



GDES 260 – ILLUSTRATION 1

INSTRUCTOR: Clark Stoeckley

TIME: Sunday 2:00 pm – 4:45 pm

INSTRUCTIONAL MODALITY: In Person

OFFICE PHONE: x3669

OFFICE HOURS: Sunday 9:30 am - 10:00 am / 12:45 pm - 2:00 pm / 4:45 pm – 6:00 pm

Monday 10:45 am - 11:00 am / 1:45 pm - 2:00 pm / 3:30 pm - 6:00 pm

EMAIL: cstoeckley@auk.edu.kw

ZOOM: <https://auk.zoom.us/j/9287939576>

CLASSROOM: G115

OFFICE: G326

The professor reserves the right to adjust the syllabus requirements and change other aspects of the course as necessary, in the interest of a better learning experience for the class. Such changes will be announced in class, posted to the class email list and on Moodle.

COURSE DESCRIPTION

This course allows graphic design students to address visual communication strategies and solutions through hand-rendered and computer based illustrative means. Students will be encouraged to experiment with a wide variety of media and techniques through concept-driven coursework. In addition, the course will give students insights into the demands of a professional illustration career. Assignments present industry specific problems, which encourage students to examine the transition from conceptualization to execution. Through projects, discussions, and lectures, a variety of digital and analog techniques and working methods will be explored as well as a review of the historical development and current directions in the field of illustration. Assignments will have an emphasis on concept, creativity, communication, technical achievement, and presentation.

COURSE OUTCOMES

- Learn to brainstorm visual concepts to generate ideas for illustrations.
- Develop projects from thumbnail images to final drawings in a sketchbook
- Edit and trace scanned drawings in Photoshop and Illustrator
- Analyze formal principles of drawing and explore how they relate to illustration
- Construct conceptual solutions for various applications, sizes, and formats

- Create conceptual solutions in a variety of the following media, including but not limited to: graphite, ink, paint, acrylics, markers, pastels, charcoal, paper, or collage
- Appraise and defend choice of media and technique appropriate for intended concept
- Question conceptual appropriateness of solutions based on intent, audience, and use
- Understand file management, preparation of art for clients, saving and organizing digital files, preparing images for web use, and printing for exhibit

EVALUATION CRITERIA

Work assigned during the semester will be based on the techniques and principles demonstrated and discussed in class. There will be class time to work on some of these assignments, but students will be expected to work outside class time to complete the projects. Student work will be graded using a point and letter grade system and will be evaluated on presentation and craftsmanship, clarity of intention, inventiveness, organization and interpretation of directions, and individual effort. All assignments will be graded on the following criteria. Each component is worth 25 points for a total of 100 points.

1. Process, concept, and inventiveness:

Did the student research the subject matter and explore more than one solution in the planning stage? Did the student follow all steps identified in the assignment directions and show work at all critiques? Is the solution unique and well developed? Was there a thorough process of research, investigation, and extensive studies done prior to the final work? Is the solution beyond the obvious and the clichéd?

2. Message, content, and clarity of intention:

Did the student solve the creative problem? Is the message and content clear, readable, and effective? Did the student challenge himself/herself? Have the audience, client, and market have been considered?

3. Organization, interpretation of directions, and class participation:

Are the creative principles covered in the class used effectively? Did the student fill the picture plane? Did they follow the directions, meet the deadlines, and participate in critiques?

4. Presentation, technical achievement, and craftsmanship:

Did the student present his or her work to the class on the due date? Did the student clearly present his/her objectives to the class during critique? Is the assignment clean and neat? Is there an overall attention to detail? Is the presentation of the work professional and reflect an overall pride and commitment to the project? Is the craft clean and not interfere with the work?

ASSESSMENT

SKETCHBOOK: 45% 30 Sketches on A3 worth 1.5% each

PHOTOS: 10% 50 reference photos that you took - 10 photos per project

PROJECTS: 45% 5 Projects worth 9% each

GRADING SYSTEM

PASSING

A = 94 - 100% (GPA: 4.0)

A- = 90 - 93% (GPA: 3.7)

B+ = 87 - 89% (GPA: 3.3)

B = 84 - 86% (GPA: 3.0)

B- = 80 - 83% (GPA: 2.7)

C+ = 77 - 79% (GPA: 2.3)

C = 74 - 76% (GPA: 2.0)

C- = 70 - 73% (GPA 1.7)

FAILING

D+ = 67- 69% (GPA 1.3)

D = 64 - 66% (GPA 1.0)

D- = 60 - 63% (GPA 0.7)

F = <60% (GPA: 0.0)

FN = Failure for Non-Attendance

I = Incomplete

W = Withdrawal

- A - excellent: exceptional work, exceeded expectations
- B - good: went beyond assignment requirements
- C - satisfactory: assignment requirements met
- D - needs improvement: assignment requirements not fully met
- F - unacceptable: minimum assignment requirements not met

ATTENDANCE

Attendance is mandatory. Due to the nature of the course content and structure it is in your own best interest to attend class. You are allowed THREE “free” absences. If you miss more than THREE days of class, you FAIL the course, unless you submit documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence, as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student’s responsibility to withdraw from the course by the specified deadline, as indicated on the Academic Calendar. Students who withdraw from a course receive a grade of “W.” Students who do not withdraw from a course nor submit supporting documents for excessive absences should expect to receive a grade of “FN” (failure for non-attendance).” Students arriving late, take excessively long breaks, or leave early without the instructor’s permission, will be marked for 1/3 class missed. If you miss half the class you will be marked for 1/2 class missed. Students remain fully responsible for everything that transpires in any class they miss. You must keep your camera on to be counted present. You will be counted absent if you are in your car or walking around in public. Students with perfect attendance will receive 5% extra credit to their final grade.

