



ARTG 4326 Graphic Design 7, Illustration—Spring 2018

Course Information

Course title – Graphic Design 7, Illustration

Course prefix and number – ARTG 4326, CRN: 22551

Course meeting location - Fox Arts Art A353

Course meeting times - Mondays and Wednesdays - 4:30 PM to 7:20 PM

Instructor Contact Information:

Instructor's name - Professor Antonio Castro H.

Instructor's office # - FOXA 456A

Instructor's office hours - Office conferences are Tuesday and Thursday from 12:00 pm to 1:00 pm or by appointment.

Instructor's phone # & e-mail - 915-747-5214 - antcastro@utep.edu

Instructor Introduction

Antonio Castro H. teaches graphic design at the University of Texas at El Paso, where he is an associate professor in the Department of Art. He received a BFA in graphic design and printmaking from UTEP, and an MFA in visual communications from Tyler School of Art in Philadelphia. Prior to teaching, he was a designer with MithoffBurton Inc. in El Paso, and a senior designer/art director at Parham Santana Design in New York City.

Professor Castro's work has received numerous awards and been exhibited widely, including at the International Poster Biennial in Bolivia, the Biennial Colorado International Invitational Poster Exhibition, the International Poster Biennial in Mexico (BICM), the 2016 Golden Bee International Poster Exhibition in Moscow, and the traveling exhibition Graphic Advocacy: International Posters for the Digital Age 2001–2012. He has been a guest lecturer at several of these events and served as a member of the International Jury for the Mexican Biennial (BICM). He is also co-founder and co-organizer of Posters Without Borders, an invitational poster exhibition featuring work from internationally recognized designers. His work has been featured in several design publications, including the Print Regional Design Annual and Graphis.

His experience covers a wide range of design expertise, including packaging, graphic identity, posters, illustration, and more. He has designed several books, and has collaborated with his father, the esteemed artist Antonio Castro L., for a successful series of children's books for Cinco Puntos Press in El Paso.

To find out more about your instructor's work please visit his website at <http://acaastrodesign.net/>.

DEFINITION OF ILLUSTRATION: An illustration is a pictorial image that elucidates, augments or clarifies textual information, such as a story, editorial, poem or newspaper/magazine articles, by providing a visual representation. *"Illustration has long been considered an applied rather than a fine art, inspired not by the blessed muse, but commissioned by the dreaded client and hence tainted by commercial impurities. The notion that other hands apart from the artist's have sullied the creative process is why, in art history's view, at least, illustration is inferior to the nobler arts of painting and sculpture."* Illustration, a Visual History by Steven Heller, Seymour Chwast.

Illustrators to get familiarized with: Alphonse Mucha, Coles Phillips, Käthe Kollwitz, Norman Rockwell, J.C. Layendecker, Maxfield Parrish, Howard Pyle, N.C. Wyeth, Rockwell Kent, Bob Peak, Jose Guadalupe Posada, Brad Holland, David Levine, Al Hirschfeld, Seymour Chwast, Milton Glasser, Paul Davis, Ralph Steadman, Guy Billout, Ben Shahn, Phillip Burke, Mark Summers, Craig Frazier, Michael Schwab, Jillian Tamaki, Jose Cruz, Gary Baseman, Brian Stauffer, Ronald Curchod, Yuko Shimizu, Christoff Niemann, Jay Ryan (Bird Machine), Edel Rodriguez, Frank Arbelo, Stephan Bundi, Aya Kakeda, Maira Kalman, Malika Favre, among many, many, others.

Course Description

This advanced communication course emphasizes on individual direction and achievement in illustration. The course explores contemporary directions in illustration and experiments with various drawing and painting media and techniques in the discipline, including digital tools. Prerequisites: ARTG 3306 and DRAW 2318 (Life Drawing I) each with a grade of "C" or better. Course style can be described as a "hands on" studio/lab with demonstrations, lectures and in-class work-time. In-class work-time is structured in order to provide individualized instruction and assistance with the illustration process. This course will require significant additional work-time outside of class. Students should anticipate spending 6 hours in class per week and an additional 6 hours outside of class per week to satisfactorily complete this class.

