

spring 2020: 9:30 a.m. - 12:15 p.m. TR in VA 224

prerequisite: ART 3610 - Illustration II

instructor: Craig Brasco, associate professor - cbrasco@kennesaw.edu

office hours: MW 10:00 a.m. - 12:00 p.m., VA228

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ART 4600 - Advanced Illustration

School of Art and Design | Kennesaw State University

Course Description:

The ability to bring a creative project to a full and successful level of finish is often neglected in the academic environment, but is an essential professional skill. This course requires that students meet goals they set for themselves through individualized projects, but that they meet them fully with the highest degree of resolution and polish.

Course Objectives:

- Employ professional research to tailor a set of 4-5 projects to a chosen market.
- Illustrate concepts with professional-level draftsmanship, design principles, composition and color.
- Produce professional-level illustrations using traditional and/or digital techniques.
- Present created work to demonstrate its place in a chosen marketplace.

Materials:

- Sketchbook - Minimum size 9 in. x 12 in.
- Preferred sketching tools (pencil, color pencil, pen & ink, etc.)
- Folder, notebook/sketchbook, or binder for collecting any handouts.
- External HD or large remote drive (Google Drive, Dropbox, etc.). 250+ GB or 1TB space recommended.
- X-acto knife with blades (#2 recommended)
- 18-32 inch steel ruler.
- 14 ply black presentation board for presenting your work.
- Rubber cement for mounting artwork.
- **Optional:** Wacom tablet (wacom.com) or similar technology.

Suggested Reference Materials:

- ImagineFX Magazine | <http://beta.imaginefx.com/>
- Advanced Photoshop Magazine | <http://www.advancedphotoshop.co.uk/>
- ArtStation | <http://www.artstation.com/>
- ConceptArt.org | <http://www.conceptart.org/forums/>
- Behance | <https://www.behance.net/> (search the Illustration area)

Why take this course?

The purpose of this course is to get you to focus intently on doing illustration work that will get you freelance work or a job in your chosen marketplace. This requires a lot of research and diligent work on your part as a student. If successful, you will have a set of images that can be the cornerstone of your portfolio.

Also, ART4600 is an Upper Division course requirement for all BFA students studying the Illustration concentration.

Course Requirements/Assignments:

- **Research:** Students must research a theme for the artbook being produced by the class. Also once the theme has been determined, the student must research for references and inspiration for their own interpretations of the theme via their illustration work.
- **Projects:** All Projects are self-started by the student based on an approved theme for the artbook. The students must hit deadlines for each Project and cannot submit en masse at the end of the term.
- **Presentation:** For each project, each student must present their work. The work will be shown in digital and print format along with a verbal explanation of their work. Students must discuss their chosen marketplace and why the work they created is suited for that marketplace.

Classroom Etiquette & Professionalism:

Due to the work-intensive atmosphere this class requires, the following behavior is not tolerated during lecture or class work time:

- Arriving late or leaving early.
- Discussing, working on and/or printing of work for another course.
- Browsing internet media on any agent (computer, phone, etc.) without direct instruction from the professor to do so.
- Failure to address or attempt any class work during class time.

Projects	Semester Percent
Project One - Art Book Theme and Sketches	20%
Project Two - Art Book Submission I	20%
Project Three - Art Book Submission II	20%
Project Four - Art Book Submission III	20%
Project Five - Art Book Submission IV	20%
TOTAL:	100%

Evaluation and Grading:

Projects will be graded using the following criteria: **Directions and File Management, Content, Participation, and Quality of Work.** Rubrics for each Project are available under “Rubrics” on our D2L page. Please take a moment to review each rubric at the start of each Project. Each project will have specific requirements in terms of each basic criteria. These specific requirements are outlined in each project’s own rubric.

How do I get an A in this class? 😊

Maintain an average of 90 or more by driving yourself not to cut corners, push yourself to go beyond the material in the class, and always commit yourself to the work. Maintaining consistent, professional attendance is a must.

Formula for Evaluation:

A = 90 – 100

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = 59 – BELOW

Schedule

W 01: 01/07 & 09	Class Intro/Proj. 1 Work	Proj. 1 Work
W 02: 01/14 & 16	Proj. 1 Work	Proj. 1 Work
W 03: 01/21 & 23	Proj. 1 Work	Proj. 1 Work
W 04: 01/28 & 30	Proj. 1 DUE /Proj. 2 Intro	Proj. 2 Work
W 05: 02/04 & 06	Proj. 2 Work	Proj. 2 Work
W 06: 02/11 & 13	Proj. 2 Work	Proj. 2 Work
W 07: 02/18 & 20	Proj. 2 Work	Proj. 2 Critique Day / Proj. 3 Intro
W 08: 02/25 & 27†	Proj. 3 Work	Proj. 3 Work
W 09: 03/03 & 05	Proj. 3 Work	Proj. 3 Work
W 10: 03/10 & 12	Proj. 3 Work	Proj. 3 DUE /Intro Proj. 4
W 11: 03/17 & 19	Proj. 4 Work	Proj. 4 Work
W 12: 03/24 & 26	Proj. 4 Work	Proj. 4 Work
W 13: 03/31 & 04/02	Spring Break - NO CLASSES	
W 14: 04/07 & 09	Proj. 4 Work	Proj. 4 Critique Day /Intro Proj. 5
W 15: 04/14 & 16	Proj. 5 Work	Proj. 5 Work
W 16: 04/21 & 23	Proj. 5 Work	Proj. 5 Work
Final Critique: Thursday, April 30, 2019, 10:30 a.m. - 12:30 p.m. Project 5 Due		

† February 26, 2020 is the last day to withdraw without academic penalty.

Attendance Policy:

When a student misses more than 20% of the scheduled hours for a course, he/she may be withdrawn from the course by the respective instructor and will receive the appropriate grade based on the Kennesaw State University grading policy. **Regardless, if a student has 4 absences recorded, he/she will receive one letter grade lower for the course as a penalty for absenteeism.**

Attendance is tracked on the course Brightspace D2L page under “Attendance” in the top menu. Any student will be marked **tardy** if they are not in attendance 15 minutes after the beginning of class.

4 recorded tardies = 1 absence. Tardies cannot be reversed. Absences accrued via tardies cannot be reversed.

Non-tardy related absences can only be reversed if substantial proof from a medical professional or similar documentation (police report, letterhead from place of business, etc.) is presented the following class period. **Absences for any other reason will not be excused.**