

S y l l a b u s  
**Art 18:Illustration**

Long Beach City College-Spring 2010-Mr. Bill Jaynes, Instructor

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

**Monday & Wednesday 1 - 4pm**  
**Room K143**

Bill Jaynes, Instructor

e-mail: [willieworks1@verizon.net](mailto:willieworks1@verizon.net)

website: [http://billjaynes.com/new\\_page\\_3.htm](http://billjaynes.com/new_page_3.htm) (course materials can be found here)

**Course Objective:** This is a beginning traditional media illustration course. The class will use the creative 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 form based drawing to create finished work will be emphasized. Thus both the technical and conceptual side of illustration will be taught and 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

Mythologies

Roland Barthles

The Shape of Content

Ben Shahn

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 section:** The 600 course catalogue designation of this class is the same content as the Art 18 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**

**The week of 1/11/2010**

#### **Monday**

**Work Due /Critique:** Welcome to Art 18 Illustration!

**Lecture:** Overview of the illustration world through the instructors work: illustration process

**In-Class Lab:** Mug Shot, drawings of small objects

**Materials for In-Class:** the stuff you have brought with you

**Homework:** purchase supplies: bring a small happy meal type of toy(s) to the next class meeting to begin the Toy Time project.

#### **Wednesday**

**Work Due /Critique:** supplies and a small toy(s)

**Lecture:** drawing for illustration: analysing the structure of objects

**In-Class Lab:** drawings of basalmorphic forms, analysing the structure of toys as basalmorphic forms

**Materials for In-Class:** general art supplies: graphite pencils and drawing paper

**Homework:** begin Toy Time Narrative

## Week 2: Toy Time

The week of 1/18/2010

### Monday Martin Luther King Day (No Class)

**Work Due /Critique:**

**Lecture:**

**In-Class Lab:**

**Materials for In-Class:**

**Homework:**

### Wednesday

**Work Due /Critique:** Toy exploratory drawings and 9 thumbnails (3 story sets)

**Lecture:** pictorial narrative: staging the story: point of view

**In-Class Lab:** refining, revising, and clarifying the thumbnails into roughs

**Materials for In-Class:** general art supplies: drawing materials

**Homework:** complete Toy Time thumbnails

- **Bring Pen and Ink Supplies to the next Class**

## Week 3: Telling a Story

The week of 1/25/2010

### Monday

**Work Due /Critique:** Toy Time Roughs

**Lecture:** Pen and Ink Technique

**In-Class Lab:** Practice pen and ink technique

**Materials for In-Class:** general art supplies: graphite pencils and Bristol board and/or cold press illustration board, dip pen, India ink

**Homework:** Toy Time Roughs

### Wednesday

**Work Due /Critique:** The start of the final art for Toy Time

**Lecture:** Using value for composition, narrative and graphic presence

**In-Class Lab:** Work on Final Art for Toy Time

**Materials for In-Class:** The materials for the final art; graphite pencils and Bristol board and/or cold press illustration board, dip pen, India ink

**Homework:** Complete the final art for Toy Time. The project is due next class meeting. Mount the final art on 15 x 20 black illustration board; cover the art with thick (Canson) paper. Also, in a 9"x12" envelope, turn in all associated project work: including in-class work, thumbnails, roughs, and any other assigned parts to the project.

## Week 4: This is the Modern Man

The week of 2/1/2010

### Monday

**Work Due /Critique:** Toy Time final art + project development work

**Lecture:** Review of the pictorial narrative lessons of Toy Time and Introduction to the editorial illustration challenges of the Modern Man assignment

**In-Class Lab:** Begin Thumbnails for Modern Man

**Materials for In-Class:** general art supplies: drawing materials

**Homework:** Thumbnails for Modern Man

### Wednesday

**Work Due /Critique:** Modern Man Thumbnails

**Lecture:** Conceptualizing process

**In-Class Lab:** Work on Modern Man Thumbnails

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

**Homework:** Complete Modern Man thumbnails

- **Bring black Canson paper and white Prismacolor pencil to the next class**

### Week 5: Modern Man

The week of 2/8/2010

#### Monday

**Work Due /Critique:** Modern man Thumbnail Drawings

**Lecture:** Modern Man and building a strong graphic image from a mountain of information

**In-Class Lab:** Refining the Modern Man

**Materials for In-Class:** general art supplies: b/w materials Bring black Canson paper and white Prismacolor pencil to this next class

**Homework:** Modern Man Roughs

- **Bring black Canson paper and white Prismacolor pencil to this class**
- **Bring Scratchboard and Scratchboard tools to the next class**

