

Common Course Outline

CGVC 222

Concepts in Illustration

3 Semester Hours

The Community College of Baltimore County

Description

CGVC 222 – 3 Credits – Concepts in Illustration explores the complex visual problems and formats that a digitally based illustrator will face in the current marketplace. Course work emphasizes the creation of conceptual, client-based illustrations for use in commercial settings and examines creative strategies for idea generation. Technical exploration includes the blending of traditional and digital illustration media for dynamic visual marketing materials such as those used in product campaigns. Discussions and projects examine the major markets for illustration including editorial, sports, caricature, medical, product, and concept art illustration.

3 credits; 2 lecture hours per week; 2 laboratory hours per week

Prerequisite: CGVC 207 and CGVC 237, or consent of the program coordinator; this course may not be offered in all semesters, see registration schedule

Overall Course Objectives

Upon completion of this course the student will be able to:

1. define business issues unique to the career of an illustrator;
2. explore a direction for a career in illustration;
3. prepare illustrations for digital output from concept to final printing;
4. conceptualize dynamic visual solutions to an illustration problem;
5. create spot illustrations in various styles and under tight deadlines;
6. build a reference library of visual materials to be used in future illustrations;
7. interpret client needs for illustrations;
8. build a CD-ROM of original clip art;
9. translate illustration concepts into the computer for multi-format display; and
10. create campaign-based illustrations for product branding.

Major Topics

- I. Defining a Career Direction
 - a. Freelance illustration
 - b. Studio-based illustration
 - c. Fees and rates
- II. Styles of Illustration
 - a. Medical illustration
 - b. Character illustration
 - c. Concept art illustration
 - d. Product illustration
 - e. Editorial illustration
 - f. Sports illustration
 - g. Genre illustration
 - h. Architectural illustration
 - i. Illustration for children
- III. Conceptual Exercises and Idea Generation
 - a. Group critiques
 - b. On-site illustration
 - c. Illustration process
- IV. Clip Art
 - a. Generating CD-ROMs
 - b. Style guides
 - c. Marketing tools
- V. The Illustration Community
 - a. Societies and organizations
 - b. The internet and the international illustration marketplace
- VI. The Morgue
 - a. Using photography
 - b. Copyright issues
 - c. Digital archives
- VII. Blending Traditional and Digital Illustration Styles
 - a. Scanning strategies
 - b. Media and materials
- VIII. Illustration Campaigns
 - a. Reusable images/characters
 - b. Multi-format display
 - c. Interpreting client needs
- IX. Formats
 - a. Book illustration
 - b. Magazine illustration
 - c. Textile design
 - d. Dimensional and environment illustration
 - e. Screen printing
- X. Defining a Style
 - a. Self-promotion
 - b. Client relationships
 - c. Creating a studio

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

A portfolio of 10-15 images

A “morgue” (a library of visual reference material)

An original spot illustration clip art CD-ROM

Writing: The individual faculty member will determine specific writing assignments, such as client pitches and concepts for specific illustration projects.

Other Course Information

This course is a required course in the Publication Design degree program within Computer Graphics and Visual communication.

This course is taught in a computerized environment.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.