



Course Number and Title: VSC 271 Illustration

Campus Location:

Dover

Effective Date:

2018-51

Prerequisite:

VSC 109, VSC 115, VSC 160, VSC 161

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

Course Description:

This course covers the technical and aesthetic aspects of creating illustrations for publication. Topics include rendering in various media and the conceptualization of images for editorial, commercial, and book illustrations. Students explore a variety of digital and traditional techniques while developing critical thinking and problem-solving skills.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

Black or White Matte Board (several sheets)

Utility knife or X-ACTO knife and extra blades

8" x 10" hardbound sketchbook

Flash drive

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Apply the basic elements and principles of design. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5)
2. Discuss and apply the principles of color theory. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5)
3. Apply project planning, project management, and copyright and fair use to illustration. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 3, 4, 5, 6)
4. Create illustrations using materials that express issues pertaining to article content and/or subject matter. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5)
5. Import and/or create images in digital format for web and/or print. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5)
6. Create images and graphics for web and print. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5)
7. Present and defend designs, layouts, and technical merits of work, and use constructive criticism from formal critiques to make improvements. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Apply the basic elements and principles of design.
 1. Explain image resolution, image size, and image file format for web, video, and print.
 2. Identify design principles, elements, and image composition.
 3. Define key terminology of digital images.
2. Discuss and apply the principles of color theory.
 1. Explain the aspects and location of colors on the color wheel.
 2. Express moods and emotions using color schemes.
 3. Define key terminology of color schemes.
3. Apply project planning, project management, and copyright and fair use to illustration.
 1. Interpret the purpose, audience, and audience needs for preparing images that meet illustration brief requirements.
 2. Discuss standard copyright rules for images and image use.
 3. Describe project management tasks and responsibilities.
 4. Create a review and redesign cycle based on feedback.
4. Create illustrations using materials that express issues pertaining to article content and/or subject matter.
 1. Analyze a brief or story for key illustrative moments.
 2. Use a variety of media to solve illustrative assignments.
 3. Create illustrations for an editorial application.
 4. Create illustrations for an advertising application.
 5. Create a sequential, book/graphic, or novel illustrations.
 6. Create an info graphic based on student gathered data.
5. Import and/or create images in digital format for web and/or print.
 1. Scan sketches, drawings, brushes, paper, created artwork and/or materials as illustrative resources for use in Adobe Photoshop and/or Adobe Illustrator software.
6. Create images and graphics for web and print.
 1. Prepare images for web, print, and video.
7. Present and defend designs, layouts, and technical merits of work, and use constructive criticism from formal critiques to make improvements.
 1. Mount, matte, or otherwise display work for presentation.
 2. Present design in a formal critique.
 3. Incorporate constructive criticism to make improvements.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations that are technically and conceptually effective.
6. Create or evaluate and select, illustrative, or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
7. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.