



Course Outline

2026-2027 Catalog

ART 35 - Illustration Art I

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 34.00 Contact hours/68.00 Out of class hours/102.00 Total hours/2.00 Unit(s)

Lab: 51.00 Contact hours/0.00 Out of class hours/51.00 Total hours/1.00 Unit(s)

Total: 85.00 Contact hours/68.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

Course Description: This course is an introduction to the study and practice of illustration art. Students will investigate both contemporary and historical illustration art. Various media and techniques used in illustration art will be explored. Students will gain an understanding of how illustration is used in client projects, and how to market their skills to clients in the print and online design industries.

Objectives

Upon successful completion of this course, the student should be able to:

1. Identify the characteristics and uses of art materials and digital media commonly used for creating contemporary illustration projects.
2. Identify the basic terminology of illustration art.
3. Describe the various functions and purposes of illustration art.
4. Analyze techniques and styles of contemporary illustrators.
5. Discuss the function and use of illustration and fine art in print and online design.
6. Identify employment opportunities and skills required in the illustration field.
7. Compare and contrast the differences between historical and contemporary illustration techniques.

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Illustration use and abuse in the print design industry	1.00
Media overview: introduction to various media, best practices, and experimentation	1.00
Editorial Illustration	8.00
Advertising Illustration	8.00
Analysis of historical and contemporary illustration	8.00
Traditional Illustration Techniques	4.00
Digital Illustration Techniques	4.00
Total Hours:	34.00

Lab

<u>Topics</u>	<u>Lab Hrs</u>
Editorial Illustration for print and online projects	13.00
Advertising Illustration techniques and implementation	12.00
Illustration applications for small and medium-size business and in-house design groups	12.00
Traditional and digital Illustration Techniques	6.00
Developing and creating illustration projects for real-world client projects	8.00
Total Hours:	51.00

Methods of Instruction

- A. Demonstrations
- B. Discussion
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Lecture
- E. Multimedia Presentations
- F. Reading Assignments

Methods of Evaluation

- A. Exams/Tests

- B. Quizzes
- C. Projects
- D. Written Assignments

Examples of Assignments

Reading Assignments

- 1. Research an illustrator from the Alternative Pick website and read the illustrator's biography. Share their specific techniques, educational background and client's work with the class.
- 2. Read handout related to illustration techniques. Research an alternative technique and discuss this technique with the class.

Writing Assignments

- 1. Research an illustrator online and write a 1-page critique on the illustrator and the individual's style of illustration. Be prepared to share with classmates.
- 2. Research an illustrator from the list supplied by instructor. Write a list of twenty words that describe the techniques of the illustrator, such as "bold, stylized, colorful, cluttered". Design a poster representing the illustrator's style and incorporate your twenty words into the design.

Out-of-Class Assignments

- 1. Research an illustrator in the style you would most like to become proficient at in the future. Share with class.
- 2. Photograph (or find online) five advertising promotional projects that incorporate illustration. Incorporate photographs in an Adobe Illustrator file for viewing and critique.

Recommended Materials of Instruction

Other Learning Materials

Markers and pencils, tutorials, paper stock, scanners, printers

Minimum Qualifications

Art (Masters Required)
Commercial Art
Graphic Arts

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