

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

COMD 3633| SPRING 2020
Advanced Strategies in Illustration
Thursdays, 6:00–9:00PM
P125
Section E226 | 3 credits, 4 hours

Professor Sara Gómez Woolley
SJWoolley@citytech.cuny.edu

Openlab Site:
[https://openlab.citytech.cuny.edu/
woolley-comd3633sp2020/](https://openlab.citytech.cuny.edu/woolley-comd3633sp2020/)

Office Hours:
Thursdays 2:30-4:30pm

Course Overview

Welcome to Advanced Strategies in Illustration.

This class will be a combination of lectures, guest speakers, and studio work. We will be drawing in class every time we meet, so **DO NOT COME TO CLASS WITHOUT YOUR MATERIALS**. We have 15 sessions together, and many issues to cover.

COURSE OUTLINE:

This course is designed to prepare the student for entry into the professional world of illustration. Development of a portfolio demonstrating a high level of skill and a personal style, as well as the ability to discuss the work in formal and conceptual terms is the primary focus. Additionally, the student will be introduced to a variety of professional practices and develop a familiarity with the local, regional and national scenes. The portfolio contents should demonstrate the student's versatility and advanced skills while demonstrating consistency in presentation. This course is broken into 4 course goals:

Portfolio Development

Professional Skills

Business Practices

Authorship

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 After two absences, a student may be withdrawn because of unsatisfactory attendance (code WU).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 After four latenesses, a student will be asked to withdraw from the class (code W) or may be withdrawn from the class (code WU).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.



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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/ Guest Speaker and / or Demo
- Assign homework
- Work in class

Grading System

1. PORTFOLIO SAMPLE(S) 20%
2. STRATEGY ASSIGNMENTS 20%
3. FINAL PROJECT PITCH OR FINAL PORTFOLIO - 20%
4. SKETCHBOOK - 20%
5. PARTICIPATION - 20% (Guest speakers, reading response, exhibition reports,critiques, etc.)

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

• 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.

• 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.

• 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.

Extra Credit:

There are opportunities to earn Extra Credit in this course in a few ways:

1. Attend LIFE DRAWING SESSIONS.
2. Attend ILLUSTRATION EVENTS.
3. Join and Participate in a Professional Organization.

In order for Extra Credit to count, you MUST write a blog post about the event or life drawing session you participated in, within ONE WEEK of the event, with pictures and post it to our openlab.

Labs

Students are expected to work on sketchbooks and assignments for at least four hours a week outside of class. You will find that it will take a lot more than that to be successful. Students are encouraged to utilize and share tools in the Class Resources section for extra help.

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. Design-specific terminology should be used at all times.



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Guest Lectures

Many weeks our class will include a Guest Speaker who is an expert within the world of professional illustration. Students will know ahead of time who the speaker is. They will be expected to research their careers and have specific questions prepared in advance.

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 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

SKETCHBOOK - 9 x 12 hardbound Canson, Strathmore or similar

FAVORITE DRAWING Tools

RULER and/or TRIANGLE

TRACING PAPER 9"x12"

KNEADED ERASER

MASKING TAPE

SHARPENER

FAVORITE ILLUSTRATION MEDIA (This is a personal and stylistic choice.)

DIGITAL WORKSPACE:

1. Access to a scanner, printer, digital camera, and a WACOM tablet or similar.
2. Computer with Adobe CS3 or higher.
3. FLASH DRIVE / CLOUD STORAGE (With current projects for working in class.)

Required Text

Nuts & Bolts: A blueprint for a successful illustration career by Charles Hively

Recommended Texts

Inside the Business of Illustration by Steven Heller and Marshall Arisman



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Course Topics

1. Learn how to identify your illustration niche and develop a marketing strategy.
2. Learn how to prepare and present a professional portfolio.
3. Learn how to set up a professional studio practice.
4. Learn accepted practices and protocols expected of the artist in the professional art community.
5. Learn the basics of the business of art: time management, contracts, marketing and book-keeping.
6. Learn the role of art directors, editors, and other art / publishing professionals and how to establish and maintain a productive relationship with them.
7. Learn about intellectual property and copyright law and how it affects the practicing artist.
8. Learn how to write a project proposal.
9. Learn how to prepare for an interview for a graduate or professional position.
10. Learn alternative job possibilities wherein acquired artistic skills can be profitably employed.

Outside of Class Learning:

You are expected to attend and report back on 1 out of 3 of the following exhibitions. This is a MINIMUM:

1. Society of Illustrators NY: Illustrators 62: Part One Exhibit :
Uncommissioned, Advertising, Institutional, Surface/Product Design
January 08, 2020 to February 01, 2020
2. Society of Illustrators NY: Illustrators 62: Part Two Exhibit :
Editorial, Book, Surface/Product Design
February 5, 2020 to March 7, 2020
3. 2020 MoCCA Arts Festival
April 4 - 5th, 2020 at Metropolitan West in New York City (West 46th Street
between 11th and 12 Avenues



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Projected Schedule

Jan 30 | Week 01

Review academic policies, go over syllabus. Discuss our illustration Goals

Introduction to Sketchbook Practice.

Introduction to Professional Practices and Time Management.

Discuss Class Structure

NEW: SET your Personal Schedule for SPRING 2020

NEW: Examples of Personal Style, & Illustration Influences. Examples of areas of knowledge or passion.

READ: Nuts & Bolts: A blueprint for a successful illustration career by Charles Hively, CH1

Feb 6 | Week 02

Lecture: Style, Concept, and Identifying your Niche

DUE: Your Personal Schedule for SPRING 2020

READ: Inside the Business of Illustration by Steven Heller and Marshall Arisman, CH2 Style

Feb 13 | Week 03

GUEST SPEAKER:

Lecture: Creating a targeted portfolio piece

READ: Inside the Business of Illustration by Steven Heller and Marshall Arisman, CH5 Promotion

Feb 20 | Week 04

GUEST SPEAKER: ROBIN HA

Lecture:

READ: Nuts & Bolts: A blueprint for a successful illustration career by Charles Hively, CH3

Feb 27 | Week 05

GUEST SPEAKER: ALITHA MARTINEZ *

Lecture: Illustration Business Basics

Mar 05 | Week 06

GUEST SPEAKER: KHARY RANDOLPH*

Lecture: Being Visible - Personal Brand and Marketing Strategy from a Pro

READ: Inside the Business of Illustration by Steven Heller and Marshall Arisman, CH6 Ethics

*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.



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Mar 19 | Week 08

Lecture: Illustrating Change: Design as a method of Social Intervention

GUEST SPEAKER ADAM DEL MARCELLE

DUE: MIDTERM Portfolio SAMPLE & Marketing Strategy Graded

Mar 26 | Week 09

Lecture: Healthy Habits for Illustrators

GUEST SPEAKER: KRIOTA WILLBERG*

DUE:

Apr 3 | Week 10 **FINAL PROJECT ASSIGNED**

Lecture: Content Creation and Authorship

GUEST SPEAKER: Kwanza Osajyefo*

Apr 08 - Apr 16 **NO CLASS SPRING RECESS!**

Apr 17 | Week 11

Lecture: The Art of the Pitch

Apr 24 | Week 12

Lecture: Advice from an Editor

GUEST SPEAKER: Joe Illidge *

May 1 | Week 13

Lecture:

May 08 | Week 14

DUE: Draft Pitch Presentation.

May 15 | Week 15

DUE: Final Portfolio & Final Presentations.

