

S y l l a b u s  
**Art 17: Illustration**

Long Beach City College-Fall 2009-Mr. Bill Jaynes, Instructor

*The best illustrators are visual commentators and communicators  
who enlighten and entertain in a meaningful way*  
-Bill Jaynes

**Mondays & Wednesdays 6:30 – 9:30pm**  
**Room K143**

Bill Jaynes, Instructor

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web access to course materials:

<http://art17illustration.blogspot.com/> or <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 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  
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. 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
- 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

8/17/2009

#### 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**

#### 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

## **Week 2: Farm Fresh**

8/24/2009

### **Monday**

**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

### **Wednesday**

**Work Due /Critique:** Roughs 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).

## **Week 3: The Secret Life of Objects**

8/31/2009

### **Monday**

**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

### **Wednesday**

**Work Due /Critique:** Begin Secret Life Project

**Lecture:** Sequential visual stories

**In-Class Lab:** begin thumbnails for Secret Life

**Materials for In-Class:** pencil and paper

**Homework:** Thumbnails for Secret Life

## **Week 4: The Drama Continues**

9/7/2009

### **Monday**

**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**

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

### Wednesday

**Work Due /Critique:** 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

## Week 5: Secret Life: the Final Chapters

9/14/2009

### 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:**

**Homework:**

### Wednesday

**Work Due /Critique:** In progress final art for love story

**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.

## Week 6: What is He Building:

9/21/2009

### 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 What's He Building

### Wednesday

**Work Due /Critique:** In-Progress Thumbnails

**Lecture:** Strong Silhouette Shape = Strong Graphic Read

**In-Class Lab:** thumbnails

**Materials for In-Class:** Pencil and paper

**Homework:** B/W pencil Thumbnails for What's He Building

- **Week class bring Scratchboard and scrapper tools**

## **Week 7: What is He Building: Scratchboard Technique**

9/28/2009

### **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

### **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 Black Canson Paper and White Prismacolor pencil and Scratchboard, scrapper tools for final art on What's He Building project**

## **Week 8: Building the Final Art**

10/5/2009

### **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

### **Wednesday**

**Work Due /Critique:** Prismacolor pencil on Black Canson paper rough, begin final art on black scratchboard

**Lecture:** Shape and the graphic read

**In-Class Lab:** Work on the final art for What's He Building

**Materials for In-Class:** Scratchboard and scrapper tools

**Homework:** Complete the final art for "What's He Building", 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**

10/12/2009

### **Monday**

**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

### **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**

## **Week 10: The Advertising Illustration & Color Pencils**

10/19/2009

### **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

### **Wednesday**

**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

## **Week 11: Selling a Cool Lifestyle**

10/26/2009

### **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

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.

### Wednesday

**Work Due /Critique:** Thumbnails 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.

### Week 12: Famous People’s Pets

11/2/2009

#### 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

#### 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 water based paints, brushes, palette, water bowl, and paper towels to the next class.**

### Week 13: Vanity in Real Living Watercolor

11/9/2009

#### 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.

#### 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.

**Week 14: “that dog looks just like its owner....”**

11/16/2009

**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

**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

**Week 15: Book Cover and interior illustrations**

11/23/2009

**Monday**

**Work Due /Critique:** Final art for the Pet’s project

**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

**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

**Week 16: Rich Images of Visual Delight**

11/30/2009

**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

**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

## Week 17: Down to the Wire

12/7/2009

### 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

## 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

## Week 18: Finals Week

12/14/2009

### Monday

**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

## M a t e r i a l s

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

LBCC Bookstore: Building A LAC 562-938-4225

- ◆ 3-ply Bristol Board
- ◆ 14" x 17" Tracing Paper
- ◆ 14" x 17" pad of drawing paper
- ◆ Colorerese 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 and White prismacolor pencils
- ◆ Coquille Board (Art Supply Warehouse)
- ◆ 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

### **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:

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

**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 (not needed)

**The Limited Budget:** Phthalocyanine Blue, Ultramarine Blue Cadmium Red Light, Acra Crimson  
 Hansa Yellow, Cadmium Yellow Medium, Titanium White, Mars Black