



ARTG 4326 **Graphic Design 7, Illustration**—Spring 2023

#### **Course Information**

**Course title** – Graphic Design 7, Illustration

**Course prefix and number** – ARTG 4326, CRN: 21426

**Course meeting location** - Fox Arts Art A353

**Course meeting times** - Tuesday and Thursday - 9:00 to 11:50 am

#### **Instructor Contact Information:**

**Instructor's name** - Professor Antonio Castro H.

**Instructor's office #** - FOXA 456B

**Instructor's office hours** - 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 and illustration 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.

Antonio's work has received numerous awards and it has been exhibited widely, including at the BICeBé International Poster Biennial in Bolivia, CIPE Biennial Colorado International Invitational Poster Exhibition, BICM the International Poster Biennial in Mexico, the 2016 Golden Bee International Poster Exhibition in Moscow, and the traveling exhibition Graphic Advocacy: International Posters for the Digital Age 2001–2012. Most recently his work was exhibited at the B.I International Poster Art Biennale in South Korea, where he was also awarded the Bronze Medal. He has been a guest lecturer at several of these events and served as a member of the International Jury for the BICM the International Poster Biennial in Mexico and most recently he acted as a juror at the 2018 Global Talent Design Festival in Taiwan. He is a 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 New Talent and most recently 2022 Graphis Poster Annual, for this he was awarded a gold certificate. His experience covers a wide range of design expertise, including packaging, graphic identity, posters, illustration, and more.

To find out more about your instructor's work please visit his website at <http://acastrodesign.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 3316 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**

We will have approximately 3 to 4 assignments, after the first assignment, which will consist of one illustration, the following assignments will consist of multiple illustrations (SERIES), at least 2 illustrations per assignment. Each assignment will be introduced via a presentation by the instructor and a detailed assignment sheet. Each of the 4 assignments must be submitted in a completed condition at the time of the project grading critique. 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 4 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 1st). 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.**

My grading system is quite simple and different than the one provided in Blackboard, here it is in case you want to do your own math based on the grades you get on each assignment:

12: A+  
11: A  
10: A-  
9: B+  
8: B  
7: B-  
6: C+  
5: C  
4: C-  
3: D+  
2: D  
1: D-  
0: F

**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**

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 and will affect your final grade.

**TECHNOLOGY REQUIREMENTS**

You will need to have access to a computer/laptop, scanner, a webcam, and a microphone. Mac computers are the industry standard computer systems in the field of Graphic Design, so I would recommend that if you were planning on buying your own computer that you invest on either the 13" or the 16" MacBook Pro. Make sure you get the Apple Education discount (<https://www.apple.com/us-hed/shop/back-to-school>).

If we are obligated to lock down again due to COVID, the course content will be delivered for the most part via the Internet through email, Zoom and Blackboard. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser.

You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

**IMPORTANT:** If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

**For this semester's access to the Adobe collection, students must check their UTEP emails for the licensing instructions.**

#### **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](http://www.epson.com) or [www.amazon.com](http://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
- iPad, with drawing software installed or a Wacom tablet, Cintiq preferred
- Charcoal paper or Canson paper
- Black mat boards or presentation boards, standard size: 20" X 15"

##### **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.
- Absence 5 will be an automatic course failure.
- 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.

## **ARTWORK DELIVERY**

Besides physical boards, students will email PDF files of their work. All correspondence for the course is through UTEP email, not Blackboard email! When submitting in-progress work (sketches, ideas, etc.) will be saved as a PDF unless otherwise noted. ALL FINAL design work will be saved as a PDF and submitted through UTEP email for grading.

**\*\*When submitting a file, name accordingly: LastNameFirstNameProjectName.pdf**

## **NETIQUETTE GUIDE FOR ONLINE COURSES**

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

## **SECURITY**

- Remember that your password is the only thing protecting you from pranks or more serious harm.
- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

## **GENERAL GUIDELINES**

When communicating online, you should always:

- Treat instructor with respect, even in email or in any other online communication
- Always use your professors' proper title: Dr., Instructor, or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to them by first name.
- Use clear and concise language
- Remember that all college level communication should have correct spelling and grammar
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you"
- Use standard fonts such as Times New Roman/Helvetica and use a size 12 or 14 pt. font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING
- Limit and possibly avoid the use of emoticons
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive
- Be careful with personal information (both yours and other's)
- Do not send confidential patient information via e-mail
- When in a Zoom meeting, I will ask that all students have their cameras on, I need to make sure that all of you are acknowledging the information that you are being given.

## **EMAIL NETIQUETTE**

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line unique to the subject. DO NOT just reply without changing the subject line, unless the subject had not changed.
- Be brief
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text
- Sign your message with your name
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, "reply all"

## **THE UTEP PROVOST OFFICE HAS PROVIDED THE FOLLOWING COVID-19 PRECAUTION STATEMENT:**

Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling

unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to [covidaction@utep.edu](mailto:covidaction@utep.edu), so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing.

The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit [epstrong.org](http://epstrong.org).

**For more information on COVID-19 visit the CDC website:**

<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/quarantine.html>

### **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.html> for further information.

### **ACADEMIC CALENDAR/SPRING 2023**

**Jan 17th** Dr. Martin Luther King, Jr. Holiday – University Closed

**Jan 17th-20th** Spring classes begin

**Feb 1st** Late Registration (Fees are incurred)

Spring Census Day

**Note:** This is the last day to register for classes. Payments are due by 5:00 pm.

**Feb 17th** Graduation application deadline for degree conferral

**Mar 13th-17th** Spring Break

**Mar 30th** Spring Drop/Withdrawal Deadline

**Note:** Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W. The faculty member of record will issue a grade of either W or F.

**Mar 31st** Cesar Chavez Holiday - No classes

**Apr 14th** Deadline to submit candidates' names for commencement program

**May 4th** Spring – Last day of classes

**May 5th** Dead day

**May 8-12th** Spring Final Exams

**May 13-14th** Spring Commencement

**May 17th** Grades are Due

**May 18th** Grades are posted to student records; students are notified of grades and academic standing

### **ACCOMMODATIONS POLICY**

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). **Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at [cass@utep.edu](mailto:cass@utep.edu), or apply for accommodations online via the CASS portal: <https://www.utep.edu/student-affairs/cass/>**

**ARTG 4306 Graphic Design 5 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 2023

Name (print) \_\_\_\_\_

Signature \_\_\_\_\_

UTEP Student ID # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_