

# Global Learning Semesters

## Course Syllabus

Course: DES-350B Commercial Illustration

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-350B	Commercial Illustration	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	ART-150
Department	Level of Course	Language of Instruction
Design	Upper Division	English

### Course Description

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 an awareness on how a creative team can work to produce highly realistic illustrations.

### Prerequisites

ART-150

### Topic Areas

1. Introduction to the history of illustration in the modern world and its role in our cultural experience today.
2. Presentation of media and techniques that illustrators could employ in their disposal to create images.
3. Magazine and Newspaper illustration. Speed of execution and quality of printing process, the role of cartoonists and caricaturists.
4. Aspects to a newcomer's approach to illustration in terms of professional practice.
5. 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.
6. Introduction to specialist illustration.
7. Illustration in Advertising agencies and in graphic interpretations. Artwork in which illustration is used with text and arrangement of layouts to produce a rounded and accomplished design.

### Readings and Resources

#### 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