

S y l l a b u s
Art 17 / 18: Illustration

Long Beach City College-Spring 2012-Mr. Bill Jaynes, Instructor

*The best illustrators are artists who act as visual commentators and communicators
enlightening and entertaining in a meaningful way*
-Bill Jaynes

Mondays & Wednesdays 1:00pm – 3:50pm
Room K143

Bill Jaynes, Instructor
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Web access to course materials:
<http://billjaynes.com/LBCC%20Art%2017.htm>

Course Objective: This is a beginning traditional media illustration course. The class will use the process of thumbnails, roughs, and finished art to solve visual problems in commercial areas of advertising, editorial, and institutional usages. Both black and white and color work will be produced using a variety of media and techniques. Studio experience in the use of linear perspective and form based drawing to create finished work will be emphasized. Thus both the technical and conceptual side of illustration will be practiced.

Recommended texts:

Exploring Illustration by [Michael Fleishman](#) (at LBCC bookstore)

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines; Graphic Artists Guild;
ISBN: 978-0932102157

American Illustration Annuals
New York Society of Illustrators Illustration Annuals

Magazines:	Communication Arts	Websites:	ispot.com
	Print		illoz.com
	Graphis		illustrationmundo.com
	Step by Step		illustrationfriday.com
	How		societyillustrators.org
	Juxtapoze		drawger.com
	3 x 3 Magazine		

Class Procedures:

- Come to class, embrace the process, work and grow. This is a rigorous, college, pre-professional class.
- Attendance is required. You may be dropped from the class if you miss more than 20% of the class. However, 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.
- 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.
- The homework to class ratio for LBCC is 2 to 1. This means that for every hour of class time there is 2 hours of homework required
- If the student decides to drop the class, then it is the responsibility of the student to complete the procedure through official LBCC channels. Failure to do so could result in an “F” on the student’s transcript for the class.
- It is suggested that, along with the assigned class work, that you draw in a sketchbook a minimum of five pages per week.

600 sections: The 600 course catalogue designation of this class is the same content as the Art 17 designation. The only difference, between the two sections, is that the 600 level does not receive credit or a letter grade for the term. Therefore, it is expected that students taking the course as a 600 class do the same amount of work in-class and homework as students taking the class for credit.

Course Outline

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

Week 1: Introduction to the World of Illustration

1/9/2012

Monday

Work Due /Critique: Welcome!

Lecture: Introduction to the class, materials and the world of illustration. The illustration processes of thumbnails, roughs, finish: The use of graphite pencils and 3-ply Bristol board.

In-Class Lab: Mug Shot

Materials for In-Class: The stuff you have with you

Homework: Purchase materials for the class: Begin Farm Fresh

- **Bring an hardboiled egg, tomato, and eggplant to the next class**

Art 18: Produce Stand project, bring fruits and vegetables + color pencils, drawing paper for the next class.

Wednesday

Work Due /Critique: Materials for class

Lecture: Drawing for illustration: Basalmorphic structure, value, and light source

In-Class Lab: Form based drawings of hardboiled egg, tomato, and eggplant

Materials for In-Class: A range of graphite pencils and 3-ply Bristol Board: A hard-boiled egg, tomato, and eggplant

Homework: thumbnails for Farm Fresh

Art 18: Begin Produce stand drawings, bring fruit + veggies, color pencils. HW- Thumbnails Bring color pencils and paper to next class.

Week 2: Farm Fresh

1/16/2012

Monday (King Holiday-No Class)

Work Due /Critique: thumbnails for Farm Fresh

Lecture: value and light source for a strong graphic read

In-Class Lab: value and light source drawings for Farm Fresh

Materials for In-Class: A range of graphite pencils and 3-ply Bristol board: A hard-boiled egg, tomato, and eggplant

Homework: Roughs for Farm Fresh

Art 18: work on project thumbnails, Roughs

Wednesday

Work Due /Critique: Roughs for Farm Fresh

Lecture: value and light source for a strong graphic read

In-Class Lab: value and light source drawings for Farm Fresh

Materials for In-Class: A range of graphite pencils and 3-ply Bristol board: A hard-boiled egg, tomato, and eggplant

