EDITORIAL ILLUSTRATION

Code: 333038

Main Scientific Area: Communication and graphic art

Lecturer: Catarina Ferreira Gomes

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 90h

ECTS: 6,0

Objectives

The Editorial Illustration course aims to stimulate the production of visual content appropriate to the illustration/text correlation.

The aim is to provide students with knowledge and skills in interpreting and creating illustrated graphic explorations of concepts and ideas.

The subject's curriculum also aims to acquire a lexicon of methodological skills conducive to easier integration into the job market.

Learning Outcomes

At the end of the course unit, students should be able to:

1. Recognize the specific requirements and characteristics of the different branches of editorial illustration, in the context of producing images for the press (newspapers and magazines) and for the illustrated book;

2. Master the lexicon specific to editorial illustration, and the specific terminology inherent in the production of graphic materials and the export of final artwork for printing;

3. Apply the principles of design methodology in a structured and consistent manner, respecting the established deadlines;

4. Analyze, interpret and create effective visual narratives;

5. Explore different resources, techniques and materials to create graphic proposals appropriate to the brief received;

6. Design, prepare and critically evaluate editorial illustration projects.

Course Contents

The Editorial Illustration course aims to acquire knowledge and skills in two fundamental areas: the press and the illustrated album.

1. Introduction

1.1 The role of illustration

1.1 Historical context

1.1 Visual metaphor

1.2 Basic principles of image construction

2.ILLUSTRATION FOR NEWSPAPERS AND MAGAZINES

2.1 Historical context

2.2 Newspapers, magazines and emblematic illustrators

2.3 Social commentary

2.4 Caricature

2.5 Infographics

3.ILLUSTRATION FOR PICTURE BOOKS

3.1 Picture books - types and formats

3.2 Book spaces

3.3 Planning - storyboard and mono

3.4 Character

3.5 Relationship between text and image

Recommended Bibliography

Wigan, Mark, (2014). Thinking Visually for Illustrators (Basics Illustration). Fairchild Books

Rees, Daniel, (2014). How to be an illustrator. Lawrence King

Zeegen, Lawrence, (2012). Fundamentals of Illustration. Ava Publishing

Salisbury, Martin, (2012). Children’s Picturebooks: The Art of Visual Storytelling. Lawrence King

Salisbury, Martin, (2004). Illustrating Children's Books: Creating Pictures for Publication. A C Black Publishers

Leborg, Christian (2015). Gramática Visual. Gustavo Gili

Bang, Molly (2000). Picture this: How pictures work. Chronicle Books

Linden, Sophie Van der (2011). Para ler o livro ilustrado. Cosac Naify

Male, Alan (2007). Illustration: A Theoretical and Contextual Perspective. Bloomsbury Publishing PLC

Doyle, Susan; Grove, Jaleen; Sherman, Whitney (2019). History of Illustration. Bloomsbury Publishing PLC

Keyl, Jim van der (2010). A Caricaturist's Handbook: How to Draw Caricatures and Master Exaggeration. CreateSpace Independent Publishing Platform

Kennedy, Philip (2016). Illustration Chronicles disponível em <https://illustrationchronicles.com/war>

Learning and Teaching Methods

In the theoretical classes, the syllabus will be framed and characterized in terms of knowledge of the different forms and applications of illustration in publishing, namely social commentary, visual metaphor, illustration for newspapers and magazines and the illustrated album.

In the practical classes, the knowledge acquired will be put into practice through the development of four proposals, three relating to illustration for newspapers and magazines (engraving technique, illustration of a news item and caricature) and one relating to book publishing (glossy album).

Assessment Methods

Assessment in this course is continuous and periodic. According to Article 10(3) of the RIAPA TESP, continuous and periodic assessment is understood to be the process of assessing students' skills and knowledge in relation to previously defined objectives at any given time and/or at predetermined grading points.

Given the practical nature of the course and the continuous and periodic assessment system implemented, there is no provision for a final exam.

If the course is distance learning, assessment must take place in person, even if combined with intermediate online assessment methods.

Assessment takes into account the following elements:

a) Carrying out practical projects: 5 projects, with a total value of 80%, defined in the calculation of the assessment of the course unit, and with delivery dates defined in the statements of work proposals;

b) Student attendance and participation: attendance at at least two thirds of the contact hours of the course is compulsory, as set out in article 5 of the RIAPA TESP, with a total value of 20%. If you exceed this number of absences, you will automatically fail.

The assessment in this curricular unit results from the combination of the components:

(P1 x 10%) + (P2 x 15%) + (P3 x 10%) + (P4 x 15%) + (P5 x 30%) + (PE x 10%) + (A x 10%) = 100% UC

P1 - Project 1

P2 - Project 2

P3 - Project 3

P4 - Project 4

P5 - Project 5

PE - Participation and commitment

A - Attendance

Projects that have not been supervised by the teacher during the class period will not be assessed.