Course Prerequisite Information

Prerequisites: ARTG 3306 and DRAW 2318 (Life Drawing I) each with a grade of “C” or better. Students are expected to have a thorough knowledge of the fundamental elements of design and the principles of composition. Most importantly, students must have developed competent drawing skills in order to succeed in this course.

Course Outcomes

Upon completion of this course, a student should have:

- Acquired experience and competency in the formulation of ideas from defining the assignments to research, conceptualization, to roughs to finished illustrations.
- Acquired good working skills of the most common drawing techniques including dry and wet mediums + digital. They will have developed competent skills in the handling of the appropriate tools and drawing surfaces.
- Developed sensitivity to contemporary trends of illustration.
- A good understanding of the illustration profession.
- An improved understanding and competency in the ability to realize and express ideas in visual images.

NOTE: Competency is defined, for this course, as a developed understanding and mastery of skills and knowledge needed to complete a task to a successful beginning level. Competency can be demonstrated while designing a project, researching, etc. Competency is a measure of how well you understand and use a process or skill.

Confidence is defined as a student’s willingness and self-trust in their own abilities to use the skills and processes learned during this course. Confidence is the element of each student’s progress that allows the student to know when help is needed and when it is not. Confidence is built throughout the semester and is demonstrated by the way that a student develops skills or competencies and their willingness to utilize these new skills. Once the student has worked with the process and starts to understand its abilities and procedures the timid feelings are replaced with a sense of control and excitement for the potential of the process as a path for creation.

Assignments

In this semester, we will have approximately 3 to 4 assignments, depending on what time permits, after the first assignment, which will consist of one illustration, the following assignments will consist of multiple illustrations, at least 3 illustrations per assignment. Projects are primarily mediums/techniques driven. The instructor will explain each assignment, articulated usually verbally or occasionally in written form. It is very important that the student understands the assignment thoroughly at this stage. The student is encouraged to clarify the situation and the requirements by asking questions before starting on the research. Development and execution of class assignments must be done utilizing class time.

Works executed solely out of class will not be accepted. Grades established for these 2 primary project assignments will constitute 90% of the final course grade.

Grading Standards and Criteria

Definition of grades:

A represents outstanding work and is reflective of works and performance of exceptional ability and absolute quality.

B stands for above average performance, going beyond expectation.

C is for average and adequate work that fulfills requirements and expectations (the majority of students start at this level). This is the minimum grade required to continue on to the next graphic design level.

D represents less than average performance and is considered underachieved. Credit given.

F is for unacceptable performance. The student will receive no credit.

I will be considered for students completing satisfactory or better work and having serious legitimate situations beyond their control requiring additional time to complete the course requirements. All “I” grades are at the discretion of the instructor, with the approval of the department chair and the dean.

W the withdrawal option must be completed on or before the final drop date (April 3). Students hold the full responsibility for withdrawing from this course if that procedure is elected. The instructor may recommend a student to withdraw but is not responsible to withdraw a student from the class.

All the assignments' grades will be established using a full-class critique at the completion of each project. All students are required to fully participate in the critique discussion of their own projects as well as the projects of other students. At the completion of each critique, the instructor will evaluate the project success by assigning a rating of 0 to 12 for each of 3 criteria, namely Concept, Concern and Craftsmanship. Concept will evaluate the quality of the idea for the project. Concern will evaluate the dedication, diligence and effort with which the student designs and completes the project. Craftsmanship will evaluate the skill and quality of the material manipulation within the project. The resulting 3 criteria ratings will be averaged together to establish a project percentage grade for each major assignment. The projects' grades will constitute 60% of the course final grade. The remaining 40% of the final grade will depend on your research for each project, participation in critiques, on time completion of assignments and attendance.

ARTG 4326 Graphic Design 7, Illustration, is a grade-based course and is not available for audit or pass/fail options.

