

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

VART2225 Experimental Illustration

No. of units: 3

Pre-requisite: VART1006 Introduction to Visual Arts II or any GDCV courses offered by AVA or any Visual Arts courses

Duration: 52 hours

I.1. Course Description & Rationale:

Illustration is a fundamental subject in visual arts that provides basic training in observation, integration and expression. Apart from the formal functions such as giving information and commentary, narration and persuasion, it allows artist to establish their own artistic identity through manipulation of image and text in an expressive way.

This course aims to let students purely focus on the image-making process. They are encouraged to experiment with different tools and materials before they invent their new approach to create image. The use of non-traditional tools could enhance their problem-solving skills since they will have to work with the limitations of the tools. During the process, they will need to explore and examine the specificity of the tools or medium in use. Such experience will help them to make decision and develop their own strategy during the creative process in the future.

Areas covered in the course will be: Digital illustration, hand-made graphics, tactile illustration, graffiti and other non-traditional image-making methods such as paper cut-out, collage and stitching. Although the majority of the course is skill-based training, the design assignment also requires students to learn how to articulate ideas and integrate different skills into a well-planned creative strategy.

I.2. Course Content:

No.		<u>Hours</u>	<u>%</u>
1.	Illustration basics: - Functions of illustration; - Line drawing; - Pattern.	8	15.5
2.	Digital Illustration: - Software skills: Illustrator, Photoshop, Manga Studio, Sketchbook Pro; - Image appropriation.	12	23
3.	Experimental image-making: - Collage; - Paper cut-out; - Stitching.	12	23
4.	Illustration and space: - Graffiti; - Street Art.	8	15.5
5.	From 2D to 3D: - Hand-made graphics; - Tactile illustration.	12	23
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		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 trend and development of contemporary illustration scene;
2. Research on a chosen medium and reflect an understanding of its specificity;
3. Invent new ways of image-making through experiments;
4. Produce illustrative works with cross-disciplinary approach;
5. Adhere to standards of professional practice and ethos.

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	✓					
PILO1.2			✓	✓		
PILO2.1		✓				
PILO2.2			✓	✓		
PILO2.3						
PILO3.1					✓	
PILO3.2					✓	

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

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

No.	Teaching and Learning Activities	CILO	Hours
1.	Lectures and artwork showcase: Lectures will introduce the theoretical and historical knowledge necessary, supported by AV-media and occasional Q/A-sessions.	1, 2, 5	16
3.	Practical workshops: Practical workshops including small in-class exercises will introduce the students to various techniques.	3, 4, 5	20
4.	Studio visits and artist talks: Studio visits and talks with artists will allow student first-hand experience of real-life artistic practice in the field.	1, 5	4
5.	Presentation and discussion: Small group or individual tutorials to guide students to develop their projects.	1, 4, 5	12

*More may be added.

I.6. Assessment:

No.	Assessment Methods/Activities	Weighting	Alignment with CILOs
1.	Workshop Exercise I Workshop exercise focusing on the exploration of material and image-making method (e.g. stitching, paper-cutting, automatic drawing etc)	20%	2,3

2	Workshop Exercise II Workshop exercise focusing on illustration with a cross-disciplinary approach. Student has to develop methods to combine illustration with other art form such as music, literature, moving images etc.	20%	4
3.	Research based thematic Illustration Project A specific theme will be chose in each semester. Students need to develop their methodology to conduct research on the topic. They are free to choose their own tools to develop an illustration work. The output format is not confined to printed media. Experimental ways of expression is highly recommended.	30%	1,2,4
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%	5

**More may be added.*

1.7. Key References (up to 10 books a.o.):

Banksy. *Wall and Peace*. London: Random House, 2005.

Hundertmark, Christian. *The Art of Rebellion 2*. Kaki Bukit: Page One Publishing Private Limited, 2006.

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

Wigan, Mark. *Basic Illustration: Global Contexts*. Lausanne: AVA Publishing, 2009.

Wray, Anna. *Handmade Graphics: Tools and Techniques Beyond the Mouse*. Mies: Rotovision SA, 2009.

Zeegen, Lawrence. *Complete Digital Illustration: A Master Class in Image-making*. Mies: Rotovision SA, 2010.

I.8. Academic Integrity:

Students will endeavour to only claim work that they have actually produced themselves. Claiming the work of others is considered plagiarism, and will be dealt with under the academic policies of the university.

I.9. Health and Safety:

Every effort will be made to comply with the intent of Hong Kong's law or acts and the University's policies to maintain a safe and healthy working environment.

I.10. Final Note:

The instructor reserves the right to modify the class and the syllabus or the schedule to adjust to the dynamics of the particular group or to take advantage of opportunities that may arise.