Homework: Roughs for Farm Fresh

Art 18: Color pencils exercises, Roughs for project, work on final

Week 3: What is He Building:

1/23/2012

Monday

Work Due /Critique: in progress final art for Farm Fresh

Lecture: Taking the work to a finish

In-Class Lab: Work on final art for farm fresh

Materials for In-Class: A range of graphite pencils and 3-ply Bristol board: A hard-boiled egg, tomato, and eggplant

Homework: Final art for Farm Fresh. Mount the final art on 15" x 20" black illustration board. Also turn in a 9" x 12" envelope containing the entire preliminary work for the project (thumbnails, roughs, in-class exercises).

Art 18: Bring materials to work on final art for Produce Stand.

Wednesday

Work Due /Critique: Final art for Farm Fresh. Mount the final art on 15" x 20" black illustration board.

Also turn in a 9" x 12" envelope containing the entire preliminary work for the project (thumbnails, roughs, in-class exercises).

Lecture: Critique and staging the drama

In-Class Lab: begin thumbnails for Secret Life

Materials for In-Class: pencil and paper

Homework: Thumbnails for Secret Life

Art 18: Final art for Produce Stand. Mount the final art on 15" x 20" black illustration board. Also turn in a 9" x 12" envelope containing the entire preliminary work for the project (thumbnails, roughs, in-class exercises). Begin Thumbnails for Modern Man

Week 4: What is He Building: Scratchboard Technique

1/30/2012

Monday:

Work Due /Critique: B/W pencil Thumbnails for What's He Building

Lecture: Scratchboard Technique, The shadow world of Film Noir and Illustration

In-Class Lab: Scratchboard Exercises, What's He Building development

Materials for In-Class: Scratchboard and scrapper tools

Homework: Rough Art for What's He Building. Bring Black Canson Paper and White Prismacolor pencil

Art 18: Thumbnails for Modern Man project. HW- Roughts for Modern Man, bring Canson Paper and White Prismacolor pencil

Wednesday

Work Due /Critique: B/W pencil Thumbnails for What's He Building

Lecture: Scratchboard Technique, The shadow world of Film Noir and Illustration

In-Class Lab: Black on White Roughts, What's He Building development

Materials for In-Class: Scratchboard and scrapper tools

Homework: Rough Art for What's He Building

Art 18: Work on white on black roughs and continue image refinement as homework. Bring Scratchboard and scrapper tools to next class.

Week 5: More Building

2/6/2012

Monday

Work Due /Critique: In-Progress Roughts

Lecture: Strong Silhouette Shape = Strong Graphic Read

In-Class Lab: thumbnails

Materials for In-Class: bring Scratchboard and scrapper tools

Homework: Continue project development

Art 18: bring Scratchboard and scrapper tools, practice technique in-class. HW- continue project development

Wednesday

Work Due /Critique: In-progress roughs for What' He Building

Lecture: Scratchboard Technique, The shadow world of Film Noir and Illustration

In-Class Lab: roughs for What' He Building

Materials for In-Class: Scratchboard and scrapper tools

Homework: roughs for What's He Building

Bring Scratchboard, scrapper tools for final art on What's He Building project

Art 18: Bring Scratchboard, scrapper tools for final art on What's He Building project, work on final art. HW- work on final art

Week 6: Building the Final Art

2/13/2012

Monday

Work Due /Critique: What's He Building B/W pencil rough

Lecture: Working in Reverse

In-Class Lab: White Prismacolor pencil on Black Canson paper rough, begin final art on black scratchboard

Materials for In-Class: Black Canson Paper and White Prismacolor pencil and Scratchboard, scrapper tools for final art on What's He Building project

Homework: Begin Final art for What's He Building

Art 18: Work on final art for current project which is due next class. HW- Please complete Final Art for Modern Man and associated project assignments (thumbnails, roughs, etc.) for critique and grading for next class.

Wednesday

Work Due /Critique: Final Art for What's He Building and associated project assignments (thumbnails, roughs, etc.)

