

S y l l a b u s
Illustration 371A

California State University, Long Beach-Spring 2010-Bill Jaynes, Instructor

Tuesday/Thursday 9-11:45 am FA4-300

Office hours T/TH 11:45-12:15 FA4-302

Email: willieworks@billjaynes.com

Web access to course materials:

<http://billjaynes.com/CSULB%20371A.htm>

Course Objective: This class is an introduction to the discipline of illustration (commissioned art), emphasizing editorial drawing, and provides an insight into the illustrator's role as visual dramatist and interpreter of text. This course also serves as an introduction to the BFA major, focusing on assignments that explore conceptual issues while developing technical skills. The majority of the work will be in black and white media. Coursework consists of critiques, in-class work sessions, and homework. Grades are determined according to the criteria listed below. Regular attendance is essential, as is completion of all assignments.

Recommended texts:

Exploring Illustration by [Michael Fleishman](#)

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines (Graphic Artists Guild Handbook of Pricing and Ethical Guidelines, 10th Edition) North Light Books;
ISBN: 0932102115

American Illustration Annuals

New York Society of Illustrators Illustration Annuals

Magazines: Communication Arts
Print
Graphis
Step by Step
How
3x3
Juxtapoze

Websites: ispot.com
illoz.com
illustrationmundo.com
illustrationfriday.com
societyillustrators.org

Class Procedures:

- Come to class, embrace the process, work and grow. This is a rigorous, college, pre-professional class.
- Attendance is required. More than 4 absences will result in a lower grade. If you wish to drop the class, please do so through the admission office. Failure to drop through the proper channels could result in a final grade of an F.
- Students will be expected to work in class during studio time. Please bring supplies to class.
- Late assignments will receive a lowered grade.

- Grades will be based on quality of work, attendance, effort, completion of assignments and individual growth.
- It is imperative, for success, to come class, work in class, do the homework, and turn work in on time.
- It is suggested that, along with the assigned class work, that you draw in a sketchbook a minimum of five pages per week.

Grading criteria:

Assignments

- 1) The quality of drawing and/or painting
- 2) Concept
- 3) Composition
- 4) Craftsmanship
- 5) Project management

Two additional interacting criteria are:

- 6) How clearly does the work transmit its message?
- 7) How uniquely does it employ its graphic vocabulary?

Late assignments will receive lower grades

For complete information on course withdrawal see University policy. General University regulations and procedures are covered in the University catalog, including the official policy on plagiarism and cheating. Accommodation of a University verified disability must be arranged for in advance. Students are responsible for notifying the instructor of such needs.

Course Outline

Note: Subject to change as the course unfolds to foster learning and growth

Week 1: On Language

The week of 1/25/10

Tuesday

Work Due /Critique: Introduction to editorial philosophy

Lecture: Introduction to editorial illustration philosophy

In-Class Lab: Mug Shot

Materials for In-Class: general black and white materials

Homework: thumbnails for sports cliché

Thursday

Work Due /Critique: thumbnails for sports cliché

Lecture: Pictorial story telling

In-Class Lab: re-work thumbnails, begin roughs

Materials for In-Class: general black and white materials

Homework: Rough drawings for Sports Cliché

Week 2: Staging the Story

The week of 2/1/10

Tuesday

Work Due /Critique: Rough drawings for Sports Cliché

Lecture: Point of view (artists, viewers), underlying structural composition

In-Class Lab: Re-work roughs with primary value shapes

Materials for In-Class: general black and white materials

Homework: Re-work rough begin Final Art for Sports Cliché

Thursday

Work Due /Critique: Re-work rough begin Final Art for Sports Cliché

Lecture: Performing the finish

In-Class Lab: work on cliché final art

Materials for In-Class: general black and white materials

Homework: Final Art for the sports cliché

Week 3: Modern Pictorial Style

The week of 2/8/10

Tuesday

Work Due /Critique: The final art for Sports Cliché and all the in-class and development work

Lecture: Introduction to modern pictorial styles / layout production of Sports Cliché

In-Class Lab: Style research, layout production of Sports Cliché

Materials for In-Class: general black and white materials

Homework: Begin Style person thumbnails / Begin 10 examples for each of the pictorial styles you will be using to the next class meeting

Thursday

Work Due /Critique: Style person thumbnails / 10 examples for each of the pictorial styles you will be using

