

S y l l a b u s  
**Illustration 371A**

California State University, Long Beach-Spring 2012-Bill Jaynes, Instructor

**Monday/Wednesday 9-2012:45 am FA4-301**

Office hours T/TH 2012:45-12:45 FA4-302

Email: willieworks1@verizon.net

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: 093210220125

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 1/23/2012**

**Monday**

**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 1/30/2012

### Monday

**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 shape: Silhouette Study

**Materials for In-Class:** general black and white materials

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

### Wednesday

**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 2/6/2012

### Monday

**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

### Wednesday

**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 2/13/2012

### Monday

**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

### Wednesday

**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 2/20/2012

### **Monday**

**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

### **Wednesday**

**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 2/27/2012

### **Monday**

**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

### **Wednesday**

**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 3/5/2012

### **Monday**

**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

### **Wednesday**

**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 3/12/2012

### Monday

**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

### Wednesday

**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: FairyTale

The week of 3/19/2012

### Monday

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

**Lecture:** Introduction to the Fairy tale project/archetypes and mythical under structures

**In-Class Lab:** Begin Fairy tale thumbnails

**Materials for In-Class:** general black and white materials

**Homework:** Continue with Fairy tale thumbnails

### Wednesday

**Work Due /Critique:** Fairy tale 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:** Fairy Tale Roughs

3/26/202012- 4/1/202012 –Spring Break

## Week 10: Grandma's House

The week of 4/02/2012

### Monday

**Work Due /Critique:** Fairy tale Roughs

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

**In-Class Lab:** Fairy tale Roughs

**Materials for In-Class:** general black and white materials

**Homework:** Fairy Tale Roughs

### Wednesday

**Work Due /Critique:** Continue with Fairy Tale

**Lecture:** Individual pictorial issues

**In-Class Lab:** Fairytale

**Materials for In-Class:** general black and white materials

**Homework:** Fairy tale Roughs / Begin Final Art

## **Week 11: Into the Forest**

The week of 4/09/2012

### **Monday**

**Work Due /Critique:** Roughs/ Final Art

**Lecture:** Sequential images issues

**In-Class Lab:** Fairytale

**Materials for In-Class:** general supplies: individual supplies for your project

**Homework:** Fairytale Final Art

### **Wednesday**

**Work Due /Critique:** Fairytale

**Lecture:** Individual pictorial issues

**In-Class Lab:** Final Art

**Materials for In-Class:** general materials

**Homework:** Fairytale

## **Week 12: The End of the Story**

The week of 4/16/2012

### **Monday**

**Work Due /Critique:** Fairy Tale final art beginnings

**Lecture:** Individual critique and instruction

**In-Class Lab:** Fairy Tale Final Art

**Materials for In-Class:** general black and white materials

**Homework:** Final art for Fairy Tale

### **Wednesday**

**Work Due /Critique:** In-progress final art for Fairy Tale

**Lecture:** Individual critique and instruction

**In-Class Lab:** Working with the sonic project

**Materials for In-Class:** general black and white materials

**Homework:** Complete Fairy Tale Final Art

## **Week 13: Two Kinds of Sonic Realities**

The week of 4/23/2012

### **Tuesday**

**Work Due /Critique:** Fairy tale is due with all the developmental work

**Lecture:** Fairy tale Final Critique/ Introduction of Sonic Realities

**In-Class Lab:** Fairy tale Critique/

**Materials for In-Class:** general black and white materials

**Homework:** Begin Sonic Realities project

### **Thursday**

**Work Due /Critique:** Begin Sonic Realities project thumbnails

**Lecture:** Pictorial representation of sound. Linear vs. Non-linear

**In-Class Lab:** Sonic Realities project

**Materials for In-Class:** general black and white materials

**Homework:** Begin Sonic Realities project

## **Week 14: Sound into Pictorial Stories**

The week of 4/30/2012

### **Tuesday**

**Work Due /Critique:** Sonic Realities project roughs/Thumbnails

**Lecture:** Narratives and floating realities

**In-Class Lab:** Sonic Realities project

**Materials for In-Class:** general black and white materials

**Homework:** Sonic Realities project roughs

### **Thursday**

**Work Due /Critique:** Individual critique and assistance

**Lecture:** Individual critique and assistance

**In-Class Lab:** Sonic Realities project

**Materials for In-Class:** general black and white materials

**Homework:** Individual critique and assistance

## **Week 15: Ghosts & Playboys**

The week of 5/07/2012

### **Tuesday**

**Work Due /Critique:** Individual critique and assistance

**Lecture:** Individual critique and assistance

**In-Class Lab:** Sonic Realities project final art

**Materials for In-Class:** general black and white materials

**Homework:**

### **Thursday**

**Work Due /Critique:** Final Project: CD Covers are due

**Lecture:** Sonic Realities 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 5/14/2012

### **Class Meets Final Exam Week**

Friday, May 18, 2012

8AM - 10AM

## Materials

Lyons Art Supplies: 420 E. 4<sup>th</sup> 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 (student's choice)

## Notes: