IL 3595 Illustration II

The information age demands that the illustrator must absorb complicated text and summarize it with a single image. In the areas of advertising, editorial, and institutional illustration, the artist does just that. This course defines and develops the necessary methods required to successfully conceive and produce powerful single-image illustrations that quickly communicate to a mass audience. Studio projects will rely on the analytical method of thumbnail sketches, reference gathering, preliminary drawings, and color studies for the production of finished illustrations. At the conclusion of this course, students will gain knowledge and skills in story analysis, compositional development, and the production of finished illustrations in a variety of techniques.

Prerequisites: IL 2575 Illustration I

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not Meeting	Corresponding Program Learning Outcomes	Institutional Outcomes
Apply ideation methods to develop dynamic and original illustrations.	Expresses an adroit use of ideation in developing dynamism and originality. The work is confident, pertinent, and compelling.	Displays an method of ideation. Illustrations show an interesting and appropriate use of visual ideas.	Demonstrates a beginning level of ideation practice. Illustrations show a marginal use of interesting ideas, which need further development for creating dynamic and persuasive/compelling compositions.	Fails to apply ideation methods in creating illustrations, resulting in awkward, inadequate compositions.	Critical Thinking, Composition Theory	All Institutional Outcomes
Analyze non-fiction stories in illustrations which create unique visual solutions.	Implements an accurate, detailed, and careful analysis of the source material, and a fitting, intriguing, and compelling reaction to it.	Embodies an appropriate understanding and relevant reaction/expression to the source material.	Expresses a beggining understanding and interpretation of research analysis. The comprehension of story details/ideas is incomplete/inconsistent, and needs further analysis to develop a fitting response.	Fails to demonstrate an understanding in the work of source material used for research (non-fiction stories/articles). The ideas are expressed awkwardly and inappriately/irrelevantly.	Critical Thinking, Storytelling & Communication	Cultural Competence, Critical Thinking
Use visual metaphor in illustrations to communicate narrative to a specific audience.	Displays an original, thought provoking use of visual metaphor.	Demonstrates a use of visual metaphor is appropriate and fitting.	Demonstrates a use of metaphor indicating a nascent understanding of the power and use of metaphor. Metaphors may be confusing or of marginal relevance. Use of visual metaphor needs improvement.	Fails to utilize apt or effective metaphors for the subject matter.	Storytelling & Communication	Cultural Competence, Communication Competence, Design Competence
Implement visual and verbal problem solving skills in illustrations to communicate to a specific, defined, audience.	Incorporates exemplary use of visual and verbal problem solving in illustrations that communicate with pertinence and compelling imagery to the specific intended audience.	Enacts a competent use of visual and verbal problem solving skill in creating illustrations that communicate appropriately to its audience.	Presents a moderate but unconfident use of visual and verbal problem solving skill in illustrations. The work establishes a moderate communication with its intended audience.	Fails to implement visual and verbal problem solving skills in illustrations. The work fails to communicate to a specific, defined, audience.	Storytelling & Communication, Drawing, Compositional Theory, Professional Practice	Cultural Competence, Communication Competence, Design Competence
Experiment with digital media to create unique images.	Visual technique is highly experimental and unique	Visual technique is experimental and unique	Visual technique average and common	Fails to experiment with digital media to create images	Media Skills, Innovative Style	Design Competence