Standard of Evaluation:

1 Quality of work, defined as

- the aesthetic merits of the artwork
- the way the particular problem is solved
- the depth of research
- student's willingness to experiment
- quantity of preparatory works, sketches and thumbnails

2 Participation and involvement in class critiques and discussions (positive attitude)

3 Quality and quantity of visual journals kept in sketchbook

Other Criteria

1 Students are expected to finish projects by the deadlines set. Works turned in after class critiques are considered late and will be graded accordingly. A major part of a studio class is participation with energy, intellectual curiosity and enthusiasm. Non-participation in critique and discussion is considered poor classroom performance.

Materials and Personal Equipment

Students Taking **ARTG 4326 Graphic Design 7** will need to purchase materials and some basic equipment in order to successfully complete this course.

Required items:

- A pad of Canson Tracing Paper 14" X 17" (get the most translucent kind, it has an illustration of a hot air balloon on the cover)
- X-Acto knife with extra #11 blades
- Drawing pad: Bienfang 360 layout pad 50-sheet 14"x17"
- USB flash memory or other digital storage devices
- 100 sheet box of Epson photo quality ink jet paper. Get the Super B size (13x19). No glossy paper. You can get this online at www.epson.com or www.amazon.com

Suggested drawing supports:

- Quality bond drawing paper 14"x17" for classroom use (You will need a large quantity of drawing paper. You may want to get drawing pads since they are more economical)
- Bristol boards
- Illustration boards, (cold or) hot press as preferred
- Watercolor paper
- Coquille boards, fine or coarse finish
- Pre-inked scratchboards
- Charcoal paper or Canson paper
- Black mat boards or presentation boards, standard size: 20" X 15"

5 Suggested drawing mediums:

- Pressed charcoal sticks
- Graphite pencils - B, 2B, 4B, 6B, 8B (+eraser, sharpener)
- Charcoal pencils
- Paper stub
- China marker (black)
- Scratching needle/tool or other scratching implement
- Ink pens with nibs, mechanical ink pens, fine or ultra-fine felt or roller point markers (black)
- Chalk pastels
- Oil pastels

6 Painting mediums:

- Gouache (opaque) and/or watercolor (transparent), assortment or set
- Sable brushes - medium small and medium sizes
- Palette made of plastic or china

Attendance and Participation

Attendance, punctuality, participation and appropriate class conduct are considered performance criteria for this class. Failure to perform to required standards will result in strong grade penalties and can cause failure of this course.

Attendance Policy:

- Each student is permitted 3 absences during the semester without penalty. Students with more than 3 class absences should consider dropping this course and retaking it at a time when the student can commit the proper attention to the course.
- Each unexcused absence after 3 will result in the final course grade being lowered 1 full letter grade. Absences after the first 3 can be excused only if the first 3 absences are excused.
- Excused absences are defined as documented illness or serious illness or death in the immediate family.
- Coming to class late or leaving class early is regarded and graded as being absent. All students are required to attend class on-time and to remain in class the entire time. Entering class late and leaving early is disruptive to the learning environment.
- Coming to class unprepared or attending class and not working is regarded as absent.
- Information missed during an absence is the sole responsibility of the student.

Course Participation:

- Participation in all discussions, critiques and class days is required for this course.
- **All students are expected to attend critiques even if they don't turn work in, not attending a critique will result in a penalty, (final course grade being lowered 1 full letter grade).**
- Development and execution of class projects must be done utilizing all class meetings. Projects executed solely out of class will not be accepted.
- Participation in the collaborative group environment of the studio is essential to the successful completion of this course.

Class Conduct:

A successful career in graphic design requires more than talent, skill, and knowledge. By definition, a professional designer observes professional standards. Among other things, these standards demand a commitment to the work and respectful, courteous behavior towards one's colleagues, clients, competitors, service providers, and audience — in other words, everyone. Professional standards should always prevail in the workplace, the studio, and the classroom. Without them, no matter how skilled, a designer is unlikely to achieve success.

