

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

 X Transfer Course X A.A. Degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: Art 212 - Illustration

UNIT VALUE: 3.0

MINIMUM NUMBER OF SEMESTER HOURS: 96

BASIC SKILLS REQUIREMENTS: Appropriate language skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: Art 210 and Art 211

COREQUISITE: None

RECOMMENDED PREPARATION: None

SCOPE OF COURSE: The continued application of illustrative media and techniques directed toward advertising, institutional and editorial illustration. Recommended for students developing a portfolio with an illustration emphasis.

SPECIFIC COURSE OBJECTIVES:

The students will draw and paint human forms, products and environments with a variety of commercial art drawing tools and paints. They will review and critique each others work regarding it's potential for communication of ideas and selling appeal in advertising and publishing. Students will also analyze color use in advertising appeal and mood communication for editorial illustration.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

1. Use of illustration for selling goods and services
 - a. food
 - b. clothing
 - c. autos
2. The use of illustration to enhance magazines, books and advertising layouts
 - a. advertising illustration
 - b. editorial illustration
 - c. story illustration
3. Historical background and evolution of 20th Century to evaluate and produce illustrations.
 - a. abstract painting
 - b. famous illustrator's works
 - c. pop art

4. Use of media to effectively illustrate concepts.
 - a. watercolor
 - b. colored pencils
 - c. Dr. Martin's Dyes

5. Introduce various aesthetic approaches designed to appeal to specific consumer markets.
 - a. full color food ads
 - b. technical style drawings for autos & machinery

REQUIRED READING: Dalley, Terence. The Complete Guide to Illustration and Design. Secaucus: Chartwell Books, Inc., 1983.

SUGGESTED READING: Print Magazine, Commercial Art Magazine, SILA Illustration Annual and N.Y. Society of Illustration Annual.

REQUIRED WRITING: Students will write goals and intentions prior to beginning select illustration assignments. When storyboards for T.V. advertising are assigned, they will write announcer copy and describe sound effects.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes. The majority of the drawing and research assignments are completed at home. Also, a great deal of time is spent on research in magazines and ongoing location research by sketching or photography. A minimum of three hours per week of outside work will be required.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students): Each instructor evaluates on the basis of individual projects and a portfolio of selected works from the semester. Participation and personal growth are also factors. Individual projects - 40%, final portfolio - 20%, participation - 20%, personal growth - 20%.

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes X No _____ Number of times course may be taken for credit: 2

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable: 58161, (c) (1), (2) (A), (3)

CONTACT PERSON: Steve Miller

SIGNATURES ON FILE: