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 9am -10am
*email ahead of time to confirm
an appointment*

Openlab site
https://openlab.citytech.cuny.edu/schoen-brun-3313sp2022/

COMD 3313 | 25628 | Spring 2022
ILLUSTRATION 1: BASIC PRINCIPLES
Friday 2:30 –5:50 PM Pearl-125 In person
Section D033 | 3 c r e d i t s , 4 h o u r s

COURSE OVERVIEW

This course is a practical introduction to the field of illustration. 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 including: product design and advertising, storyboard, book illustration, and editorial illustration, and institutional illustration. A variety of materials will be introduced through lectures and demonstrations for use on assignments such as: pencil, pen and ink, brush, colored pencil, brush and 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 **Only two unexcused absences are allowed.** After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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 After four latenesses, a student will be asked to withdraw from the class (code W) or may be withdrawn from the class (code WU).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 in 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 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 like
- 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/lightable
- Brush pens (SAKURA Pigma and PENTEL recommended)
- Brushes for ink (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 Board (Strathmore, Canson, or ther brands 11"x17")
- Heavyweight large drawing paper (Strathmore, Canson, or ther brands 11"x17")
- cloud storage/drop box
- scanner or digital camera
- Adobe Photoshop
- Drawing Tablet is helpful but not required
- artist tape
- Additional color materials, not required but useful
  (watercolor, color pencils, paper, acrylic, etc.)

GRADED ASSIGNMENTS
1. Project 1 - Product Illustration
2. Project 2 - Editorial illustration
3. Project 3- Narrative Illustration
4. Weekly sketchbook assignments
5. Mid-term
6. Writing Asssignments
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*

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

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PROJECTED SCHEDULE
*schedule is subject to changes

JAN 28 | WEEK 1
    Introduction: Review academic policies and go over syllabus.
    Discussion and Lecture: What is Illustration?
    Introduction to Sketchbook Practice.
    Introduce Assignment 1 - Product Illustration, part 1 –
    brainstorm, research & thumbnails

FEB 4 | WEEK 2
    Lecture: ILLUSTRATION PROCESS
    Due: Assignment 1 , part 1
    Introduce Assignment 1 , part 2 – Thumbnail sketches

FEB 8 | WEEK 3-TUESDAY FOLLOWS A FRIDAY CLASS SCHEDULE
    Lecture: CONCEPT DEVELOPMENT
    New: Assignment 1 , part 3 – Concept Sketches
    Due: Assignment 1 Part 2

FEB 11 | NO CLASSES-LINCOLN'S BIRTHDAY

FEB 18 | WEEK 4
    Lecture: DESIGN CONCEPTS IN ILLUSTRATION
    New: Assignment 1 Part 4 - Final pencil illustration & Value Studies
    Due: Assignment 1 Part 3

FEB 25 | WEEK 5
    Lecture: INTRODUCTION TO VALUE
    Midterm Project : INKED Illustration
    Due next week: FINAL ART
    Due: Assignment 1 Part 4

MARCH 4 | WEEK 6
    Lecture: INTRODUCTION TO I NK
    NEW: Assignment 1 Part 5. FINAL ART.
    Due: FINAL PENCIL ILLUSTRATION & 2 Value Studies

MARCH 11 | WEEK 7
    MIDTERM PRESENTATION
    No lecture
    Due: Midterm PRESENTATION & FINAL ART (Formal Presentation IN CLASS)
    New: Assignment 2 , Editorial Illustration Magazine article and COVER,
    Part 1 – brainstorm & research

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MARCH 18 | WEEK 8
Lecture: INTRODUCTION TO Editorial Illustration – Concept is key!
New: Assignment 2 , part 2 Thumbnails & Concept Sketches
Due: Assignment 2 , part 1

MARCH 25 | WEEK 9
Lecture: INTRODUCTION TO COLOR
Due: Assignment 2 , part 2 Thumbnails & Concept Sketches
New: Assignment 2 , part 3 PENCIL FINISH DRAWINGS (*Ink & pencil with digital),
2 value studies, 3 color studies

APRIL 1 | WEEK 10
Lecture : Intro to Digtal Coloring
Due: Assignment 2 PENCIL FINISH DRAWINGS, 2 value studies, 3 color studies
New: Editorial Illustration FINAL ART. *LIMITED COLOR PALATE* Magazine COVER

APRIL 8 | WEEK 11
FINAL PROJECT Assigned
Lecture: NARRATIVE ILLUSTRATION & UNDERSTANDING THE BEATS OF A STORY
Due: Editorial Illustration FINAL ART.
New: FINAL PROJECT: Narrative illustration
Part 1 : STORY SELECTION & Thumbnails for Poster Illustrations

APRIL 15 | NO CLASSES
APRIL 22 | NO CLASSES

APRIL 29 | WEEK 12
Lecture: Point of VIEW
New: Concept sketches for FINAL PROJECT
Due: Project 3, part 2: Character Designs & Concept Art

MAY 6 | WEEK 13
WORK IN CLASS
Due: FINAL PENCILS for FINAL PROJECT
Due: Color Palette for FINAL PROJECT

MAY 13 | WEEK 14
WORK IN CLASS
Due: FINAL Project - FINISHED DRAWINGS (Ink & pencil with digital)
Work in class on final project / final presentation

MAY 20 | WEEK 15
Final Portfolio Due.
Final Presentations.