Lecture: the advertising Illustration

In-Class Lab: begin conception of the advertising illustration

Materials for In-Class: pencil and paper

Homework: thumbnails for the ad

Art 18: Final Art for Modern Man and associated project assignments (thumbnails, roughs, etc.) is due for critique and grading. Begin thumbnails for sequential project.

Week 7: The Secret Life of Objects: The Drama Continues

2/20/2012

Monday (President's Day-No Class)

Work Due /Critique: Thumbnails for Secret Life

Lecture: Point of View for storytelling, Point of view slides

In-Class Lab: Work on Roughs for Secret Life

Materials for In-Class: Paper and drawing supplies

Homework: Continue Working on Love Story Roughs

Art 18: Begin thumbnails for Toy Time sequential project.

Wednesday

Work Due /Critique: Thumbnails for Secret Life

Begin Pen and Ink Technique

Lecture: Pen and Ink PP, more staging the action

In-Class Lab: Pen and Ink Exercises, more staging the action

Materials for In-Class: Dip Pen and India Ink, illustration or Bristol Board

Homework: Secret Life roughs

➤ **Bring Dip pen and India Ink and Bristol board for the next class**

Art 18: Work on Toy Time roughs. HW- Continue Toy Time development

Week 8: Secret Life: the Final Chapters

2/27/2012

Monday

Work Due /Critique: Roughs Secret Life

Lecture: Brad Holland and Value

In-Class Lab: Revise Roughs, Finish Pen and Ink technique, Begin Finish

Materials for In-Class: Pen, Ink, Bristol board or illustration board

Homework: Work on Final art for Secret Life

Art 18: Continue Toy Time development. HW- Begin Final Art

Wednesday

Work Due /Critique: In progress final art for Secret Life

Lecture: Refining the Finish

In-Class Lab: Work on final art for Secret Life

Materials for In-Class: Supplies to do the final art for Secret Life

Homework: Complete the final art for "Secret Life", and then mount on 15" x 20" black illustration board. Also, in a 9" x 12" envelope, turn in the project thumbnails, roughs, in-class exercises and other associated project work

Art 18: Work on Final Art for Toy Time. HW- Complete the final art for "Toy Time", and then mount on 15" x 20" black illustration board. Also, in a 9" x 12" envelope, turn in the project thumbnails, roughs, in-class exercises and other associated project work

Week 9: Persuasion: the art of advertising

3/5/2012

Monday

Work Due /Critique: Secret Life is due. Mount on 15" x 20" black illustration board. Also, in a 9" x 12" envelope, turn in the project thumbnails, roughs, in-class exercises and other associated project work.

Lecture: Conceptualization, evoking meaning and the memorable image

In-Class Lab: Thumbnails for What's He Building

Materials for In-Class: Pencil and paper

Homework: Thumbnails for Persuasion

Art 18: Toy Time and its development work is due. Bring research for Advertising Project.

Wednesday

Work Due /Critique: in progress thumbnails

Lecture: the persuaders: A look at the ad industry and the reptilian mind

In-Class Lab: work on thumbnails

Materials for In-Class: pencil and paper

Homework: thumbnails for the ad

➤ **Bring cold press illustration board and color pencils to the next class meeting**

Art 18: Work on idea development for the project. HW- Continue development of project and bring watercolours or acrylics, illustration board cold press 15" x 20" for next class

Week 10: The Advertising Illustration & Color Pencils

3/12/2012

Monday

Work Due /Critique: thumbnails for the ad

Lecture: Color pencil technique

In-Class Lab: Color pencil technique exercises

Materials for In-Class: Bring cold press illustration board and color pencils

Homework: begin work on the ad roughs

Art 18: Thumbnails for the project are due. Work in-class on watercolour wash techniques. HW- Rough art for the project.

Wednesday (Flex Day-No Class)

Work Due /Critique: Color Pencil Technique

Lecture: Refining the persuasive image

In-Class Lab: color pencil exercises, ad art rough

Materials for In-Class: Bring cold press illustration board and color

Homework: The advertising rough

Art 18:

Week 11: Selling a Cool Lifestyle

3/19/2012

Monday

Work Due /Critique: Ad Art Roughs

Lecture: Placing a visual mnemonic "cookie" in the mind of the viewer

In-Class Lab: Work on the final art for the Advertising illustration

Materials for In-Class: Materials for the working on the final art for the advertisement

Homework: The complete project is due next class meeting

Art 18: Roughs for the project are due. Begin final art. HW- work on final art which is due one week from today.

