**COURSE CODE: IFA 3118**

**COURSE NAME: ADVANCED ILLUSTRATION**

**General Aims of the Course:**

* To provide choices that encourage students to expand the boundaries of conventional illustration.
* To strengthen practical drawing and image forming skill in illustration thru relating illustration to product s and environmental around them.
* To guide students develop and apply IT and 3D skills illustration activities.
* To develop a personal and independent understanding and skill, necessary for professional practice in illustration through portfolio development for the identity of student and commercial practice.

**General Learning Outcomes:**

* **Cognitive:** More knowledgeable students in the theory and concepts about Illustration techniques, Clear understanding of relationship of computer technology to type generation and image formation. Recognize creative potential of the how to expand boundaries of conventional illustration.
* **Application:** (i.e.: skills-based outcomes eg: problem solving).
	+ Adopt an explorative, free expressive methodology using picture research, drawings, photographs, thumb-nail compositional drawing.
	+ visual communication skills thru Competences in composition ,
	+ Develop style
	+ Apply computer – aided techniques (digital imaging technology) to illustration to solve a problem of graphic design.
	+ Develop product illustration skills in varied areas of fashion, product, advertising,
	+ portfolio development skills in the following identity line
	+ *Free lance illustrator based on quantity of production and process showing research thru practice*.

**Teaching strategies**

* Tutorial, Lectures, practical classes.
* Presentations & Demonstrations,
* Sharing of research findings,
* Collective exhibitions and critiques, project-based life situation assignments in variety of media.
* work integrated learning activities, field placements,

**Course Materials**

Well equipped Art Kit, Drawing Board, Camera, A2 & A4 Sketch Pads, Memory Drive,

**Course Outline**

**Theoretical Review of Concepts of 2D & 3D – image making**

Review of illustration Guide students understand 2D & 3D drawing competencies through demonstrations, visual aids and exploration exercises.

*Method: Visual preview of printed illustration and non-printed*

* *Ref: Alan Male(2007). Illustration;A theoretical and Contextual perspective*
* *Away work given*

**Exploring with free and expressive drawing for illustration**.

* *Ref :Bert Dodson (1985). Keys for Drawing,*

**Contemporary Illustration**

* *Study tour to Studio/Design workstation*

**Advanced Illustration Methods and Processes**

**Illustration approaches towards Communicative compositions.**

* *Ref: Francis D.K. Ching with Steven P. Juroszek1998; Design drawing*
* Joseph A. Koncelik & Kevin Reeder  *2008;* Conceptual Drawing

 Project –based practical exercises on specified theme/subject matter

**Free Expression with Comics, Cartoons and Manga**

* *Assignments.*
* *Away work - Encourage students do research and prepare own sketch books of 2D & 3D illustrations, do further Reviews.*

***One Day Studio practice workshop with a professional illustrators***

* *Project based on a brief*
* . *Assignment I due and discussion presentations, questions and answer*

**Nature of imagery**

* *Work day in studio*
* *Evaluation*

**Exploring the aspects of computer-aided Illustration**

Discovering with fundamentals of Adobe Photoshop and illustrator

* short term creativity exercises – Using adobe Photoshop and illustrator applications
* Photography for illustrator : Manipulation of photography
* Comics and caricature in illustration to discover importance of enhancing humour and creativity in illustration thru computer.
* *Assignment Aspect of computer aid in children book illustration emphasizing Roles and contributions.*

**Assignments due – work day and Evaluation (Critique)**

**Reading/reference material**

1. Alan Male(2007). Illustration;A theoretical and Contextual perspective, AVA publishers, New York
2. Communication Arts - annual Journal/Magazinewww.graphis.com
3. David Fair. Marily Kenny (1998) – Design – Graphics --- drawing and presenting your design ideas; Hodder & Stoughton London
4. Denys J. Saunders (1979) Visual Communication Handbook – Teaching and learning using simple visual materials – Lutherworh Educational
5. Graphis - international Journal of Graphic communication [www.graphis.com](http://www.graphis.com) , *About Design,,Photography,Advertising*
6. Illustration Now
7. Jill Bossert (1997); Children’s book illustration Step by step technique, a unique guide from masters.
8. Royalty free Images: <http://www.jiunlimited.com/en/liquidlibrary/>*(Register for access),* [*http://www.freedigitalphotos.net/images*](http://www.freedigitalphotos.net/images)*, ETC……*

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