

Academy of Visual Arts
Bachelor of Arts (Hons) in Visual Arts Programme

VART 3215 Picture Book

No. of units: 3

Pre-requisite: VART2215Typography OR VART2216 Graphic Storytelling

I.1. Course Description & Rationale:

This course aims to develop student's storytelling skills and the ability to conceptualize complex visualization in the form of picture book. It provides a platform for the students to explore how images, text, graphics and other visual elements can be used to inform, explain and narrate complex "story" in a unique and creative way.

The course emphasizes the importance of research in the stage of idea-development. Through lectures, workshops and field trip, students will have chance to explore various methodologies that could help them to conduct research on related topics. They will need to initiate their own story idea and develop strategy to gather, organize and articulate contents and information for creative use.

To enrich student's visual language, advance topics in story structure, story setting, character design, visualization, image-text interactions and book illustration will be covered. Students are also encouraged to experiment with various approaches in visual expression in order to establish their own personal style.

Besides, the course will provide a comprehensive overview of the history and contemporary practice in the areas stated above by introducing classical works and modern examples. Alternative and cutting-edge models of publishing methods will also be examined to encourage students to challenge the concept of a "picture book".

I.2. Course Content:

No.		Hours	%
1.	Topics in visualization: a. Analysis of local or international artist's work b. Inter-disciplinary approach in visualization; c. Experiment on various media in image-making d. Establishing of personal style in illustration	14	26.9
2.	Advance topics in Storytelling: a. Analysis of different narrative approaches. b. Creating a story c. Telling a story e. Narrator, author and reader	14	26.9
3.	Approaching a self-assigned project: a. Idea development and research methodology; b. Analysis of historical and contemporary examples of children's book and graphic novels; b. Organisation of contents	8	15.4
4.	Case studies and focus research: a. Bookbinding b. Book Art	8	15.4
5.	Project Production	8	15.4
		52	100

I.3. Intended Course Learning Outcomes (CILOs):

(Please take note of the PILOs for the overall BA programme in the Programme Document.)

Upon successful completion of this course, students should be able to:

No. Intended Course Learning Outcomes (CILOs)

1. Reflect an understanding of the history and the contemporary development of picture book and the interdisciplinary approach in illustration;
2. Produce a research-driven picture book based on a self-initiated topic that requires analysis and organization of information and content;
3. Reflect one's unique touch and expression style in a project that integrates the knowledge and skills of illustration and storytelling;
4. Experiment with various publishing solutions showing one's awareness in the author-reader relationship;
5. Discuss and criticize one's work in relation to the current trend in illustration and graphic novels; and
6. Adhere to standards of professional practice and ethos.

** More may be added.*

I.4. Alignment of CILOs with PILOs:

Learning Outcomes	Please indicate alignment by checking '✓' the appropriate box					
	CILO1	CILO2	CILO3	CILO4	CILO5	CILO6
PILO1.1	9					
PILO1.2						
PILO2.1		9				
PILO2.2		9	9	9		
PILO2.3					9	
PILO3.1						9
PILO3.2						9

* There may not be 6 CILOs, in which case, just leave columns empty.

*More may be added.

I.5. Alignment of Teaching and Learning Activities with CILOs:

No.	Teaching and Learning Activities	CILO	Hours
1.	Lectures: Traditional lectures will introduce specific knowledge and information, supported by AV-media. The lectures are also principally intended to be interactive, eg. allowing students to ask questions, or present their own opinions.	1, 2, 6	12
2.	Field Trip: Part of the process in conducting research on a specific place, people or events.	2, 6	4
3.	Artwork production: The coursework for this course is produced in a studio environment, supervised by the instructor, but largely student-led. Group- and individual tutorials as well as impromptu demonstrations will support the artwork production inside the studio.	2, 3, 4, 6	12
4.	Workshops and demonstrations: Practical skills will be delivered through workshops and demonstrations in the studio.	3, 4, 6	16
5.	Discussions: Small group tutorials to guide students to develop their projects	2, 3, 4, 5, 6	8

*More may be added.

I.6. Assessment:

No.	Assessment Methods/Activities	Weighting	Alignment with CILOs
1.	Exercises in practical workshops: Experiments on various storytelling formats.	20%	4, 5
2.	Presentation and discussion of research outcome on the chosen topics in the final assignment	20%	1, 5
3.	Final project: A picture book based on the research of specific topics or issues related to a place, a person or our everyday life. Other output formats like posters, leaflet, an animation, a website or other experimental works are also considered.	30%	2, 3, 5

4.	Professional Attitude: Professional Attitude within the BA is defined as a set of personal skills that are essential for a career in the visual arts: communication skills, management skills, professional ethos, and general personal conduct. It is assessed indirectly through attendance and participation in classes, language abilities, team-behaviour, demonstrated interest in the subject and similar approaches. It may include the evaluation of sketchbooks or visual diaries, personal notes etc, or be assessed on the basis of personal contact with the student.	30%	6

**More may be added.*

I.7. References (up to 10 books):

Eisner, Will. *Graphic Storytelling and Visual Narrative: Principles and Practices from the Legendary Cartoonist*. New York: W.W. Norton & Company, 2008.

Evans, Dilys. *Show and Tell: Exploring the Fine Art of Children's Book Illustration*. San Francisco: Chronicle Books, 2008.

Klanten, Robert and Ehmann, Sven, eds. *Visual Storytelling: Inspiring a New Visual Language*. Berlin: Die Gestalten Verlag, 2011.

Madden, Matt. *99 Ways to Tell a Story: Exercise in Style*. New York: Chamberlain Bros., 2005.

Male, Alan. *Illustration: A Theoretical & Contextual Perspective*. Lausanne: AVA Publishing, 2007.

Paul, Ann Whitford. *Writing Picture Books: A Hands-On Guide from Story Creation to Publication*. Cincinnati: Writers Digest Books, 2009.