Lecture: Distinction and integration of the unique pictorial styles

In-Class Lab: revise thumbnails

Materials for In-Class: general black and white materials

Homework: Style person rough

Week 4: more Style

The week of 2/15/10

Tuesday Professor's Furlough-No Class

Work Due /Critique: Style person rough

Lecture: the styles and the material used

In-Class Lab: revise Style person roughs

Materials for In-Class: general black and white materials

Homework: Begin Final Art for style person

Thursday

Work Due /Critique: Individual critiques

Lecture: Individual consultations

In-Class Lab: Final art for the modern pictorial styles project

Materials for In-Class: general black and white materials

Homework: Final art for the modern pictorial styles project

Week 5: Begin A Little Book of Wonder

The week of 2/22/10

Tuesday

Work Due /Critique: Final art for the modern pictorial styles project with all of the development work

Lecture: Introduction to the little book of wonders project

In-Class Lab: begin little book of wonders

Materials for In-Class: general black and white materials

Homework: thumbnails little book of wonders

Thursday

Work Due /Critique: thumbnails little book of wonders

Lecture: narrative possibilities of small objects, form based drawing and light logic

In-Class Lab: little book of wonders

Materials for In-Class: general black and white materials

Homework: thumbnails little book of wonders

Week 6: Developing the Wonder

The week of 3/1/10

Tuesday

Work Due /Critique: thumbnails little book of wonders

Lecture: Staging, point of view, and the rhythm of sequential graphics

In-Class Lab: development of the Little Book of Wonders

Materials for In-Class: general black and white materials

Homework: development of the Little Book of Wonders

Thursday

Work Due /Critique: more: Little Book of Wonders

Lecture: pushing the drama

In-Class Lab: Little Book of Wonders

Materials for In-Class: general black and white materials

Homework: Little Book of Wonders roughs

Week 7: more Wonder

The week of 3/8/10

Tuesday

Work Due /Critique: Little Book of Wonders roughs

Lecture: Refining the compositions and narrative

In-Class Lab: Little Book of Wonders

Materials for In-Class: general black and white materials

Homework: Rework Little Book of Wonders roughs

Thursday

Work Due /Critique: Rework Little Book of Wonders roughs

Lecture: views of working illustrators past and present

In-Class Lab: Little Book of Wonders

Materials for In-Class: general black and white materials

Homework: Little Book of Wonders Final Art

Week 8: more & more Wonder

The week of 3/15/10

Tuesday

Work Due /Critique: In-progress Little Book of Wonders Final Art

Lecture: Individual critique and assistance

In-Class Lab: Little Book of Wonders Final Art

Materials for In-Class: general black and white materials

Homework: Little Book of Wonders Final Art

Thursday

Work Due /Critique: In-progress Little Book of Wonders Final Art

Lecture: The work of Istvan Banyai

In-Class Lab: Little Book of Wonders Final Art

Materials for In-Class: general black and white materials

Homework: Little Book of Wonders Final Art

Week 9: What's He Building 1

The week of 3/22/10

Tuesday

Work Due /Critique: Little Book of Wonders is due with all the developmental work

Lecture: Introduction to the What's He Building project/archetypes and mythical under structures

In-Class Lab: Begin What's He Building thumbnails

Materials for In-Class: general black and white materials

Homework: What's He Building thumbnails/

Thursday

Work Due /Critique: What's He Building thumbnails

Lecture: Enhancing the pictorial drama, experimentation/decoding the meaning for elaboration

In-Class Lab: Working with the fairytale project

Materials for In-Class: general black and white materials

Homework: See the Society of Illustrators West Show / What's He Building thumbnails

Spring Break: 3/29/10- 4/02/10

Week 10: What's He Building 2

The week of 4/05/10

Tuesday

Work Due /Critique: What's He Building thumbnails

Lecture: visual wit, visual bridges, staging, and experimentation

In-Class Lab: What's He Building Roughs

Materials for In-Class: general black and white materials

Homework: What's He Building Roughs

Thursday

Work Due /Critique: Continue with What's He Building

Lecture: Individual pictorial issues

In-Class Lab: Fairytale

Materials for In-Class: general black and white materials

Homework: Fairytale Roughs

Week 11: What's He Building 3

The week of 4/12/10

Tuesday Professor Furlough Day-No Class

Work Due /Critique: What's He Building? Roughs

Lecture: Sequential images issues

In-Class Lab: Fairytale

Materials for In-Class: general black and white materials

Homework: Fairytale

Thursday

Work Due /Critique: Fairytale

Lecture: Individual pictorial issues

In-Class Lab: Final Art for What's He Building

Materials for In-Class: general black and white materials

Homework: Fairytale

Week 12: Fairytale Project Begins/What's He building is due

The week of 4/19/10

Tuesday

Work Due /Critique: What's He Building is due with all the developmental work

Lecture: Introduction to the Fairytale project/archetypes and mythical under structures