Wednesday

Work Due /Critique: Roughs for the ad are due

Lecture: Advertising and the reptilian mind for the “The Persuaders”

In-Class Lab: Roughs for the Advertisement, Begin final art

Materials for In-Class: All supplies

Homework: Final Color Art for the advertisement mounted and flapped on black illustration board. Turn in all associated parts to the project including thumbnails, roughs, other development drawings, in class work, etc.

Art 18: Continue with the final art. HW- Due next class, Final Color Art for the advertisement mounted and flapped on black illustration board. Turn in all associated parts to the project including thumbnails, roughs, other development drawings, in class work, etc.

Week 12: Famous People’s Pets

3/26/2012

Monday

Work Due /Critique: Final color art for the advertisement mounted and flapped on black illustration board. Turn in all associated parts to the project including thumbnails, roughs, other development drawings, in class work, etc.

Lecture: Human head structure

In-Class Lab: Head studies

Materials for In-Class: Pencil and paper

Homework: Begin thumbnails for the Pet’s project

Art 18: Due this class, Final Color Art for the advertisement mounted and flapped on black illustration board. Turn in all associated parts to the project including thumbnails, roughs, other development drawings, in class work, etc. Begin famous person project. HW- Research and thumbnails for the Famous Person Project.

Wednesday

Work Due /Critique: The idea drawing for peoples pets

Lecture: Vanity and Three million dollar necklaces, animal drawing

In-Class Lab: animal drawing and Pet’s thumbnails

Materials for In-Class: Pencil and paper

Homework: Pet’s thumbnails

Bring Watercolors or Acrylic paints, brushes, palette, water bowl, and paper towels to the next class.

Art 18: Research and thumbnails for the project. Work on roughs’ in-class. HW- Refine Roughs, Bring Watercolors or Acrylic paints, brushes, palette, water bowl, and paper towels to the next class.

Week 13: Vanity in Real Living Watercolor

4/2/2012

Monday

Work Due /Critique: Pet’s thumbnails

Lecture: Watercolor technique

In-Class Lab: Watercolor exercises

Materials for In-Class: Bring Watercolors or water based paints, brushes, palette, water bowl, and paper towels to the next class.

Art 18: Work on acrylic techniques, color studies for the project. HW- continue the project development process

Wednesday

Work Due /Critique: Pet's thumbnails

Lecture: Watercolor technique

In-Class Lab: Watercolor exercises

Materials for In-Class: Bring Watercolors or water based paints, brushes, palette, water bowl, and paper towels to the next class.

Art 18: Paint techniques, work on project roughs. HW- continue project development

Spring Break 4/9-4/14/2012

Week 14: "that dog looks just like its owner...."

4/16/2012

Monday

Work Due /Critique: Pet's Roughs in black and white

Lecture: Caricature of Robert Risko

In-Class Lab: Roughs for Pets

Materials for In-Class: Color materials

Homework: continue with roughs

Art 18: Work on color roughs, begin final art. HW- work on final art

Wednesday

Work Due /Critique: A look at the roughs

Lecture: Color that communicates mood and meaning

In-Class Lab: Final art for the Pets

Materials for In-Class: materials to work on the final art for Pets

Homework: Final art for the Pets project

Art 18: Work on final art which, with the development work, is due next class.

Week 15: Book Cover and interior illustrations

4/23/2012

Monday

Work Due /Critique: Final art for the Pet's project is due

Lecture: Some exquisite book illustrators from the past

In-Class Lab: thumbnails for the book project

Materials for In-Class: pencil and paper

Homework: read book and begin thumbnails

Art 18: The project and its development work are due. Begin research for Moody Monkeys.

Wednesday

Work Due /Critique: thumbnails

Lecture: more illustration history

In-Class Lab: work on thumbnails

Materials for In-Class: pencil and paper

Homework: Book project thumbnails

Art 18: Work on Thumbnails for the project. HW- roughs for the project.

