

University of Arkansas – Fort Smith
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General Syllabus

GRDS 3503 Advanced Illustration

Credit Hours: 3

Lecture Hours: 2

Lab Hours: 4

Prerequisite: GRDS 2243 Digital Illustration or consent of Instructor

Effective Semester: Summer I 2010

I. Course Information

A. Catalog Description

Expands on the media explorations from Digital Illustration, and emphasizes the conceptual and narrative aspects of illustration. Projects focus on communicating to specific audience through creative problem solving. Conceptual exercises foster innovation and originality. Traditional and digital media are examined for their unique illustration possibilities. Advanced drawing, design, color, digital illustration, and digital imaging skills are required.

B. Additional Information

None

II. Student Learning Outcomes

A. Subject Matter

Upon completion of this course, the student will be able to demonstrate:

1. Advanced proficiency in Adobe Illustrator and Adobe Photoshop.
2. Strong visual problem-solving skills.
3. Ability to produce sophisticated, complicated design.
4. In-depth knowledge of current illustration trends
5. Ability to combine traditional and digital illustration skills fluently.
6. Ability to communicate complex ideas visually.
7. A coherent, unique illustrative style.
8. Advanced research skill.
9. The ability to produce consistent series of related illustrations

B. University Learning Outcome

This course enhances student abilities in the following areas:

Communication Skills

Students participate in formal critique sessions and professional presentations during this course. Students practice discussing their own work with clarity, fluency, and intellect, as well as offering feedback for colleagues' work. Students must also present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

Technological Skills

Advanced Illustration improves and reinforces computer skills obtained in previous courses. Students must be fluent in page layout, photo editing, illustration and web design software to successfully complete this course.

Analytical Skills

Assignments in this course identify advertising concerns as problems, and students satisfy them as solutions, addressing appropriate advertising media, client intent, target audience and overall impact. Successful solutions to problems are the result of analysis of available data obtained from client needs, research, and current trends in advertising.

III. Major Course Topics

- A. Illustrator and Photoshop skill-building sessions
- B. Fluent Photoshop and Illustrator integration
- C. Digital and traditional media integration
- E. Identifying and communicating with specific target markets
- F. Professional personal time management
- G. Conceptual and analytical project-based assignments
- H. Task groups and projects with shared responsibility
- I. Research projects on historical and contemporary illustration trends and concerns
- J. Digital file preparation for different specific output applications