- Everyone enrolled in this course is expected to behave in a professional manner. Your classmates are your colleagues; treat them with the respect they, and you, deserve. Disruptive and/or inattentive behavior is inappropriate; as a rule, such behavior will be treated as an absence.
- Class time is devoted to the development and execution of class projects, to lecture, class discussion, demonstrations, and critiques. Projects executed solely out of class will not be accepted. Participation in the collaborative group environment of the studio is essential to the successful completion of this course.

- Class time, including both studio and lab time, is provided for work on projects assigned in this course. Work on projects assigned in other courses, without permission, will be treated as an absence.
- When using the lab, always observe the posted lab rules. Never enter a studio or a lab when another class is in session without the instructor's permission, (as a rule, it is best to get that permission ahead of time.)
- Students must act in a safe and reasonable way at all times in the studio and computer lab.
- Talking on a cell phone, texting, instant messaging, tweeting, etc. are disruptive and disrespectful.
- Surfing, unless it is related to research for a class project, is inappropriate.
- I-pods, MP3 players, and other personal entertainment devices are allowed during work periods, so long as the volume is adjusted so that it doesn't disturb your colleagues. In other words, if your neighbor can hear your music, it's too loud. Turn it down.
- I-pods, MP3 players, and other personal entertainment devices are not allowed during lecture, demonstrations, class discussion, or critique. Remove the ear buds and pay attention. Remember that inattentive behavior will be treated as an absence.
- The class meets for two hours and 50 minutes. Breaks will be provided. Leaving early, without permission, will be treated as an absence. Failure to return promptly from a break will be treated as an absence.
- Cell phones should be silenced, turned off, or put on the vibrate mode. If you absolutely need a cell phone for an emergency, please alert the instructor.
- Plagiarism in any form will not be tolerated. Work completed in another class may not be substituted for work assigned in this class, and will be treated as plagiarism. See the note concerning University policy below.
- Any questions regarding safe and reasonable behavior and practices should be directed to the instructor and only the instructor.

Late assignments, Make-up Work and Exams:

Late assignments, make-up work and make-up exams are only afforded in the case of excused absences by arrangement and approval of the instructor.

Cheating/Plagiarism:

Cheating is unethical and not acceptable. Plagiarism is using information or original wording in a paper without giving credit to the source of that information or wording: it is also not acceptable. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will be subject to disciplinary action, per UTEP catalog policy. Refer to <http://www.utep.edu/dos/acadintg.htm> for further information.

Academic Calendar/Spring 2018

Jan 15th-Dr. Martin Luther King, Jr. Holiday - University Closed

Jan 16th -Spring Classes Begin

Jan 16-19 - Late Registration

Jan 31st - Spring Census Day

March 12-16 - Spring Break

Mar 29th - Spring Drop/Withdrawal Deadline

Mar 30th -Cesar Chavez Holiday /Spring Study Day - no classes

May 3rd - Spring - last day of classes

May 4th - Dead Day

May 7-11- Spring Final Exams

May 12th - Spring Commencement

Disabilities: I will make any reasonable accommodations for students with limitations due to disabilities, including learning disabilities. Please see me personally before or after class in the first two weeks or make an appointment, to discuss any special needs you might have. If you have a documented disability and require specific accommodations, you will need to contact the Disabled Student Services Office in the East Union Bldg., Room 106 within the first two weeks of classes. The Disabled Student Services Office can also be reached in the following ways:

Web: <http://www.utep.edu/dsso>

Phone: 915-747-5148

Fax: 915-747-8712

E-Mail: "mailto:dss@utep.edu?subject=Disabled%20Student%20Services"

ARTG 4326 Graphic Design 7 syllabus acknowledgement and course contract acceptance.

I have received and reviewed the attached syllabus. I have had the opportunity to ask questions for clarification and I understand and agree to the conditions of this syllabus.

Course # -ARTG 4326 Section #- 005 Semester Date - Spring 2018

Name (print) _____

Signature _____

UTEP Student ID # _____ - _____ - _____