COURSE CONTENT

Course Code	DV2002
Course Title	Illustration for Designers
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This Intermediate level, studio-based course will introduce you to illustrative visual communication placing emphasis on personal investigation and discovery through experimentation with a variety of media and techniques. You will be encouraged to create a body of stylised and conceptual illustrations, whilst considering their practical application. This learning provides a holistic approach in informing your visual voice and underpins the creative strategies applied in further creative practice.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify and evaluate techniques used to create stylistic and conceptual illustrations.

2. Develop creative illustrative responses using a range of media and techniques.

3. Effectively apply conceptualisation strategies to express ideas.

4. Employ clear and well-structured presentation skills to communicate concepts within illustration.

5. Critique visual ideas and illustration techniques employed by peers in a constructive manner

Course Content

What makes a good illustration?
In this course you will explore the role of illustrations in communication design.
This will begin with a review of stylistic and conceptual illustration approaches employed throughout history. The concepts of style and concept will be analysed and defined, as you explore visual narratives that depict personality and context.

Planning, Creative Process and Critical Evaluation
All illustration has a context and an audience. You will explore the roll of the target audience, and how this affects decisions made in illustration, both in subject matter and style. A range of strategies will be explored, such as target audience analysis, ideation, visual problem-solving, strategies to innovate, inform, persuade and entertain. You will experiment with a range of media and techniques, developing conceptual illustrations from sketch to reality.

Applied Illustration
Craft and attention to detail will be explored in both 2 dimensional and 3 dimensional applications, as you apply your visual responses to communicate in context with your audience.
Class assignments
Creative and theory based projects will explore and evaluate the creation of a considered body of

illustrative work. Through use of stylisation and conceptualisation techniques and strategies you will consider the practical applications of illustrations in a design context. The learning in this course will be developed through lectures, tutorials, class exercises self-reflection and peer/instructor feedback sessions.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Stylised Illustration Creation of a stylised illustration exploring the concept of visual narrative and reflecting the individuals' personality and interests	1,2,3,4	--	10%	Individual
Editorial Illustration Illustration as incorporated in editing, layout and printing of special-interest publications such as books, brochures, catalogues, magazines, newspapers, among other unique or series of editorial formats.	1,2,3,4	--	30%	Individual
Final Project: Applied Illustration Students are to create several illustrated artefacts for a special event (wedding/birthday etc.) At least one of which should be a 3 dimensional application.	1,2,3,4	--	30%	Individual
Academic Blog A detailed self-reflective blog documenting the creative process for each of the above 3 projects.	1,4	--	10%	Individual
Continuous Assessment: Participation	5	--	20%	Individual
Total			100%	

Reading and References

1. "Home". *The Dieline | Packaging & Branding Design & Innovation News*, 2018, http://www.thedieline.com/. Accessed 7 Mar 2018.
2. "ILLUSTRATION AGE". *ILLUSTRATION AGE*, 2018, https://illustrationage.com/. Accessed 7 Mar 2018.
3. "Illustration Friday". *Illustrationfriday.Com*, 2018, http://illustrationfriday.com/. Accessed 7 Mar 2018.

4. "Lovely Package | Curating The Very Best Packaging Design". *Lovelypackage.Com*, 2018, http://lovelypackage.com/. Accessed 19 Mar 2018.
5. "The AOI - Home". *The AOI*, 2018, https://theaoi.com/. Accessed 7 Mar 2018.
6. Heller, Steven, and Seymour Chwast. *Illustration*. Abrams, 2008.
7. Houston, Greg. *Illustration That Works*. Monacelli Studio, 2016.
8. Jiajia, Xia. *Packaging Illustrations*. Artpower, 2017.
9. Male, Alan. *Illustration*. Bloomsbury Visual Arts, 2017.
10. Zeegen, Lawrence, and Louise Fenton. *The Fundamentals Of Illustration*.

Course Policies and Student Responsibilities

(1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

(2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

(3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Planned Weekly Schedule*

*Subjected to adjustment by instructor according to students' progress, public holidays and unforeseeable circumstances.

Week	Topic	Course LO	Readings/ Activities
1	• **What makes a good illustration?** The role of illustrations in communication design. Review of Stylistic and conceptual illustration approaches	1, 5	**Introduction to the course:** **What you will learn, aims and objectives, class expectations, materials required etc.** **Lecture and in-class discussion:** What makes a good Illustration **Introduction to Assignment 1** Students to begin independent research for their own self portrait
2-3	• **Stylised Illustration** Abstract Lines/Patterns/Texture Self-expression and visual communication as narrative	1,2, 3, 4, 5	**Lecture/Case study:** Stylised illustration In-class activity Students to continue research /idea generation
4-8	• **Planning, Creative Process and Critical Evaluation** Target audience analysis Ideation strategies/visual problem-solving Exploring how to innovate, inform, persuade and entertain through visual narrative Experimentation with various media and techniques Developing conceptual illustrations from sketch to reality.	1, 2, 3, 4, 5	**Lectures on:** - Editorial Illustrations - Process and Planning - Mood boards - Thumbnail process and art direction for project - Composition strategy Students to conduct independent research into illustration Students to begin thumbnail sketches and idea generation Students to create Pencil comps of ideas for illustration Project critique online Students to participate in a group critique session presenting pencil comps for review.
9-13	• **Applied illustration** Craft and attention to detail in both 2 dimensional and 3 dimensional applications Questioning stylistic and/or conceptual appropriateness of visual responses based on their intended audience and	1, 2, 3, 4, 5	**Lectures on:** - Applied Illustration - Illustration for 3D Application Students to begin independent research on the above Project critiques: Students to participate in a group critique session presenting near completed

	context	work of final compositions
		Continuous review Final assignment
	• **Continuous review of final assignment through various stages of completion**	**Student Presentations** on final assignment with critique and feedback
	Throughout the last 5 weeks of the semester the final assignment will be subject to review through its various stages of completion. This will be carried out in class presentations by students and will allow for a peer-review-based examination of the works in progress. In this highly interactive process you will learn through and from the work of your peers and the advice offered by the lecturer. These reviews will take all previously learned concepts into account and test the students in terms of their understanding of applying these to practice.	