Week 16: Rich Images of Visual Delight

4/30/2012

Monday

Work Due /Critique: Book project thumbnails

Lecture: Rich Images of Visual Delight

In-Class Lab: Book project roughs

Materials for In-Class: your choice for the book project

Homework: Work on book roughs

Art 18: Roughs for the project are due. Work on color roughs in class. HW- complete roughs, begin final art.

Wednesday

Work Due /Critique: Book project roughs

Lecture: individual consultations on the final project

In-Class Lab: Begin final art for the book cover

Materials for In-Class: your choice for the book project

Homework: Work on the final art for the book cover

Art 18: Work on final art. HW- continue with final art

Week 17: Down to the Wire

5/7/2012

Monday

Work Due /Critique: The in progress final art for the book cover

Lecture: individual consultations on the final project

In-Class Lab: Work on the final art for the book cover

Materials for In-Class: The final art materials

Homework: Finish the book cover project: it is due next class meeting

Art 18: Continue with final art. HW- complete final art, the project and its parts are due next class.

Wednesday The Book Project is Due Today

Work Due /Critique: The Book project is due

Lecture: Final critique

In-Class Lab: Final critique

Materials for In-Class: what you have

Homework: Continue to draw in a sketchbook

Art 18: The Final art and all the development work is due today!

Week 18: Finals Week

5/14/2012

Monday: No Class Final's Week

Wednesday

Work Due /Critique: Pick up Work

Lecture: Final thoughts

In-Class Lab: Rest

Materials for In-Class: Your Sketchbook and pencils, pens

Homework: Read *Color: A Natural History of the Palette* by Victoria Finlay

Art 18: Pick up the final project and look forward to summer

Materials

Lyons Art Supplies: 420 E. 4th Street, Long Beach, 562-435-5383
Art Supply Warehouse: 6672 Westminster Blvd., Westminster, 714-891-3626
LBCC Bookstore: Building A LAC 562-938-4225

- ◆ 3-ply Bristol Board
- ◆ 15" x 20" white illustration board
- ◆ 15" X 20" black illustration board
- ◆ 14" x 17" Tracing Paper (optional)
- ◆ 14" x 17" pad of drawing paper
- ◆ Colorerese Pencils, several red and blue, or a small set (oprional)
- ◆ 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 and White prismacolor pencils
- ◆ Pencil sharpener
- ◆ Coquille Board (Art Supply Warehouse) optional
- ◆ 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)
- ◆ Colored Pencils, a set of at least 36 (Prismacolor, Derwnt, Spectracolor are good brands)
- ◆ Various other assorted drawing tools as required
- ◆ Paint pallete
- ◆ Paper towels

Suggested Paints:

You should always use the best materials that you can afford. However, if you're on a budget try these lower cost sets of paints:

Consider using acrylic paints for both watercolour and acrylic techniques in the class.

The Limited Budget: This set will go a long way in producing a full range of color. Later you can buy earth tones and other colors to supplement the set. Notice that there are pairs of primary colors.

Here are the colors:

Cerulean Blue, Ultramarine Blue, Cadmium Red Light, Acra Crimson , Hansa Yellow, Cadmium Yellow Medium, Titanium White, Mars Black (Liquitex, Golden, Sennelier, are good brands: buy professional grade for best results)

Reeves Paint Sets: Watercolor, Gauche, Acrylic (these sets are an minimally acceptable paint that allows the student to try the mediums)

The full set of Paints: The following are Liquitex brand names.

Best: Acra Crimson/Primary Red (or Alizarin Crimson), Cadmium Red Light, Burnt Sienna, Yellow Oxide(Ochre), Cadmium Yellow Medium, Yellow Light Hansa/Primary Yellow, Burnt Umber, Phthalocyanine Blue/Primary Blue, Phthalocyanine Green (Blue shade), French Ultramarine Blue, Acra Blue Violet, Titanium White (large tube 4.65 fl oz.), Indo Orange Red, Raw Umber

Recommended: Red Oxide, Naphthol Red Light, Chromium Oxide Green, Cerulean Blue, chromium Dioxazine Purple

Optional: Raw Sienna Cobalt Blue Ivory Black