CODE OF ACADEMIC HONESTY AND INTEGRITY

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal, and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at www.auk.edu.kw. Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

PLAGIARISM

The term “plagiarism” includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism also includes handing in a drawing that was purchased from an artist or downloaded from the Internet and presenting another person’s academic work as one’s own. This also includes copying another artist’s drawing. Always work from your own references because you will be required to submit them.

COMMUNICATION POLICY

Please be sure to write your full name and indicate which class and section you are taking when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to emails within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Emails sent on weekends will be responded to on Sunday.

ACADEMIC SUPPORT

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: tutoringcenter@auk.edu.kw. The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: writingcenter@auk.edu.kw

DISABILITY ACCOMMODATION

AUK provides equal and inclusive educational environment to enable all students to meet and perform requisite academic standards and to participate in the opportunities and activities of its community. If you believe you can benefit from accommodations for a learning, physical, or mental health disability, [click here to book a session through the Counseling Center/Disability Services Booking Page](#), to ask about disability services at AUK, initiate an accommodation plan, or receive disability services. You can also email counseling@auk.edu.kw If you need assistance in booking a session.

COURSE POLICIES

1. If you miss FOUR days of class, you will FAIL the course
2. Students arriving late or leaving early will be marked for 1/3, 1/2, or 2/3 class missed.
3. Late work goes down 5% every day that it is late. Work submitted twenty days late will not be graded. You have seven days to resubmit drawings with improvements after the initial due date.
4. Students who miss class for any reason are responsible for all homework and assignments missed and for making sure that they are caught up and ready to participate in class when they return.
5. Cheating and plagiarism will not be tolerated and is grounds for dismissal from the University. See the Student Handbook regarding Academic Honesty.
6. Enjoy the class, while allowing others to enjoy it too. We will treat each other with respect. Refrain from engaging in any disruptive behavior. No talking during demos and lectures.
7. It is the student's responsibility to sign the attendance sheet.
8. Class will begin promptly at the start of the period and will end when the instructor dismisses the class. Make every effort to ensure that you in class and ready for the class to begin when the instructor arrives as random arrivals and exits are distracting and hinder the learning process.
9. You are encouraged to raise your hand if there is something you do not understand. Questions are an invaluable learning tool, therefore; strive to ask when you encounter a challenging concept.
10. Unless instructed otherwise, all electronic devices will be on silent or turned off completely and stowed away. Any non-sanctioned use of an electronic device in class may result in the student being marked absent.

MATERIALS

Two A3 Bristol Board Sketchbooks (30 pages)
Illustration Marker Set
Micron Pens
Drawing Pencils and Eraser
Xacto Knife and glue stick
Brushes, palette, and plastic containers
One of the following:
Gouache, watercolor, or acrylic paint
One of the following:
Prismacolor Color Pencils, Art Stix, Pastels

PROJECTS

1. Children's Poem (A3)
2. Editorial or Political Cartoon (A3)
3. Movie or Concert Poster (A2)
4. Travel Poster (A2)
5. Robots or Playing Cards (A2)

COURSE CALENDAR

Week 1	Review Syllabus, History of Illustration, Purchase materials
Week 2	Due: Sketchbook #1
Week 3	Due: Sketchbook #2 and 10 Reference Photos
Week 4	Due: Project #1
Week 5	Due: Sketchbook #3
Week 6	Due: Sketchbook #4 and 10 Reference Photos
Week 7	Due: Project #2
Week 8	Due: Sketchbook #5
Week 9	Due: Sketchbook #6 and 10 Reference Photos
Week 10	Due: Project #3
Week 11	Due: Sketchbook #7
Week 12	Due: Sketchbook #8 and 10 Reference Photos
Week 13	Due: Project #4
Week 14	Due: Sketchbook #9
Week 15	Due: Sketchbook #10
Finals Week	Due: Project #5

ART REFERENCE GUIDELINES

1. Reference can be a photograph, printed photographs in a book or magazine, digital photographs that you take, from a stock photo website, or real-life items.
2. Reference CANNOT be someone else's art, drawing, cartoons or painting.
3. Be sure you have permission to use someone's likeness or photograph before you use it. You should get in the habit of drawing your own art and only using the photos for reference. This will open up your drawings to new ideas and options and will lift the limitations of a photo.
4. Reference is valuable to the illustrator because it provides us with what an object really looks like. Don't guess, and don't draw from memory.
5. Find reference for everything you will need to illustrate. The more reference you gather, the more professional your art will become and look. Even cartoonists use reference to draw from. There is no way to know what something should look like unless you look at the real thing.
6. Reference photos must be:
 - Clear and in tight focus - Detailed, not blurry, or fuzzy
 - In full color
 - Large enough to see everything you want to look at
 - Available for you to use
 - NOT someone else's art, drawing or painting
7. All reference used for the same illustration must have the same light source and the same lighting technique (hard, soft, natural sunlight, studio light, etc.).
8. Reference CANNOT be low-resolution images from the internet. I will not accept these, and neither should you, because they do not offer enough detail and clarity to draw from.