

ILLUSTRATION II

Degree in Graphical Design

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Code: 11544

Main Scientific Area: Drawing

Lecturer: Marta Alexandra da Cruz Madureira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 100h

ECTS: 6,0

Objectives

- Cross knowledge between communication and visual culture, considering the various influences on the representation sphere, particularly in illustration.
- Analyse and identify the structural characteristics of illustration practice: expressive images, visual rhythm, metaphor, allegory, iconicity, etc.
- Understand the illustration as a basic element of graphic design and its relationship in the various media and with the other elements: semantic and formal relationship between text and image; the characteristics of the support (spine, formats and textures of the paper, number of colours, etc.)
- Practice the various models of illustrated image: single image and sequence images.

Learning Outcomes

Understand the importance of the image in the subjects already learned in the graphic design course.

To achieve the objectives proposed, the student will have to respond positively to four practical exercises. At the end of the semester the student should be able to work in the following areas:

- Editorial illustration / newspaper;
- Editorial illustration / magazine;
- Picture Book illustration.

Course Contents

Editorial illustration:

In editorial illustration is important to consider the relationship between text and image, as well as the proximity between pages, the available area and the graphic elements present in the same space. First the student will do an exercise for a newspaper, attending the specificities of the support, as is the monochromatic, the limited space and the

low quality of the print. Secondly, will do an illustration for a magazine, thinking the image for a double page and the integration with the other graphic elements, such as text blocks and titles.

Picture Book:

Picture books are the support of children's illustration. The fact the child cannot read or is beginning the reading process, gives the image a new responsibility being the main medium for the interpretation of the history. The role of the illustration in this context is also to tell a story, in a active and original form, completing the text. Starting from a children's story, the student will plan the book through a storyboard to further illustrate the various images in sequence, respecting the format and location of text.

Recommended Bibliography

Klanten, R. (2005) Illusive, Contemporary Illustration and It's Context. Die Gestalten

Male, A. (2017). Illustration. A Theoretical and Contextual Perspective. Bloomsbury Visual Arts
Heller, s. Chwast, S. (2008) Illustration, a Visual History. Abrams

Klanten, R. Hellige, H. Illustrators unlimited: the essence of contemporary illustration. Gestalte

Grabowski, B. Fick, B. (2015)Printmaking: a complete guide to materials processes. Laurence King Publishing

Kraus, J. (2012) All the Art That's Fit to Print. Inside The New York Times Op-Ed Page. Columbia University Press
Van der Liden, S. (2011) Para ler o livro ilustrado. Cosac Naify

Shulevitz, U. (1997) Writing With Pictures. Watson-Guptill

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) = 25%

Proposal 03 (P003) = 30%

Attendance and Participation (AP) = 10%

SketchBook (P004) = 10%Continuous evaluation foresees the attendance of the student in at least 2/3 of the classes. (artigo 7º 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).