

New York City
College of Technology

The City University of New York
Communication Design Department

Professor Diana Schoenbrun
DSchoenbrun@citytech.cuny.edu

Office Hours: Fridays 1:30pm -2:30pm
**email ahead of time to confirm
time and location*

COMD 3313 | 18562 | FALL 2022

ILLUSTRATION 1: BASIC PRINCIPLES

Friday 2:30 –5:50 PM NAMM N-1118 In person

Section D076 | 3 credits, 4 hours

Openlab site <https://openlab.citytech.cuny.edu/illustration1-3313-d033-fall2022/>

COURSE OVERVIEW

This course is a practical introduction to the field of illustration. The focus will be placed on process work and professional practices, presented within contemporary and historical context. The course includes projects and lectures in a variety of illustration genres that may include product design and advertising, comic, book illustration, and editorial illustration. A variety of materials will be introduced through lectures and demonstrations for use on assignments such as: pencil, pen and ink, brush, paint, and collage. In addition, digital tools and techniques will be integrated and discussed. Critical concepts such as conceptual development, working on assignment, composition, contrast, value, point of view, and color theory will be introduced.
3 Credits, 4 Hours (1 lecture, 3 lab) ENG 092R (ESOL 032R) and/or ENG 092W (ESOL 031W) as required.

Attendance (College) and Lateness (Department) Policies

A class roster roll will be taken at the beginning of each class. **Only two unexcused absences are allowed.** After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU). Students arriving after the roll is taken will be marked “late.” Students will be notified at the earliest opportunity in class after they have been absent or late. After four latenesses, a student will be asked to withdraw from the class (code W) or may be withdrawn from the class (code WU).

Please email the professor before class if you are unable to attend.

ACADEMIC INTEGRITY STANDARDS

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited at The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Academic Integrity and Expectations

You are responsible for reading, understanding, and abiding by the NYC College of Technology Student Handbook, “Student Rights & Responsibilities,” section “Academic Integrity Standards.” Academic dishonesty of any type, including cheating and plagiarism is unacceptable. “Cheating” is misrepresenting another student’s efforts/work as your own. “Plagiarism” is the representation of another person’s work, words, or concepts as your own.



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GRADING

- Participation and Attendance 20%
 - Sketchbook 20%
 - Individual Assignments 30%
 - Midterm 15%
 - Final Project 15%
- Projects given as Homework Assignments are due to be received digitally before the beginning of class, otherwise they are considered late.
- ANY MISSED ASSIGNMENTS WILL EARN A ZERO. Assignments received after the deadline will drop a full letter grade, and will only be accepted within 1 week of the due date. After that time period, any late assignment will earn a zero.
- A FINAL PDF PORTFOLIO OF ALL PROJECTS WILL BE HANDED IN WITH THE FINAL PROJECT AT THE END OF THE SEMESTER. Students have the option to revisit earlier projects and revise them based on critiques.
- Make-ups: If a student finds they will not be able to present or hand in a project on the scheduled day, it is their responsibility to notify the instructor PRIOR to the due date and request alternate arrangements. Points will be deducted for late assignments and missed critiques.

COURSE WORK EXPECTATIONS

You are expected to work on sketchbooks and homework assignments for at least **four hours** a week outside of class. You will find that assignments will take a lot more than that to be successful.

CRITIQUES

Each student will present his/her/their work for critiques using appropriate design vocabulary. The critique is a neutral dialogue. Students will present their work and discuss the strengths and weaknesses, expressing what works and what doesn't work in relation to the assignment guidelines. Peer responses will be given. No personal likes or dislikes are discussed without elaborating the "why" of it. **Design vocabulary** should be used at all times.

COMMUNICATION

Communication is at the heart of everything you do as a creative professional. Whether you go on to become a designer, illustrator, art director, game designer, or any one of the numerous careers that the COMD department is preparing you for, your number one goal is to communicate, and to do it visually. To be able to communicate visually you also need to be able to communicate verbally. One of the most important and overlooked skills in our industry is to be able to express yourself clearly so that other people understand what your are saying. With that in mind you should always try to express yourself as clearly as possible in this (and all) of your classes. Within this class you are expected to communicate with



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your classmates and with your professor. If you are going to miss a class it is your responsibility to let the professor know. If you are sick and miss a class when an assignment is due you will get a zero unless you contact your professor. If you have a question or are confused about something COMMUNICATE! Ask a question, send an email. Ignorance is not an excuse.

ART SUPPLIES

* suggested brands I prefer, but feel free to try other brands.

- Sketchbook - **Moleskin**, **Handbook**, or other brand **8" x 5" or larger**, preferably 8"x10"
- Drawing pencils-HB, 2B, 3B, etc.
- Ruler and/or triangle
- Erasers
- Graphite transfer paper or lightbox/lighttable
- Brush pens (**SAKURA Pigma** and **PENTEL** recommended) buy 1
- Brushes for ink (round Sizes #0 #1, #2 and #3) **Princeton Select Artiste**.
- Waterproof black ink (I recommend **Dr. Martens** ink)
- empty water jars or dixie cups for ink
- Felt pens, a few sizes (**Pigma Micron** or **Staedtler Pigment Liner black fineliner pens**)
- Bristol paper (**Strathmore**, **Canson**, or other brands 11"x17" or smaller)
- Drawing paper if you like drawing big (or computer paper) for sketching (**Strathmore**, **Canson**, or other brands 11"x17")
- cloud storage/drop box
- scanner or digital camera are helpful, use classroom or lab scanner
- Adobe Photoshop
- Drawing Tablet is helpful but not required
- artist tape preferred, some kind of tape
- Additional color materials, not required but useful are watercolor, color pencils, paper, acrylic, etc.

