

New York City  
College of Technology  
The City University of New York  
Communication Design Department

COMD 2313 | FALL 2017  
Illustration 1  
Tuesday, 2:30–5:50PM  
N1122  
Section D174 | 3 credits, 4 hours

Professor Sara Woolley Gómez  
SJWoolley@citytech.cuny.edu  
Class Site:  
[https://openlab.citytech.cuny.edu/  
woolley-comd2313fa17/](https://openlab.citytech.cuny.edu/woolley-comd2313fa17/)  
Office Hours:  
Tues 10-11am  
Thurs 10-11am

#### Course Overview

This course is a practical introduction to the field of illustration. Focus will be places on process work and professional practices, presented within contemporary and historical context. Course includes projects and lectures in a variety of illustration genres including: product design and advertising, storyboard, book illustration, 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. 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 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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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 After four latenesses, a student will be asked to withdraw from the class (code W) or may be withdrawn from the class (code WU).

#### 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.

#### In-Class Structure/ Timeline

- Hang homework up for peer and instructor review
- Meet with students as a group or individually to review work and offer feedback
- In Class Lecture and / or Demo
- Give new assignment & homework
- Work in class



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#### Grading System

- Sketchbook (Keeping a sketchbook or process work and class notes is a requirement.) 15%
- Individual Assignments 40%
- Midterm Project 10%
- Participation in class and online 10%
- Final Project 25%

- Projects given as Homework Assignments are due at the beginning of class and must be hung up or turned in for critique upon arrival ; otherwise they are considered late.
- There will be no make-ups for those who miss any Classes, the Quizzes, or the Final project.
- ANY MISSED ASSIGNMENTS WILL EARN A ZERO. Assignments received after the deadline will drop a grade at the end of the class. After that time period, any late assignment will earn a zero.
- A final 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 original comments.

#### 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.

#### Labs

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. Students are encouraged to utilize outside of class Life-Drawing Opportunities listed on the Class Resources section.

#### Critiques

Each student will present his/her work weekly for critique 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-specific terminology 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 you 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 your classmates and with your professor. If you are



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Extra Credit:  
There will be opportunities for Extra Credit to be earned through: class trips or attending lectures from guest speakers. Proof of attendance and an additional assignment will be required.

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.

Essentials For Class

(WEEK 1) BASIC MATERIALS: (NEVER COME WITHOUT YOUR TOOLS)

Flash Drive/ DROPBOX/ or other cloud storage

SKETCHBOOK (8.5 x 11) – HARDBOUND, NON PERFORATED PAGES, CACHET OR SIMILAR

DRAWING PENCILS

RULER and/or TRIANGLE

KNEADED ERASER

MASKING TAPE 1 inch width

TRACING PAPER

SISSORS or exacto knife

(WEEK 3)

SARAL GRAPHITE TRANSFER PAPER

WATERPROOF BLACK INK/or INDIA INK

SPEEDBALL SKETCHING/PEN/NIB SET

SMALL PLASTIC PALETTE

WATERCOLOR BRUSH SET Include 1/2" bright, and 2 sizes of pointed round, a larger and a detailer.

INKING BRUSHES Brushes dedicated for INK only (Sizes #1, #2 and #3) are a good start.

PAPER TOWELS

WATER BUCKET OR JAR

PAPER:

Strathmore 500 Series Bristol Pads or SIMILAR 11 x 14

\*or Strathmore 400 Series Watercolor Block or SIMILAR 11 x 14

Recommended for Class OPTIONAL MATERIALS:

SEA SALT

FELT PENS (MICRON recommended)

BRUSH PENS (SAKURA and PENTEL recommended)

LIGHTBOX

INTUOS Drawing tablet or Similar

Recommended Texts

Inside the Business of Illustration by Steven Heller & Marshall Arisman

Picture This! by Molly Bang

The Art of the Storyboard by Don Bluth

• PRESENTATION: Appearances matter. Work should be presented neatly and with care.

Projects ( There will be additional sketchbook homework due weekly)

1. Project 1 - Product Illustration (Illustration for a beverage label: wine, beer, tea, etc.)
2. Project 2 - Poster Design Illustration (Illustration for a Special Event of your choice)
3. Project 3 - Editorial illustration
4. Project 4 - Narrative Illustration
5. Final Project TO BE ANNOUNCED



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Projected Schedule

Aug 29 | Week 1

Introduction: Review academic policies, go over syllabus. Discuss our relationship to illustration.

Introduction to Sketchbook Practice. Assign Sketchbook Exercises, 4 Pages DUE WEEKLY.

Introduce Project 1 - Product Illustration

NEW: part 1 - brainstorm & research & thumbnails

Sep 5 | Week 2

NEW Project 1, part 2 - concept sketches

DUE Project 1 part 1 due with Peer critique.

Sep 12 | Week 3

NEW Project 1, part 3 - final sketches

DUE Project 1 part 2 due with Peer critique.

Sep 19 NO CLASS (Tuesday follows a Friday Schedule)

Sep 26 | Week 4

NEW Project 2, part 1 - brainstorm & research & thumbnails

DUE Project 1 part 3 due with Peer critique.

Oct 3 | Week 5

NEW Project 2, part 2 - concept sketches

DUE Project 2 part 1 due with Peer critique.

Introduce Midterm Project - inked illustration

Oct 10 | Week 6

\*Tentative FIELD TRIP to New York Society of Illustrators

Oct 17 | Week 7

Project 2, Part 3 Final Sketches due with Peer critique.

Oct 24 | Week 8

MIDTERM DUE

NEW Project 3, part 1 brainstorm & research & thumbnails

Oct 31 | Week 9

NEW Project 3, part 2 - concept sketches

DUE Project 3 part 1 due with Peer critique.

Nov 07 | Week 10

Project 3 FINAL ART due with Peer critique.

Introduce Project 4- Narrative Illustration

\*This is a flexible schedule and is subject to change. I will give you as much advance notice as I can about any changes that will occur. There will be a mandatory class trip.



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Nov 14 | Week 11  
NEW Project 4 part 2 Concept Sketches  
DUE Project 4, part 1 due Brainstorm & Thumbnails with Peer critique.

Nov 21 NO CLASS

Nov 28 | Week 12  
NEW Project 4 part 3 Final Sketches.  
DUE Project 4, part 2 due Concept Sketches.

Dec 5 | Week 13  
NEW Project 3 part 4 Final Color Illustration.  
DUE Project 3, part 3 due Tight Pencil Drawing.

Dec 12 | Week 14  
NEW Final Project Assigned.  
DUE Project 3 due Final Color Illustration with peer critique.

Dec 19 | Week 15  
Special topics: Lecture TBA. FINAL PROJECT LAB TIME

Dec 13 | Week 16  
Final Project and Final Portfolio due. Peer Critique

