

The week of 3/13/2017

Monday

Work Due /Critique: Value shape Roughs

Lecture: Scratchboard Technique

In-Class Lab: Practice scratchboard technique

Materials for In-Class: Scratchboard and scrapper tools

Homework: Refine The Thing That Waited Roughs: Bring black Canson paper and white Prismacolor pencil to this class

Wednesday

Work Due /Critique: Start of final Art

Lecture: Taking The Thing That Waited to a finish

In-Class Lab: Final art for The Thing That Waited

Materials for In-Class: general art supplies:

Homework: Complete final art and turn in with the entire associated project work next class.

Week 7: End of the Chapter

The week of 3/20/2017

Monday

Work Due /Critique: Final Art + the development work for the project is due

Lecture: Value and graphic presence

In-Class Lab: Fruit drawings for Produce Stand project

Materials for In-Class: general art supplies:

Homework: thumbnails for Toy Time- Bring small "Happy Meal" toys to the next class

Wednesday

Work Due /Critique: Toy exploratory drawings and 9 thumbnails (3 story sets)

Lecture: pictorial narrative: staging the story: point of view

In-Class Lab: refining, revising, and clarifying the thumbnails into roughs

Materials for In-Class: general art supplies: drawing materials

Homework: complete Toy Time thumbnails

- **Bring Pen and Ink Supplies to the next Class**

Week 8:

The week of 3/27/2017

Monday

Lecture: Pen and Ink Technique

In-Class Lab: Practice pen and ink technique

Materials for In-Class: general art supplies: graphite pencils and Bristol board and/or cold press illustration board, dip pen, India ink

Homework: Toy Time Roughs

Wednesday

Work Due /Critique: Refined Roughs

Lecture: How you say it: Composition for story telling

In-Class Lab: Rework roughs and begin final art

Materials for In-Class: graphite pencils/Bristol board and/or cold press illustration board, dip pen, India ink

Homework: Start the final art

4/3 – 4/09/2017 Spring Break

Week 9: Toy Time

The week of 4/10/2017

Monday

Work Due /Critique: The start of the final art for Toy Time

Lecture: Using value for composition, narrative and graphic presence

In-Class Lab: Work on Final Art for Toy Time

Materials for In-Class: The materials for the final art; graphite pencils and Bristol board and/or cold press illustration board, dip pen, India ink

Homework: Continue with the final art for Toy Time.

Wednesday

Work Due /Critique: In progress final art for Toy Time

Lecture: Using value for composition, narrative and graphic presence

In-Class Lab: Work on Final Art for Toy Time

Materials for In-Class: The materials for the final art; graphite pencils and Bristol board and/or cold press illustration board, dip pen, India ink

Homework: Complete the final art for Toy Time. The project is due next class meeting. Mount the final art on 2017 x 20 black illustration board; cover the art with thick (Canson) paper. Also, in a 9"x12" envelope, turn in all associated project work: including in-class work, thumbnails, roughs, and any other assigned parts to the project.

Week 10: Departure: Persuasion

The week of 4/17/2017

Monday: Project is due

Work Due /Critique: Toy Time final art + project development work

Lecture: Current Advertising Mind-set

In-Class Lab: Begin JetBlue Thumbnails

Materials for In-Class: general art supplies

Homework: Thumbnails for the JetBlue Advertising Illustration

Wednesday

Work Due /Critique: Thumbnails for Advertising Illustration

Lecture: Illustration images from the world of advertising

In-Class Lab: Revise thumbnails and begin JetBlue final art

Materials for In-Class: general art supplies

Homework: JetBlue roughs: Bring Cold Press illustration board or watercolor paper and wet media paint (watercolors to the next class)

Week 11: Gaining Altitude

The week of 4/24/2017

Monday

Work Due /Critique: JetBlue roughs

Lecture: Ink Line and watercolor technique for illustration

In-Class Lab: practice Ink Line and watercolor technique for illustration

Materials for In-Class: Press illustration board or watercolor paper and wet media paint

Homework: a color JetBlue rough/Begin final JetBlue art

Wednesday

Work Due /Critique: Refined Roughs

Lecture: More on advertising illustration

In-Class Lab: work on JetBlue art

Materials for In-Class: Materials

Homework: Continue developing the concepts

Week 12: Mid-Air

The week of 5/1/2017

Monday

Work Due /Critique: Beginnings of Jet Blue Final Art

Lecture: Aligning form and message

In-Class Lab: Work on final art

Materials for In-Class: general art supplies

Homework: Final Art

Wednesday

Work Due /Critique: JetBlue final art

Lecture: More on advertng illustration

In-Class Lab: work on final JetBlue art

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

Homework: Finish JetBlue art + turn in the entire project work next class

Week 13: Arrival and The Red Carpet

The week of 5/8/2017

Monday

Work Due /Critique: JetBlue final art + the project development work is due

Lecture: JetBlue final critique + head drawing for Famous Person Project

In-Class Lab: Begin thumbnails for famous person and Head Drawing

Materials for In-Class: general art supplies

Homework: Famous Person thumbnails

Wednesday

Work Due /Critique: Famous Person Thumbnails

Lecture: Persuasion thumbnails

In-Class Lab: Work Roughs

Materials for In-Class: general art supplies

Homework: Persuasion Roughs

Week 14: Famous Person Project

The week of 5/15/2017

Monday

Work Due /Critique: Famous Person Thumbnails/Roughs

Lecture: Persuasion thumbnails

In-Class Lab: Work Roughs

Materials for In-Class: general art supplies

Homework: Persuasion Roughs

Wednesday

Work Due /Critique: Roughs

Lecture: Current Professional Illustration Work

In-Class Lab: Famous Person

Materials for In-Class: Sketchbook

Homework: Finish Rough

Week 15: Getting a Likeness

The week of 5/22/2017

Monday

Work Due /Critique: Famous Person Roughs

Lecture: Reaction and analysis of the Society of Illustrators show

In-Class Lab: Refine Persuasion rough/create color rough

Materials for In-Class: general art supplies:

Homework: Begin Famous Person final art

Wednesday

Work Due /Critique: Beginnings of final Art

Lecture: individual critique and guidance

In-Class Lab: work on the final art for Persuasion

Homework: Begin Famous Person final art

Week 16: Their Day Job

The week of 5/29/2017

Monday Holiday-No Class

Work Due /Critique: In-progress Final Art

Lecture: Individual critique and guidance

In-Class Lab: Final Art

Materials for In-Class: materials to produce your final art

Wednesday

Work Due /Critique: In-progress Final Art

Lecture: Individual critique and guidance

In-Class Lab: Final Art

Materials for In-Class: materials to produce your final art

Homework: The final piece and the entire project parts are due next class for critique and grading

Week 17: Final's Week

The week of 6/5/2017

Monday: Project is due

Work Due /Critique: The final piece and the entire project parts are due for critique and grading

Lecture: finishing up and carrying the insight/skills forward

In-Class Lab: critique and comment

Materials for In-Class: general art supplies

Homework: Draw and paint in your sketchbook

Wednesday

Work Due /Critique: Pick up final project

Lecture: finishing up and carrying the insight/skills forward

In-Class Lab: Final's week

Materials for In-Class: your final project

Homework: draw and paint in your sketchbook as an ongoing process

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, "clit"-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 (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.