

# Global Learning Semesters

## Course Syllabus

Course: DES-350 Commercial Illustration

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-350	Commercial Illustration	3
Semester Offered	Contact Hours	Prerequisites
Spring	42	ART-290
Department	Level of Course	Language of Instruction
Design	Upper Division	English

### Course Description

- Introduction to the history of illustration in the modern world and its role in our cultural experience today
- Presentation of media and techniques that illustrators could employ in their disposal to create images
- Magazine and Newspaper illustration. Speed of execution and quality of printing process, the role of cartoonists and caricaturists.
- Aspects to a newcomer's approach to illustration in terms of professional practice.
- Book illustration, from children's information tale books to adult strip cartoons, from step to step book on how to cook, to delicately decorated year diaries.
- Introduction to specialist illustration

### Instructor

Andreas Tomblin

### Course Aims and Objectives

This course aims to the understanding of the range of illustration in commercial and editorial design, from the simplest line drawings, to compositions, investigating the latest in computer technology. It introduces students to the use of illustration as a central feature in graphics and its role as a powerful and highly effective medium. This course encourages research from different points of view (psychological, political, economical, sociological, philosophical etc) and improves awareness on how a creative team can work to produce highly realistic illustrations.

### Teaching Methods

The course is delivered through a mixture of lectures, studio presentations, studio tutorials and practical exercises and assignments.

### Course Teaching Hours

42 hours. The course is delivered during the spring semester in 14-weeks (3 hours/week).

## Evaluation and Grading

Homework:	20%
Mid-Term:	30%
Final Exam:	50%

## Readings and Resources

### Required Textbook

There is no required textbook for this course

### Recommended Reading

Simpson I (1990), The new guide to Illustration, Phaidon press

Pie books (1996), Illustration in graphics, Pie Books

Shaffer D. (1999), The Black Book Illustration 1999

Society of Illustrators (1998), 38<sup>th</sup> Annual of American Illustration, Waston publications

Bryason N. (1998), Calligram: Essays in new Art History from France, Cambridge press

Cunningham L. and Reich J. Culture and Values: A survey of the Western Humanities, Rinerhart and Winston publications.

Barthes R. (1985), The responsibility of Forms, University of California press

Barthes R. (1977) Image Music Text, Fontanna press