

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

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

Professor Sara Woolley Gómez  
SJWoolley@citytech.cuny.edu  
Office: N1126

Office Hours:  
Tuesdays 1 - 2 pm  
Tuesdays 6 - 7 pm

#### 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:

Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade.

#### 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.

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 10%
- Projects & Assignments 50%
- Participation in Critiques & Class Work 20%
- Final Project 20%

- 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 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 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.



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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.

Essentials For Class: (NEVER COME WITHOUT YOUR TOOLS)

SKETCHBOOK (9 x12) – HARDBOUND, NON PERFORATED PAGES, CACHET OR SIMILAR  
DRAWING PENCILS /GRAPHITE H & HB (Buy a SET including these)  
RULER and/or TRIANGLE  
KNEADED ERASER  
MASKING TAPE 1 inch width  
TRACING PAPER  
Cloud Storage or FlashDrive

(DUE WEEK 4)  
DRAWING PAPER 80lb Strathmore 400 series or similar 11 x 14  
WATERCOLOR BLOCK 140 lb HOT PRESS ARCHES or SIMILAR 11 x 14  
TRACING PAPER  
WATERPROOF BLACK 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 & SMALL WATER CONTAINER

Recommended for Class OPTIONAL MATERIALS:

DIGITAL DRAWING TABLET  
SARAL GRAPHITE TRANSFER PAPER  
FELT PENS (MICRON recommended)  
BRUSH PENS (SAKURA and PENTEL recommended)  
TRAVEL PORTFOLIO : (\*variety of options at different price points)

Required Texts  
NONE

Recommended Texts

Inside the Business of Illustration by Steven Heller & Marshall Arisman

- TERMINOLOGY: proper terms for drawing concepts, tools, and techniques will be emphasized. They must be utilized when discussing and critiquing work. There will be quizzes on proper technique and terminology.
- PRESENTATION: Appearances matter. Work should be presented neatly and with care.

Projects

Project 1 - Product Illustration (Illustration for a beverage label)  
Project 2 - Poster Design  
MIDTERM Project 1 - Finalize an Illustration of your choice in Ink  
Project 3 - Editorial Illustration  
Project 4 - Concept Art  
Final Project - Narrative Illustration



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#### Projected Schedule

Jan 29 | Week 01

Introduction: Review academic policies, go over syllabus. Discuss our relationship to illustration.  
Introduction to Sketchbook Practice. Assign Sketchbook Exercises, 2 Pages DUE WEEKLY.  
NEW: Assignment 1 - Product Illustration, part 1 – brainstorm, research & thumbnails

Feb 6 | Week 02

Lecture: ILLUSTRATION PROCESS  
NEW: Project 1, part 2 – concept sketches  
DUE: Project 1, part 1 due with Peer critique.

Feb 13 | Week 03

Lecture: CONCEPT DEVELOPEMENT  
NEW: Project 2, part 1 – brainstorm, research & thumbnails  
DUE: Project 1 Part 2 Concept Sketches DUE with Peer critique.

Feb 20 | NO CLASS \*MONDAY SCHEDULE

Feb 27 | Week 04

Lecture: Design Concepts in Illustration  
NEW: Project 2, Part 2 Concept Sketches.  
DUE: Project 2, part 1 DUE with Peer critique

Mar 6 | Week 05

Lecture: INTRODUCTION TO VALUE  
NEW: Midterm Project 1: Final Illustration (Choose one of the 2 previous Projects to finalize.)  
DUE: Project 2, part 2 Concept sketches DUE with Peer critique.

Mar 13 | Week 06

Lecture: INTRODUCTION TO INK  
DUE: Project 2, part 2 Concept sketches DUE with Peer critique.  
NEW: Project 3 FINAL INKED ART. (Final Art counts as Midterm Grade)

Mar 20 | Week 07 MIDTERM Presentations (no lecture)

DUE: Midterm Project : FINAL ART. (Formal Presentation on Work PROCESS with FINAL ART)  
NEW Project 3, Editorial Illustration Part 1– brainstorm & research (Include photo reference! Thumbnails will be done in next class)

Mar 27 | Week 08

Lecture: INTRODUCTION TO Editorial Illustration – Concept is key!  
NEW: Project 2, part 2 Thumbnails IN CLASS, & Concept Sketches  
DUE: Project 3, part 1– brainstorm & research due with Peer Critique.

Mar 30 - Apr 04 NO CLASS SPRING RECESS!

Apr 07 | Apr 08 MOCCAfest 2017 ( EXTRA CREDIT self guided feild trip)

\*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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Apr 10 | Week 09

Lecture: INTRODUCTION TO Color

New: Project 3 Editorial Illustration FINAL ART (Black, White and ONE COLOR)

Due: Project 3 Concept Sketches with Peer Critique.

Apr 17 | Week 10 FINAL PROJECT Assigned

Lecture: INTRODUCTION TO Narrative Illustration

New: Project 4 Concept Art, Part 1: story selection, research and ideation

Due: Project 3 Editorial Illustration FINAL ART. (Black, White and ONE COLOR)

Apr 24 | Week 11

Lecture: INTRODUCTION TO Character Design & Concept Art

New: Project 4 Concept Art, Part 2: Character Designs

New: Final Project Part 2 : Thumbnails for 2 narrative illustrations showing the same character from 2 different points of view and at 2 different moments in the story.

Due: Project 3 part 1 : Book Pitch, part 1 story selection, research and ideation (Final Project )

May 01 | Week 12

Lecture: INTRODUCTION TO Point of View

NEW: FINAL PROJECT: Concept sketches for Narrative Illustrations

Due: Project 4, part 2: Character Designs & Concept Art

May 08 | Week 13

Lecture: All about Expression!

DUE: Concept Sketches for Narrative Illustrations Due.

DUE: Color Palate for Narrative Illustrations Due.

Work in Class on Final Project.

May 15 | Week 14

Work in Class on Final Project.

Individual Critique.

May 22 | Week 15

Final Project and Final Portfolio due.

Final Presentations.