#### Wednesday

**Work Due /Critique:** Modern Man Roughs

**Lecture:** Scratchboard Technique

**In-Class Lab:** Practice scratchboard technique

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

**Homework:** Refine Modern Man Roughs: Bring black Canson paper and white Prismacolor pencil to this class

### Week 6: Scratching Out the Modern Man

The week of 2/15/2010

#### Monday (Presidents Day No Class)

**Work Due /Critique:**

**Lecture:**

**In-Class Lab:**

**Materials for In-Class:**

**Homework:**

#### Wednesday

**Work Due /Critique:** Modern Man roughs

**Lecture:** Taking modern man to a finish

**In-Class Lab:** White on Black paper rough, final art for modern man

**Materials for In-Class:** general art supplies:

**Homework:** Modern Man roughs in black and white

### Week 7: Produce Stand in Color

The week of 2/22/2010

#### Monday

**Work Due /Critique:** Final Art for Modern Man + the development work for the project

**Lecture:** Value and graphic presence

**In-Class Lab:** Fruit drawings for Produce Stand project

**Materials for In-Class:** general art supplies:

**Homework:** thumbnails for produce stand: for next class bring Prismacolor pencils, toned Canson paper, and gray scale markers + colourful (real) fruits and veggies

### Wednesday

**Work Due /Critique:** thumbnails for Produce stand

**Lecture:** Prismacolor pencils, toned paper, gray scale markers

**In-Class Lab:** practice Prismacolor pencils, toned paper, gray scale markers

**Materials for In-Class:** Prismacolor pencils, toned paper, gray scale markers

**Homework:** Rough art for Produce Stand project

## Week 8: Rich, Lush Fruits and Vegetables

The week of 3/1/2010

### Monday

**Work Due /Critique:** Rough art for Produce Stand project

**Lecture:** Illustration for product advertising, illustration source books

**In-Class Lab:** Revise Produce Stand Roughs

**Materials for In-Class:** materials for Produce Stand

**Homework:** Begin Produce Stand final art

### Wednesday

**Work Due /Critique:** The start of Produce Stand Final Art

**Lecture:** The Color Pencil technique of Bill Nelson

**In-Class Lab:** Work on Final Art for Produce Stand

**Materials for In-Class:** materials for Produce Stand

**Homework:** Final Art for Produce Stand

## Week 9: Persuasion

The week of 3/8/2010

### Monday

**Work Due /Critique:** Final Art for Produce Stand

**Lecture:** Current Advertising Mindset

**In-Class Lab:** Begin JetBlue Thumbnails

**Materials for In-Class:** general art supplies

**Homework:** Thumbnails for the JetBlue Advertising Illustration

### Wednesday

**Work Due /Critique:** Thumbnails for the JetBlue Advertising Illustration

**Lecture:** Illustration images from the world of advertising

**In-Class Lab:** Revise thumbnails and begin JetBlue final art

**Materials for In-Class:** general art supplies

**Homework:** JetBlue roughs: Bring Cold Press illustration board or watercolour paper and wet media paint (watercolours to the next class)

