

CURRICULUM PROPOSAL FORM #3
UNIVERSITY OF WISCONSIN-WHITEWATER

NEW COURSE

Course Number *: 110-385/585 Effective: Fall 2000

Cross Listed Number: _____

Course Title: Electronic Illustration

15 Character Abbreviation: ElectrnIllustrat

25 Character Abbreviation: Electronic Illustration

Sponsor: Amy E. Arntson -E-mail Address: arntsona@uwvvax.uww.edu

Department: Art Department College: Arts and Communication

Co-sponsor: _____ E-mail Address: _____

Department: _____ College: _____

Other Programs Affected: none

Check if course is to meet any of the following requirements:

None Writing Computer Diversity General Ed and Area _____

Contact hours/credits: _____ Total lecture hours: _____

Total lab hours: 90 (6 a week) Total contact hours: 90

Number of credits 3

Check if course is repeatable: xx No Yes (if yes answer the following questions)

• No of times in major _____ No of credits in major _____

• No of times in degree _____ No of credits in degree _____

Enter the appropriate titles if the course is required in any of the following:

Major Title(s) _____

Minor Title(s) _____

Emphasis Title(s) _____

Course justification: Large numbers of Graphic Design students are causing an increasing demand for illustration classes, with a corresponding increased interest in computer technology. The professional illustration field is currently 1/2 electronic and 1/2 traditional media. This class would add an electronic component to our current course offerings in traditional "wet" media. Graduate students will be expected to do additional visual research on a specialized field of Illustration, and present a paper.

Relationship to program assessment objectives: Illustration I uses traditional drawing and painting media. Illustration II is a higher level for students with strong interest in Illustration who want to develop a personal style and direction. It is currently "taught together" with Illustration I. Currently there are about 25 students each semester attempting to get into a class that can hold 18. The Electronic Illustration class would use a variety of appropriate software/hardware to help students prepare a

portfolio and develop the electronic skills that are often required in today's job market for illustrators. These skills are also highly useful to professional graphic designers who sometimes need to create as well as incorporate illustration into their printed and electronic pieces. Work will be assessed through a series of critiques and participation in student shows.

Budgetary impact: Minimal. It is the current plan to offer this course every other semester, on an alternating basis with Illustration I. That way, students can enroll in both classes sequentially, but no increase in faculty position is necessary. We are currently installing a new computer lab that can meet any needs this course might generate. We may want to purchase the complete Painter software package. We have just acquired the new version of Illustrator 8. We own Photoshop and a 3-D imaging package.

Course description: Electronic Illustration will present techniques, concepts and practices that are part of the field of Illustration. The class will pay special attention to the development of these within the context of computer technology. A variety of imaging software will be used, including Adobe Illustrator, Photoshop, Painter as well as an introduction to 3-D Graphic effects. An emphasis on the higher end potential of cross platform effects will be stressed.

Course requisites: 110-387 Computer Graphics for the Artist and 110-202 Drawing 2.

If dual listed, graduate level requirements:

Concentrate on the development of a **personal style**. Prepare an **integrated** portfolio of electronic work concentrating on **one** particular field of Illustration, such as Editorial, Book or Advertising. Present a research paper and talk about the chosen field based on out of class investigation. (Bold type indicates special nature of grad specific requirements.) Include an **original** interview with a contemporary illustrator. Students will spend 6 hours a week in class. Grad students are expected to spend a minimum of 8 hrs out of class.

Course objectives and course syllabus:

To allow students to develop skills and a portfolio of work related to the field of Illustration using higher end computer imaging techniques. The concentration will be on the creation of original images with an emphasis on electronic drawing and painting techniques. Students are expected to have learned the basics of Photoshop and Illustrator or Freehand software before taking this class, as well as having developed some drawing and design skills. The class will focus on the development of strong, cross platform computer graphics that combine software techniques to generate editorial, publishing, advertising and product illustration. Such images can be used in print media applications, or form the base image for later utilization in Web design or animation.

Course Learning Objectives; To study and create Illustration using the techniques, concepts and practices of electronically generated Illustration.

Week I

Discussion on the nature of Electronic Illustration. Slides Students are assigned semester reports on electronic illustrators.

Week 2

Illustrator advanced techniques brushup and beyond the basics.

