

## Illustration

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This subject is taught in: Catalan

Tutorials may be provided in: Catalan, Spanish and English

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## Brief description

What is illustration? According to the RAE dictionary, it derives from the Latin *illustrare*: to give light, to enlighten (in terms of understanding) / to instruct, to civilise / to clarify (a point or matter) / to adorn. To illustrate is to communicate ideas, concepts, attitudes, feelings in a visual manner. Communicating, in this case, means helping to explain stories aimed at concrete and specific audiences. The big difference between illustration and fine arts is that, in most cases, illustrators are working on finding solutions to problems brought to them by someone else, usually in response to a request from a client.

Illustration helps us to understand a text, a product or performance/event. It helps to catch people's attention. It can also be an image that makes us consider another point of view on a specific topic.

This course has a professional and practical focus, and aims to teach students how to tackle and respond visually to professional projects (most of them based on real requests from clients) while at the same time helping them to discover their own voice and visual style.

With regards to class attendance: in principle, all classes will be provided in person, with all established safety measures and protocols in place. However, in case we have to adapt once more to a pandemic situation such as the one we experienced from March to June 2020, we will make the necessary changes.

## Course objectives

- Develop concrete projects in a specific time frame, providing conceptual, technical or formal solutions to a specific request made by a client, while meeting certain requirements, simulated or real.
- Learn how the different disciplines work together to meet the client's needs. Learn how to assign a certain project to an illustrator, how to select the best option and how to prepare a brief. Develop analysis capabilities, detect illustration application problems and provide alternative solutions. Work individually and occasionally in teams of two or more people.
- Get a general overview of the history of illustration and learn about some of the great talents who have worked in the field.
- Foster the ability to synthesise written content (in the case of editorial illustration projects), considering the conceptual requirements that must be met depending on the type of media involved. Students will have to develop their reasoning skills and ability to present (orally and/or in writing) the results and conclusions of their work process, i.e. their finished project.

# Recommendations

Students will work on projects that combine elements of graphic design and typography with illustration work, so having some basic knowledge of these two disciplines is necessary to be able to make the most of this course. We also recommend that students taking this course are familiar with at least some of the basic functions and commands of Adobe Photoshop, such as scanning images, creating and manipulating multiple layers, using tools and filters, etc.

# Contents

The course will consist of various assignments that students will work on autonomously, using the teachings and exercises completed in the classroom as a starting point. These include: various exercises that will be completed in each class, analysis carried out collaboratively together with the group and individual corrections by the teacher on the assignment in question.

The lesson plan will aim to showcase the applications of illustration in some of these fields:

- Editorial: newspapers
- Graphic design: posters, leaflets, packaging labels, etc.
- Advertising: press releases, advertisements or others
- Multimedia: television and internet
- Environmental/land art: application of large-format illustration in physical spaces

The type and quantity of course assignments will vary depending on the group of students and on the possibility of taking part in competitions or projects outside of the university.

## Teaching methodology

The course will be divided into blocks, each of which will include class exercises as well as assigned projects that students will have to work on autonomously outside of class. The class exercises will be directly related to the assignments students will need to complete in their own time, which is why class attendance and participation in the exercises are very important.

## Activities

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## Assessment system

The aim of the continuous assessment approach is for students to be able to track their academic performance throughout the course, in order to allow them to improve it. From the second enrolment onwards (i.e. if you have enrolled in the course before), the assessment of the subject may consist, at the discretion of the professor(s), of a final exam, which will allow the professor(s) to evaluate if the learning outcomes listed in the course guide have been achieved. In this case, the grade achieved in the exam will also be the overall grade awarded for the course.

## General Assessment Regulations

// In order to pass a course, students must obtain a minimum grade of 5.0.

// Once a student has passed a course, he or she cannot be subject to a new assessment or be re-graded on that course.

// Any student who has not submitted all assignments required to be handed in or has attended less than 80% of the classes without having justified these absences will be considered "Not Assessed" (NA). In the case of justified absence, students must contact their professor(s) once they return to class to determine how they will make up for the classes they have missed.

// In the event that a student commits any irregularity that could lead to a significant variation in an exam or assignment grade, this exam or assignment will be graded 0, regardless of any disciplinary proceedings that may be initiated. In the event of various such irregularities for exams or assignments pertaining to the same course, the final grade for this course will be 0.

