# Principles of Illustration Course No. 30101 Credit: 0.5

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes: **Media Design and Communications (11.0801)**

Course Description: **Technical Level:** Principles of Illustration explores a variety of media, tools, and techniques to visually communicate ideas. Topics include an understanding of illustration as applicable to careers in graphic design, animation, apparel/textile design, industrial design, web design, architecture, interior design, and fine arts. Techniques in traditional and digital illustration applications will be explored as linked to ever-changing social trends.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Core principles of illustration

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explain and demonstrate an understanding to the concepts of perspective and modeling to render forms accurately or stylistically in grayscale and/or color on a two dimensional surface. |  |
| 1.2 | Demonstrate an understanding of market trends in illustration (e.g., color, styles, textures, patterns) by critiquing provided illustrations, articulating the application of core principles. |  |
| 1.3 | Explain the aesthetic aspects of decision making and critical analysis in the art process. |  |

## Benchmark 2: Visual storytelling

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Create story-driven conceptual illustrations utilizing knowledge of foundational design principles, including shape, form, color, space, composition, etc.. |  |
| 2.2 | Demonstrate the ability to analyze and discuss the narrative elements within existing illustrations. |  |
| 2.3 | Prepare and present innovation solutions to visual challenges and participate in class discussion on creative problem solving. |  |
| 2.4 | Prepare and curate a portfolio of illustrations that showcases growth in technical skills, conceptual thinking/storytelling, and medium exploration over time. - add class artifacts to the (IPS) Individual Plan of Study electronic portfolio. |  |

## Benchmark 3: Technical Proficiency and creative problem solving

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Explore traditional and digital methods and tools of working. |  |
| 3.2 | Explore and create in a variety of styles. |  |
| 3.3 | Complete a digital illustration project using industry-standard software. |  |
| 3.4 | Demonstrate the ability to creatively solve visual communication challenges through illustration. |  |

## Benchmark 4: professionalism and ethics

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Investigate careers that incorporate drawing skills (e.g. graphic design, animation, apparel/textile design, industrial design, web design, architecture, interior design and fine art). |  |
| 4.2 | Research and identify major styles of illustration and their applicable careers. |  |
| 4.3 | Demonstrate an understanding of the ethical issues of copyright, including avoiding infringement, licensing, and use of creative commons works for source material. |  |
| 4.4 | Recognize and demonstrate productive attitudes and safe work habits in the studio. |  |
| 4.5 | Demonstrate proficiency of the Common Core Technical Core Competencies, including the career ready standards and cluster standards (add link to CCTC standards). |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

[pathwayshelpdesk@ksde.org](mailto:pathwayshelpdesk@ksde.org)



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.