# Principles of Illustration Course No. 30101 Credit: 0.5

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| **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

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