

Course Syllabus

Edit

ART3030 | ILLUSTRATION 1

PROFESSOR: David Adey, MFA

CONTACT: dadey@pointloma.edu / phone: xt: 2570

OFFICE: Keller 104 / *Email for appointment*

CLASS SCHEDULE: Tuesday / Thursday 9:20–11:40 AM (*hybrid of synchronous and asynchronous*)

COURSE DESCRIPTION:

ART3030 Illustration 1 is an intermediate graphic design course that focuses on illustration as a means of graphic communication. Emphasis is placed on the development of a personal visual vocabulary, the sharpening of conceptual skills, and the development of technical abilities in traditional and digital media. Students will strengthen and enhance portfolio content, increase their awareness of current trends in contemporary illustration, and the professional aspects of illustration including working with an art director, reproduction requirements, and professional practices.

GOALS OF THIS COURSE:

Broaden the student's knowledge of the field of graphic design and illustration.

Strengthen the student's skills in a variety of illustration styles and techniques.

Understand the idea of visual storytelling.

Development of a personal illustrative style.

Become familiar with contemporary illustrators and trends.

Gain a greater understanding of the commercial art world, and what role illustration plays.

LEARNING OUTCOMES:

1. Students will create graphic design projects using illustration as the primary mode of expression.
2. Students will combine traditional and digital techniques in the creation of graphic forms.
3. Students will analyze examples of contemporary illustration, and duplicate a variety of illustrative techniques.
4. Students will employ illustrative style as a vehicle for content and story-telling, and the appropriate use of style for a given client or project.

GRADING:

Grades are based on a percentage of points accumulated during the semester. If class sessions must be canceled due to events out of the instructor's control such as illness, natural disaster, etc. the point total may be reduced. Projects turned in late will receive an automatic 20 pt. deduction. You will then have one week from the due date to turn it in. After one week you will receive an F for that project. On-time means that it is uploaded to Canvas by the due date before the assignment closes. All homework assignments must be turned in through Canvas to receive credit.

16%: Project 1: (100 pts.)

16%: Project 2: (100 pts.)

16%: Project 3: (100 pts.)

16%: Project 4: (100 pts.)

16%: Project 5: (100 pts.)

10%: Participation: (50 pts.)

10%: Homework: (points may vary)

GRADE SCALE:

A = 93 – 100% of possible points

A- = 90 – 92% of possible points

B+ = 87 – 89% of possible points

B = 83 – 86% of possible points

B- = 80 – 82% of possible points

C+ = 77 – 79% of possible points

C = 73 – 76% of possible points

C- = 70 – 72% of possible points

D+ = 67 – 69% of possible points

D = 63 – 66% of possible points

D- = 60 – 62% of possible points

F = 0 – 59% of possible points

Projects turned in late will receive an automatic 20 pt. deduction. You will then have one week from the due date to turn it in. After one week you will receive an F for that project. On-time means that it is ready by the beginning of the class session.

SUPPLIES:

- Computer (Instruction will be given from a Mac)

- Adobe Creative Suite / Creative Cloud subscription
If you do not have the necessary technology this Fall, please email: student-tech-request@pointloma.edu
- Sketchbook (8.5 x 11 minimum)
- Metal (cork or foam back) ruler
- Sharpies (thick & thin)
- Tracing paper
- Other supplies will be necessary for each project

ATTENDANCE:

Attendance is required. You are allowed 2 unexcused absences. Each additional absence will result in a 5 pt. deduction from your final participation grade. If you are absent from a required ZOOM class session, you are responsible to find out from your peers what information you missed. If you arrive more than 5 minutes after or leave more than 5 minutes prior to a required synchronous ZOOM session, you are late. Two late-arrivals or early-departures equal one absence. If you are more than 30 minutes late for a required synchronous session, you will be marked absent.

Exceptions to the attendance policy will only be made in the event of a family emergency, illness with a doctor's verification, or something of an unexpected, urgent nature which is out of your control. Family vacations, weddings, work schedules, and or travel/flight schedules are not valid excuses for missing a required class session. Excessive absences may result in you being dropped from the course. (See *PLNU catalog attendance policy*)

ONLINE RULES AND ETIQUETTE:

Just as if we were meeting face to face, you are expected to be professional and respectful when attending class on Zoom. The following are class policies for our meetings with Zoom. Please read carefully, these policies are effective immediately and apply for the remainder of the semester. All students are expected to adhere to the policies. *NOTE: Class meetings on Zoom (including video, audio, and chat text) may be recorded.*

General Rules:

- Sign in to the meeting on time. We have limited time to meet as a group and accomplish the session tasks. Please make sure to both sign in to zoom by the scheduled time, and come prepared for the session. This means that any

homework or other assigned preparation for a given zoom session is completed prior to the zoom session.

- Stay focused. Please stay engaged in class activities. Close any apps on your devices that are not relevant and turn off notifications.
- If you need technical help contact the IT Help Desk at help@pointloma.edu or 619-848-2222

Video:

- Keep it clean. Don't share anything you wouldn't put up on the projector in class!
- Turn on your video if possible. It is helpful to be able to see each other, just as in an in-person class.
 - If you have limited internet bandwidth or don't have a webcam, it is ok to not use video.
 - If you're unable to find an environment without a lot of visual distractions, it is also ok to turn off your video.

Audio:

- Mute your microphone when you are not talking. This helps eliminate background noise.
- Use a headset when possible. If you own headphones with a microphone, please use them. This improves audio quality.
- If possible, find a quiet, distraction-free place to log in. Turn off any music, videos, etc. in the background.

Chat:

- Stay on topic. Use the chat window for questions and comments that are relevant to the class. The chat window is not a place for socializing or posting comments that distract from the course activities. If you fill it up with random comments, I will be unable to sort through the information quickly to address students' questions/concerns about the course.
- No disrespect or hate speech, please. Just like in our in-person class, respectful behavior is expected. Consider Zoom a professional environment, and act like you're at a job interview, even when you're typing in the chat.

[Tentative Course Schedule](#)

[PLNU Catalog Policies](#)

[Technology and System Requirements](#)