GRADED ASSIGNMENTS

1. Project 1 - Concept Spot Illustrations
2. Project 2 - Editorial illustration
3. Project 3- Film Poster Illustration
4. Weekly sketchbook assignments
5. Mid-term
6. Writing Assignments
7. Final Project/Presentation

**Work should be presented neatly. Think of yourself as an artist hanging your work in a gallery setting. White walls, clean edges, no smudges, etc*



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**Always label artwork when sending digital files. For example a project might be labeled as this.*
ex: project1_dschoenbrun_sk.psd

PROJECTED SCHEDULE

*schedule is subject to changes

AUG 26 | WEEK 1

Introduction: Review academic policies, syllabus, and art supplies.
Discussion and Lecture: PROFESSOR'S INTRODUCTION
and WHAT IS ILLUSTRATION?
Introduction to Sketchbook Practice
Introduce Assignment 1 - CONCEPT SPOT ILLUSTRATIONS,
part 1 – brainstorm, research & thumbnails

SEPT 2 | NO CLASSES

SEPT 9 | WEEK 2

Lecture: ILLUSTRATION PROCESS
Introduce Assignment 1 , part 2 – Thumbnail sketches
Demo
Due: Assignment 1 , part 1

SEPT 16 | WEEK 3

Lecture: CONCEPT DEVELOPMENT
Introduce Assignment 1 , part 3 – Inking Techniques
Inking Demo/Digital Demo
Due: Assignment 1 Part 2

SEPT 23 | WEEK 4

Lecture: INTRODUCTION TO VALUE
Introduce Assignment 1 , part 4 – Inking Techniques Continued
Due: Assignment 1 Part 3

SEPT 30 | WEEK 5

Critique
Introduce Assignment 2, part 1/ EDITORIAL ILLUSTRATION
Part 1 – brainstorm & research
Due: FINAL ART for CONCEPT SPOT ILLUSTRATIONS

OCT 7 | WEEK 6

Lecture: EDITORIAL ILLUSTRATION CASE STUDY
Introduce Assignment 2 ,part 2 / EDITORIAL ILLUSTRATION
Midterm Project : Introduction
Due: Assignment 2 Part 1, Concept and thumbnails



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OCT 14 | WEEK 7

Lecture: VALUE and VALUE STUDIES

Introduce Assignment 2, part 3 / EDITORIAL ILLUSTRATION

Due: Assignment 2 Part 2, Sketches

OCT 21 | WEEK 8

Lecture: COLOR

Assignment 2 Part 3, Color studies

Due: Assignment 2 ,part 3 / EDITORIAL ILLUSTRATION

NOV 4 | WEEK 9

Due: Editorial Illustration FINAL ART

GUEST SPEAKER

Drawing exercises

NOV 11 | WEEK 10 | VETERAN'S DAY

FIELD TRIP THIS WEEK OR NEXT

NOV 18 | WEEK 11

FINAL PROJECT Assigned

Lecture: POSTER ILLUSTRATION

New: FINAL PROJECT: FILM Poster Illustration

Part 1 : FILM SELECTION & Thumbnails for Poster Illustrations

NOV 25 | THANKSGIVING BREAK

DEC 2 | WEEK 12

Lecture: LETTERING

POSTER ILLUSTRATION PART 2

New: Concept Sketches

Due: Thumbnails for Poster Illustrations

DEC 9 | WEEK 13

POSTER ILLUSTRATION PART 3

Lecture: Point of VIEW

New: revised sketches and final art development

Due: Concept Sketches

DEC 16 | WEEK 14

Due: FINAL PROJECT

FINAL CRITIQUE



Draw a mini portrait or doodle of yourself. Any style.

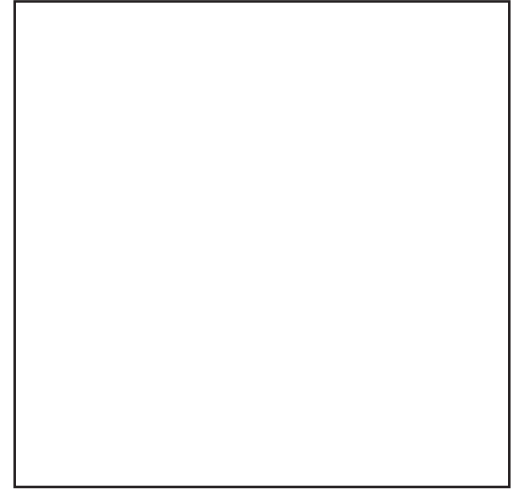
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Illustration 1: Basic principles

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Name: _____

Please fill out the questions as best you can.
I would like to learn more about you!



1. What is your main design focus at City Tech? _____
Ex: Film, Animation, Illustration, Branding, Advertising, UX Design, Illustration
2. Why did you decide to take this class?
3. What are you hoping to learn from this class?
4. Are there any types of illustration you are most interested in?
5. What programs do you know?
6. What programs do you want to learn?
7. Are there any **traditional mediums** you are interested in learning or would like to learn more of?
8. Can you name any of your favorite artists, illustrators, designers, filmmakers?
9. What do you like to draw? Do you like to tell stories?
10. Any fun facts about yourself or other activities or interests you would like to share?