

# IDES 237

## Digital Illustration

Spring Term 2015 » 3 credits » Co-requisite: IDES 212 » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

### Required Hardware

- 1 Computer system as per program requirement for use in lab; operating system.
- 2 Portable Media Storage

### Required Software

- 1 Adobe CS6 Master Collection
- 2 Universal Type Client

### Required Subscription

lynda.com

### Recommended Websites

idearefinery.net  
videocopilot.net  
creativecow.com

### Recommended Texts

Wigan, Mark. *Basics Illustration Series (Thinking Visually, Sequential Images, Text and Image)*. UK: AVA/ Academia, 2006–08.

Hillner, Matthias. *Basics Typography: Virtual Typography*. UK: AVA/ Academia, 2010.

### COURSE DESCRIPTION

This course introduces digital illustration techniques for static and dynamic media. Students gain an understanding of the strengths of digital technology in contemporary conceptual illustration and motion graphics. Technical skills using image-making and motion graphics software are introduced through a variety of in-class exercises and projects with targeted briefs.

### COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- communicate creative concepts through digital illustration;
- select appropriate image-making software program(s) to achieve particular illustration techniques;
- demonstrate a variety of illustration styles (e.g. collage, line art, realism, and photo-based) using a range of digital mediums;
- describe how motion expands storytelling in illustration;
- create short animations as solutions to creative problems;
- describe production requirements for print and web publishing of images; and
- continue investigation through self-directed learning.

# IDES 237

## Digital Illustration

### Weekly Schedule

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#### WEEK 1

Review of digital illustration practice.

Lecture Presentation: What is digital illustration today? What are the definable styles, methods and techniques emerging in the field of digital illustration?

Project 1 assigned: editorial illustration. Due week 4.

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#### WEEK 2

Combining vector image-making software with raster image-making software.

Demo: 3-D in vector image-making software.

Demo: Bringing layered vector image-making software files into raster image-making software.

Discussion: smart layers.

Discussion: sketches and concepts for Project 1.

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#### WEEK 3

Painting with raster image-making software.

Participatory demo: creating a painting using raster image-making software's brush tools.

How to use raster image-making software's powerful brush engine; how to create your own brushes; and how to use layer styles to create detailed texture.

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#### WEEK 4

Project 1 due.

The power of raster image-making software.

Participatory demo: how to combine layer styles, blending modes, masks, brushes, and other effects to create an illustration.

Project 2 assigned: book cover. Due week 8.

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#### WEEKS 5 & 6

Raster image-making software continued.

Participatory demo: scanning in textures, artwork, and found material.

Type techniques.

3-D in raster image-making software.

Review concepts and execution for Project 2.

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#### WEEK 7

Introduction to painter image-making software.

Demo: working with painter image-making software's brush controls: creating your own brushes; working with the pattern pens and image hose; using layer blending to create effects.

Discussion: Andrew Jones. Show tutorial video.

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#### WEEK 8

Project 2 due.

Illustration for animation and motion graphics.

Lecture: *Telling a story through image sequences.*

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# Digital Illustration

### Weekly Schedule

Introduction to motion design and time based media.  
The ABC's of telling a good story using only images.  
Project 3 assigned: illustrated image sequence (at least three keyframes) for a 15 second PSA.  
Due week 11.

#### WEEK 9

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Motion Graphics.  
Lecture: *What are the definable styles, methods and techniques emerging from the field of motion graphics?*  
How to create assets for animation.  
Demo: creating artwork for motion graphics.  
Discussion of the software programs used to create motion graphics.  
Discussion and demo of storyboarding techniques.  
Review concepts and execution for Project 3.

#### WEEK 10

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Introduction to 3-D Programs.  
Lecture: *What are the software programs used to create 3-D illustration?*  
Participatory Demo: render a 3-D object using 3-D image-making software.

#### WEEK 11

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Project 3 due.  
Animation.  
Lecture: *What is a 'composition' and how do I make one?*  
Demo: working with motion graphics software's timeline.  
Review keyframes and interpolation.  
Explore timeline properties.  
Navigating motion graphics software panels and workspaces.  
Project 4 assigned: motion graphics. Due week 15.

#### WEEK 12

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Animating Type.  
Demo: creating simple kinetic text animation with motion graphics software on a single timeline.  
Applying the principles of animation and exploring ease in/out property.  
In-class exercise (1): create short typographic animation.

#### WEEK 13

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The Power of Nested Animations.  
Lecture: *What are nested animations and why are they so powerful?*  
Creating nested compositions within motion graphics software.  
Demo: combining multiple timelines.  
In-class exercise (2): create short animation using multiple timelines.  
Review Assignment 4.

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## Digital Illustration

Weekly Schedule continued

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### WEEK 14

Shapes and Masks

Demo: shapes and their properties in motion graphics software.

Creating masks in motion graphics software.

What are track mattes?

In-class exercise (3): create short animation using masks.

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### WEEK 15

Project 4 due.

Lights. Camera. Action.

Lecture: introduction to cameras, lights and 3-D space.

Demo: exploring shadows and materials.

Rendering a movie using motion graphics software.

In-class exercise (4): create short animation using cameras in 3-D space.

#### EVALUATION PROFILE

Project 1	20%
Project 2	20%
Project 3	25%
Project 4	20%
Participation (includes completion of in-class exercises)	15%
Term total	100%

#### GRADING PROFILE

<i>Excellent</i>	A+ 90-100	A 85-89	A- 80-84
<i>Good</i>	B+ 77-79	B 73-76	B- 70-72
<i>Satisfactory</i>	C+ 67-69	C 63-66	C- 60-62
<i>Minimal Pass</i>	D 50-59		
<i>Fail</i>	F 0-49		

# Learning Outcomes and Operational Details

## Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

## Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.
- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.
- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.
- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.
- Enter the field as visual communication professionals.
- Apply visual communication expertise for societal and environmental benefit.
- Work collaboratively with other disciplines in business, industry, and the broader community.
- Recognize the importance of life-long learning and responsiveness to change.

## ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

## PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

## PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

## LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

## MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

## CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

## INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

## CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

## ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

## PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

## COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

## UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

## EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.