## Week 10: Mid-Air

The week of 3/15/2010

### Monday

**Work Due /Critique:** JetBlue roughs

**Lecture:** Ink Line and watercolour technique for illustration

**In-Class Lab:** practice Ink Line and watercolour technique for illustration

**Materials for In-Class:** Press illustration board or watercolour paper and wet media paint

**Homework:** a color JetBlue rough/Begin final JetBlue art

### Wednesday

**Work Due /Critique:** Begin JetBlue final art

**Lecture:** More on advertng illustration

**In-Class Lab:** work on final JetBlue art

**Materials for In-Class:** Materials to work on the final art for JetBlue

**Homework:** Finish JetBlue art

### Week 11: Approaching the Terminal

The week of 3/22/2010

#### Monday

**Work Due /Critique:** JetBlue final art + the project development work is due

**Lecture:** JetBlue final critique + head drawing for Famous Person Project

**In-Class Lab:** Begin thumbnails for famous person and Head Drawing

**Materials for In-Class:** general art supplies

**Homework:** Famous Person thumbnails

#### Wednesday No Class-Flex Day

**Work Due /Critique:**

**Lecture:**

**In-Class Lab:**

**Materials for In-Class:**

**Homework:** Famous Person Thumbnails

### Week 12: Famous Person Project

The week of 3/29/2010

#### Monday

**Work Due /Critique:** Famous Person Thumbnails

**Lecture:** Persuasion thumbnails

**In-Class Lab:** Work Roughs

**Materials for In-Class:** general art supplies

**Homework:** Persuasion Roughs

#### Wednesday Field Trip to See Illustration West Show

**Work Due /Critique:** optional: bring roughs if desired

**Lecture:** Current Professional Illustration Work

**In-Class Lab:** Illustration West Show

**Materials for In-Class:** Sketchbook

**Homework:** Finish Rough

#### Spring Break:

The week of 4/4/2010

### Week 13: The Red Carpet

The week of 4/12/2010

#### Monday

**Work Due /Critique:** Famous Person Roughs

**Lecture:** Reaction and analysis of the Society of Illustrators show

**In-Class Lab:** Refine Persuasion rough/create color rough

**Materials for In-Class:** general art supplies:

**Homework:** Begin Famous Person final art

### Wednesday

**Work Due /Critique: Famous Person final art is due!**

**Lecture:** individual critique and guidance

**In-Class Lab:** work on the final art for Persuasion

**Materials for In-Class:** general art supplies: and color media supplies

**Homework:** Begin research and idea drawings for Moody Monkeys

### Week 14: Begin Moody Monkey

The week of 4/19/2010

#### Monday

**Work Due /Critique:** Moody Monkey Research

**Lecture:** On the edge to mainstream illustration

**In-Class Lab:** begin Moody Monkeys thumbnails and research

**Materials for In-Class:** general art supplies:

**Homework:** Moody Monkey thumbnails

#### Wednesday

**Work Due /Critique:** Moody Monkey thumbnails

**Lecture:** contemporary and experimental illustration

**In-Class Lab:** Work on project thumbnails

**Materials for In-Class:** general art supplies:

**Homework:** Moody Monkey thumbnails

### Week 15: The Low Brow Side of Illustration

The week of 4/26/2010

#### Monday

**Work Due /Critique:** Moody Monkey thumbnails

**Lecture:** Ryden, Baseman, Clayton Bros, and the Low Brow Scene

**In-Class Lab:** Refine Moody Monkey thumbnails

**Materials for In-Class:** general art supplies

**Homework:** : Moody Monkey rough

#### Wednesday:

**Work Due /Critique:** Moody Monkey rough

**Lecture:** Acrylic Techniques, Xerox transfers

**In-Class Lab:** Cold press illustration board and acrylic paint supplies

**Materials for In-Class:** general art supplies:

**Homework:** Rough for moody Monkeys

### Week 16: More Monkeys

The week of 5/3/2010

#### Monday

**Work Due /Critique:** Roughts for Moody Monkeys

**Lecture:** Illustration crossover into other products

**In-Class Lab:** Refine the Monkey art

**Materials for In-Class:** general art supplies

**Homework:** Begin Final Monkey Art

### Wednesday

**Work Due /Critique:** In-progress Monkey Art

**Lecture:** Individual critique and guidance

**In-Class Lab:** Final Monkey Art

**Materials for In-Class:** materials to produce your final art

**Homework:** Work on final art

### Week 17: Monkey House

The week of 5/10/2010

#### Monday

**Work Due /Critique:** In progress final Monkey art

**Lecture:** more of the business of illustration

**In-Class Lab:** work on final Monkey art

**Materials for In-Class:** materials to produce your final art

**Homework:** Finish your Monkey Art

### Wednesday Final Moody Monkey Art is Due

**Work Due /Critique:** final Monkey art

**Lecture:** finishing up and carrying the insight/skills forward

**In-Class Lab:** critique and comment

**Materials for In-Class:** general art supplies:

**Homework:** Draw and paint in your sketchbook

### Week 18: Finals Week

The week of 5/17/2010

For Finals week, Art 18 meets Wednesday May 20, 2009 from 1:20-3:50

#### Wednesday

**Work Due /Critique:** Pick up final project

**Lecture:** finishing up and carrying the insight/skills forward

**In-Class Lab:** Final's week

**Materials for In-Class:** your final project

**Homework:** draw and paint in your sketchbook

### 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

LBCC Bookstore: Building A LAC 562-938-4225

- ◆ 3-ply Bristol Board
- ◆ 15"x 20" white cold press illustration board
- ◆ 18" x 24" Tracing Paper
- ◆ 9" x 12" pad of drawing paper
- ◆ Colorerose 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)
- ◆ Colored Pencils, a set of at least 36 (Prismacolor, Derwnt, Spectracolor are good brands)
- ◆ 12 step color wheel
- ◆ Toned or Color Canson paper
- ◆ Gray scale markers (ChartPak, Prismacolor, Copic, Pantone are good brands) a set of 10 or values 1,3,5,7,9& Black
- ◆ Optional a marker pad: Bienfang Graphics 360 Marker Paper 11” x14”, or other
- ◆ Various other assorted drawing tools as required
- ◆ Other color media (may be the students’ choice)

### 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)

**Suggested Acrylic 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