Begin "spot" editorial illustrations. (For example, newspaper spots, such as seen in the Washington Post.) Emphasis on figure/ground and communication. Form and content relationship.

Week3

Continuation of spot illustrations. Discuss rough designs. Student presentations on contemporary electronic Illustrators.

Week4

Critique on editorial illustrations.

Begin Book cover Illustration. (Lecture and slide presentation)

Photoshop advanced techniques brushup and beyond the basics.

Week 5

Book cover Illustration continued. Discuss progress. Student presentations on contemporary electronic Illustrators.

Week 6

Critique.

Begin Editorial Illustration. Discussion and Slides on varieties of Editorial Illustration.

Integration of Photoshop and Illustrator processes.

Week 7

Continue Editorial Illustration. Discuss concept/style/form relationship. Student presentations on contemporary Illustrators.

Week 8

Critique.

Begin Advertising Illustration. Slides, lecture, Demos.

Three-dimensional effects using 3-D such as Adobe Dimensions and 3-D Studio. Preparing stills from video clips

Week 9

Continued study of 3-D graphics. Demos. Discuss roughs, concepts.

Week 10

Continued study of 3-D graphics. Demos

Week 11

Finish 3-D design. Critique of Advertising Illustration.

Begin personal promotional piece. Begin learning Fractal Design Painter.

Week 12

Fractal Design Painter. Student presentations on contemporary Illustrators.

Week 13

Continue work on personal promotional piece, and learning Painter software.

Week 14

Continue work on personal promotional piece, and learning Painter software.

Week 15

Continue work on personal promotional piece, and learning Painter software. Graduate level students present paper, discusson, work on specific area of Illustration.

Week 16

Final critiques and discussion.

Bibliography:

Photoshop and Illustrator Synergy Studio Secrets by Jennifer Alspach IDG Books 1998

Imaging Essentials with Adobe Illustrator, Adobe Photoshop, Adobe Dimensions and Adobe Premiere by Luanne Seymour Cohen, Russell Brown, Tanya Wendling. Published by Adobe Press 1993

The Illustrator WOW Book by Sharon Stener. Peachpit Press 1998

The Photoshop WOW Book. Peachpit Press 1999

The Artist's & Graphic Designer's Market. (Where & How to sell your illustration, fine art, graphic design and cartoons.) 1999 Writer's Digest Books.

Legal Guide for the Visual Artist. Fourth Edition. 1999 By Tad Crawford. Allworth Press.

The Business of Illustration by Steven Heller. Watson Guptill. 1995

The Whole Mac Solutions for the Creative Professional. 1996 Hayden Books.

The Streetwise Guide to Freelance Design and Illustration by Theo Williams. 1998. North Light Books

On Line Tutorials

Painter

Illustrator

Photoshop

Periodicals

Print Magazine

Step by Step Electronic Design

Communication Graphics

HOW

*** You MUST verify course numbers with Registrar's Office prior to submitting (x1211)**

Please submit electronically when approved at the college level -

As incentive, only the original document and signature sheet is needed (no other copies)

**CURRICULAR ACTION
SIGNATURE PAGE**

(Use for forms 1, 2, 3, 4, 6, and 8)

Description of Action: NEW COURSE

Course # (if applicable): 110-385/585

Program or Course Title: ELECTRONIC ILLUSTRATION

G. E. Arutson
Proposal Sponsor

9/16/99
Submission Date

R. M. [Signature]
Chair of Sponsoring Department

ART
Department

9/17/99
Approval Date

[Signature]
Chair, College Curriculum Committee

10-1-99
Approval Date

[Signature]
Dean of College

AJC
College

10-11-99
Approval Date

For Undergraduate Actions:

If a course is to be considered as a Diversity option:

Chair, Diversity Committee

Recommended
 Not Recommended
Date _____

course is to be considered as a General Ed option:

Chair, General Education Committee

Recommended
 Not Recommended
Date _____

Richard Topp
Chair, University Curriculum Committee

Received & Recorded
 Approved
 Not Approved
Date Oct. 22, 1999

[Signature]
Chair, Faculty Senate

Received & Recorded
 Approved
 Not Approved
Date Nov 9, 99

For Graduate Actions:

[Signature]
Graduate Council

Received & Recorded
 Approved
 Not Approved
Date 10/9/99

Received: [Signature]
Provost and Vice Chancellor

Nov 10, 99
Date