In-Class Lab: Begin Fairytale thumbnails

Materials for In-Class: general black and white materials

Homework: Fairytale thumbnails/formulation of the meaning of your chosen fairytale

Thursday

Work Due /Critique: Fairytale thumbnails

Lecture: Enhancing the pictorial drama, experimentation/decoding the meaning for elaboration

In-Class Lab: Working with the fairytale project

Materials for In-Class: general black and white materials

Homework: Revise Fairytale thumbnails

Week 13: The Big Bad Wolf

The week of 4/26/10

Tuesday

Work Due /Critique: Fairytale thumbnails

Lecture: visual wit, visual bridges, staging, and experimentation

In-Class Lab: Fairytale Roughs

Materials for In-Class: general black and white materials

Homework: Fairytale Roughs

Thursday

Work Due /Critique: Continue with Fairytale

Lecture: Individual pictorial issues

In-Class Lab: Fairytale

Materials for In-Class: general black and white materials

Homework: Fairytale Roughs

Week 14: Sounds of the Piper

The week of 5/3/10

Tuesday

Work Due /Critique: Fairytale Roughs

Lecture: Sequential images issues

In-Class Lab: Fairytale

Materials for In-Class: general black and white materials

Homework: Fairytale

Thursday Campus Furlough Day No Class

Work Due /Critique: Fairytale

Lecture: Individual pictorial issues

In-Class Lab: Fairytale

Materials for In-Class: general black and white materials

Homework: Fairytale

Week 15: Grandma's House

The week of 5/10/10

Tuesday

Work Due /Critique: Individual critique and assistance

Lecture: Individual critique and assistance

In-Class Lab: Fairy Tale project final art

Materials for In-Class: general black and white materials

Homework:

Thursday Final Project is Due

Work Due /Critique: Fairy Tale Project is Due!

Lecture: Fairy Tale project final art

In-Class Lab: Final Critique

Materials for In-Class: general black and white materials

Homework:

Week 16: Final's Week

The week of 5/17/10

Final Exam Week-No Class Tuesday

Thursday 8-10 am Final Exam

Work Due /Critique: Pick up final project

Lecture:

In-Class Lab:

Materials for

Homework:

Materials

Lyons Art Supplies: 420 E. 4th Street, Long Beach, 562-435-5383

Art Supply Warehouse: 6672 Westminster Blvd., Westminster, 714-891-3626

Pearl Art Supplies: 7227 Edinger Ave., Huntington Beach, 714-903-5100

The majority of the projects are in black and white with the students using the media of their choice. Below are some suggested materials:

- ◆ 3-ply Bristol Board
- ◆ Cold press illustration board
- ◆ 18" x 24" Tracing Paper
- ◆ 18" x 24" or 9" x 12" pad of drawing paper
- ◆ Colorerace Pencils, several red and blue, or a small set
- ◆ Black and White Prismacolor pencils
- ◆ Pencil sharpener
- ◆ Black Scratch Board, Clay board or Essdee Brand
- ◆ Scraper Tools: Lozege, Blunt & Sharp/ Gouge Shape / Holders
- ◆ Sketchbook
- ◆ Drawing Board
- ◆ Drawing pencils – range 6B, 4B, 2B, HB, H, 2H
- ◆ Black felt tip, black roller ball, black, red, and blue ball-point pens
- ◆ Dip Pen w/ various tips
- ◆ Ink Ink for use with the Dip Pen
- ◆ Kneaded eraser, Plastic eraser, "clic"-eraser, pink pearl
- ◆ White tape or Drafting tape
- ◆ Mental Straight Edge (18" or longer)
- ◆ T-Square, at least 18" (24" is better)
- ◆ Various other assorted drawing tools as required
- ◆ Other color media (may be the students choice)

Notes: