

ILLUSTRATION I

Degree in Graphical Design

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Code: 11543

Main Scientific Area: Drawing

Lecturer: Marta Alexandra da Cruz Madureira

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 100h

ECTS: 6,0

Objectives

- Explore the processes of creating images and its direct relationship with the Graphic Design;
- Qualify students to build original images within the illustration in its different forms.
- Focus on the semantics and grammar characteristics of the illustration: subjective and expressive feature of the drawing;
- Explore the word and its interpretation as a producer of images and the construction of visual forms as narrative elements;
- The illustration as form of communication and individual expression;
- Explore technical possibilities of illustration in its wider exploration: illustration with row markers media and liquid media, cut paper, with matrix, 3D forms, digital, collage, photo-montage, etc.;
- Develop the adaptability of students for the market constraints. How to manage the creative part and the restrictions imposed by the client and by the characteristics of the support: deadlines, colors, shapes, sizes, etc.

Learning Outcomes

It is intended that students realize the importance of image and its subsequent construction in communication with the world and encompassing the production of images with the content they have learned in the course of Graphic Design. At the end of the semester should master the following areas:

1. The technique and the Perception of Image
2. Working Author
 - A. Research
 - B. Copy (as a learning process)
 - C. Interpretation
3. Typographic Illustration

Course Contents

Introduction to illustration:

This is the first exercise that aims to frame the students in the illustration course in the development of concepts through reflection, research and the use of drawing as a way of thinking; and, in a second moment, to explore different technics for better serve this main concept.

Author Illustration:

The expression in the illustration depends on the author, who explores the image in original forms, attached to his formal and emotional characteristics. First, the student will study various techniques of illustration through the observation of reference works. For, in a second moment, be able to develop his own graphic style in a unique and original way.

Typographic illustration:

The importance of typography is not only in readability as well in its drawing as a potential element of communication. Thus, the drawing of the letter is also a graphic element able to bring ideas and meanings in addition to text. In this exercise the student will both test the readability of letters and its expressive and symbolic dimension through illustration.

Recommended Bibliography

Grabowski, B. Fick, B. (2009). Printmaking: a complete guide to materials processes. Laurence King
Heller, S Chwast, S. (2008). Illustration, a Visual History. HNA Books

Klanten, R. (2007) Illusive, Contemporary Illustration and It's Context. Die Gestalten
Klanten, R. Hellige, H (2011). Illustrators unlimited: the essence of contemporary illustration. Gestalten

Male, A. (2007). Illustration. A Theoretical Contextual Perspective. AVA Publishing

Zeegan, L. (2009). What is Illustration. Laurence King

Learning and Teaching Methods

Program contents of the course aimed to train the student to respond to any type of work within the area of illustration and image construction, related to the process of graphic design.

Assessment Methods

Evaluation is continuous and follows the calendar schedule.

It provides the objectives of the discipline, as well as the methods and strategies used for their development and implementation.

It also assesses the ability of organization and systematization, the conceptual and the interest component in the search for theoretical and technical steps such as support for the work.

There will also be important factors in assessing attendance, compliance with the proposed deadlines, the student's participation to the requests made by the teacher during class, and the resolution of small exercises that can be launched during the semester.

The effective evaluation in this course will result from the combination of the following components:

Proposal 01 (P001) = 25%

Proposal 02 (P002) = 40%

Proposal 03 (P003) = 15%*

Attendance and Participation (AP) = 10%

Sketchbook (P004) = 10%

* Depending on the class dynamic, if there is no time to implement this proposal, the typographic illustration exercise will be made in the second semester and the percentage of the evaluation will be divided by the remaining exercises (P001 and P002).

Continuous evaluation foresees the attendance of the student in at least 2/3 of the classes. (RIAPA)

Regarding to the course objectives, practical work and continuous evaluation, it is not foreseen the access to a final exam, (artigo 9º RIAPA). Thus, non-approved students should attend the classes of this course in the following year.

The same applies to the grade improvement. To improve the classification the student must attend the course, again, fulfilling the evaluation according to the course program. Students who intend to improve their grades, should consult the rules defined in RIAPA. (artigo 11º RIAPA)

Finalists and students with special statutes have access to the special exam period at the end of the academic year, as provided in RIAPA. (artigo 10º RIAPA)