## Appeal process

Students may appeal a grade by making a formal request to this effect to the faculty. Any revisions of grades will be carried out according to the academic calendar.

As part of this process, students will repeat and/or improve work already assigned during the duration of the course and be re-graded on it. Only in exceptional cases will a final exam without re-submitting/improving work be permitted.

## Re-assessment process

## Assessment Criteria

Competencies pertaining to this course will be evaluated during the project presentations. 60% of the grade corresponds to the level of completion of the assignments, presentation of the relevant documentation and oral defence of the projects. 40% of the grade corresponds to the follow-up and the students' active participation in the

tutorials, workshops and joint training and correction sessions with the professor.

Of this 40%, 10% corresponds to class attendance.

Class attendance is mandatory; the Bachelor of Design courses are face-to-face courses and are provided in the classroom setting. As this is a course that revolves around projects, with progressive/partial deliveries expected at specific points in time, it is very difficult to acquire the knowledge necessary and complete the assignments without physically attending the classes and participating in the follow-up. Any student who has not completed all assignments/their final project or has attended less than 80% of the classes without having justified these absences will be considered "Not Assessed" (NA). In the case of justified absence, students must contact their professor(s) once they return to class to determine how they will make up for the classes they have missed.

Students who do not present any work during the course, whether or not they have attended the classes or not, will also be considered as "Not assessed" (NA) for the purposes of grading. .

#### Appeal Process

Students may appeal a grade by making a formal request to this effect to the faculty. Any revisions of grades will be carried out according to the academic calendar.

In the case of illustration, students will have to present, visually and verbally, all the projects they have not yet delivered before the set deadline for submissions.

#### Regulations specific to this course

The assessment criteria for this course include:

Regular class attendance and timely completion of work are mandatory.

Paying attention in class and displaying curiosity about the class contents. Participation in class projects, with the timely delivery of the main assignments.

Presenting and correcting exercises in class. Participating in group critique sessions.

A participatory attitude, the ability to work in groups, showing initiative and making spontaneous contributions, as well as the individual and collective presentations will also be factored into the assessment.

Any student failing to present the works required, either totally or in part, as well as any student with repeated unjustified absences. 0 from in-person sessions will be considered "Not present".

Assignments will be graded on a scale of 1 to 10.



## Bibliography and Resources

There is no specific bibliography for this course, but we will look at books, websites and visual references from creators such as Goya, Masaccio, Saul Steinberg, Robert Weaver, Titoan Lamazou, Cese, Tomi Ungerer, Glynn Boyd Harte, David Roberts, Joan Miró, Salvador Dalí, Pablo Picasso, Milton Glaser, Craig Fisher, Stefan Sagmeister, David Carson, Lluïset, Enrique Flors and Steven Heller, among others.

# Competencies and Learning Outcomes

## Specific Competencies

**CE3.** Synthesise knowledge and skills pertaining to artistic expression, graphic representation techniques, as well as materials and technologies that allow for the planning and development of illustration projects.

Learning outcomes

**CE3.2.** Demonstrate artistic and expressive qualities in the creation of illustration projects.

**CE3.3.** Apply different illustration procedures depending on the communicative and expressive needs of the illustration project.

**CE3.4.** Use different drawing procedures and techniques to adapt to the requirements of the project.

**CE4.** Employ the basic artistic expression techniques (drawing, colour and volume) to represent and create shapes in two or three dimensions that are capable of visually communicating another person's ideas and concepts.

**CE4.3.** Develop artistic projects in different formats: editions, installations, pieces meant to be exhibited, etc.

**CE9.** Demonstrate knowledge and familiarity with the use of audiovisual media, the digital environment and its creation and production tools.

Learning outcomes

**CE9.3.** Combine traditional artistic techniques with digital tools for image manipulation.

**CE22.** Master artistic languages in order to adapt communicative and expressive intentions to artistic techniques and media.

Learning outcomes

**CE22.1.** Relate artistic languages to the communicative and expressive possibilities of the different artistic techniques.

**CE1.** Analyse objects, graphic communications and living spaces to detect applied illustration problems, provide alternative solutions and evaluate their social, technological and economic viability.

Learning outcomes

**CE1.8.** Observe and critically assess the problems of using an element in one's immediate environment for the purpose of carrying out an analysis prior to the development of an illustration project.