

25135 - Illustration Workshop

Syllabus Information

Academic year: 2023/24

Subject: 25135 - Illustration Workshop

Faculty / School: 301 - Facultad de Ciencias Sociales y Humanas

Degree: 278 - Degree in Fine Arts

ECTS: 8.0

Year:

Semester: Annual

Subject type: Optional

Module:

1. General information

The Illustration Workshop subject offers the opportunity to apply the knowledge acquired in the basic teachings of drawing during the first two years of the degree to a discipline that currently offers a wide professional field. In turn, this subject is a complement to graphic design and other narrative languages of the image.

We will work with new digital technologies applied to the field of design and illustration (photography, graphic design, digital drawing, etc.) in coexistence with traditional graphic-plastic techniques.

The main objectives are:

1. Develop illustrations for different genres and situations.
2. Develop illustrations using different techniques and digital and traditional media.
3. Express, narrate and communicate through the language of illustration (illustrated album, comic and graphic novel)

Sustainable Development Goals (SDGs):

1. Gender Equality. 5
2. Alliances to achieve objectives. 17

2. Learning results

Upon completion of this subject, the student will be able to:

1. Know and differentiate the genres of illustration with their technical, semantic and procedural particularities.
2. Communicate effectively in graphic form and use the materials, instruments and techniques of illustration with skill and fluency.
3. Interpret a story or a concept through images, giving them the most appropriate graphic representation.
4. Create characters and adapt them to a narrative plot.
5. Create an illustration project with formal and conceptual unity.
6. Select the appropriate graphic language according to the work to be done and the target audience. Know and master the elements of visual language.
7. Learn about the production process of an illustration from its conception to the final artwork.

The importance of the learning results that derive from this subject, which are based on the particular activities that will be developed in it, are amplified to a much broader context, which is that of expression and communication in the professional field of illustration. That is why the following stands out:

1. Illustration is an expressive language and a very flexible graphic resource that enables a more concrete communication of the ideas and proposals of a project, as well as a suitable tool for storytelling.
2. The use of illustration develops in the student skills and observation abilities that will allow them to express themselves through different techniques.
3. Illustration is an alternative to provide an answer to many communication problems since it activates inquiry and creative thinking in the same way.
4. It is another means of communicating concepts.

3. Syllabus

1. **Procedures, techniques and materials used in illustration.**
 - a. Illustrate a playful object (playing cards)
2. **Advertising illustration:**

- a. Illustrating for the music industry (various music genres):
 - CD or vinyl covers.
- 3. **Editorial illustration:**
 - a. Book cover illustration (various genres)
- 4. **Book illustration:**
 - a. Illustrated album without words:
 - Picture book language.
 - Script.
 - *Story board*.
 - Covers.
 - b. Illustrated album - children's/juvenile:
 - Picture book language.
 - Script.
 - Character creation: basic elements of anatomy, the human head and facial expressions.
 - *Story board*.
 - Covers.
 - Flyleaves
 - c. Graphic novel:
 - Language of comics and graphic novels.
 - Script.
 - Character creation: basic elements of anatomy, the human head and facial expressions.
 - *Story board*.
 - Covers.

4. Academic activities

THEORETICAL CLASS: Classes taught by the teacher with the support of audiovisual material. Discussion of the proposed topics and resolution of doubts raised by the students.

Face-to-face. Note taking. Questions (20 hours)

Non-face-to-face: Study of the subject and resolution of the proposed exercises (30 hours)

PRACTICAL CLASSES: Carrying out the practices proposed by the teacher in the illustration workshop. Individual practices.

Face-to-face: (individual) Class participation, raising doubts, preparation of work plan and development of illustrations (50 hours)

Non-face-to-face:: development of individual or group work. Field and independent work, research of documentation and references, bibliography. Illustration development (80 hours)

PRESENTATION OF WORKS. Presentation by the students of the proposed practices.

Face-to-face. Oral expression and use of communication tools (10 hours)

Non-face-to-face: Script development, technical vocabulary, creative process and references used (10 hours)

5. Assessment system

"Illustration Workshop" has a practical nature and given the technical particularities, it is necessary to follow up the learning process through the timely delivery of specific practices on the contents in order to assess the knowledge acquired.

The training method used is that of continuous evaluation where learning is enhanced. The evaluation tests are developed through specific practices that are proposed with each didactic unit.

These specific practices serve to assess the knowledge, skills, abilities and competencies of the students. In this way, a continuous formative evaluation can be carried out, which leads to a more exhaustive follow-up and helps the students to achieve the objectives set.

Practical classes will be used to work on theoretical and practical knowledge. Corrective activities such as: viewing of class work, monitoring of practices, comments and constructive criticism are encouraged. In addition, there is the possibility of repeating the practices to achieve better results and the objectives set. Ultimately, the aim of this subject is for students to successfully achieve the training objectives with the highest possible motivation.

There are approximately 6 practices throughout the term and they are evaluated with a grade from 0 to 10. The delivery of a practice after the deadline is penalized by subtracting 20% from the final grade, in order to promote commitment and professionalism.

What is evaluated and how (out of a total of 100%/10):

- Training and diagnostic purpose or function: through direct observation (skills, abilities, competencies, evidences, attitudes): 10%/1 of the practice grade.
- Continuous or processual evaluation: through different evaluation rubrics on how are the quality indicators of attitudes, skills and knowledge: 40%/4 of the practice grade.
- Heteroevaluation: through practical exercises, specific tasks of the contents of the subject: 40% /4 of the practice grade.

Global extension: oral exchanges such as the viewing and presentation of the work carried out, sharing, dialogues and debates: 10% /1 of the practice grade.

GLOBAL ASSESSMENT

FIRST CALL

The global test for students who **have taken the continuous evaluation by** handing in more than 80% of the practices and have not passed the subject or want to improve their grade will consist of:

- Students who want to improve their grades or pass the subject:
 - **Practical knowledge (100%):** the test will consist of a series of practices that encompass specific contents developed throughout the term.

The global test for students who do not **undergo continuous assessment.** This test will only be taken by those students who have not delivered 50% of the practices during the term and therefore, have not complied with the continuous evaluation process.

- **Practical knowledge (100%):** the test will consist of a series of practices that encompass specific contents developed throughout the term.

The grade for the test will be from **0 to 10.**

SECOND CALL

The global test for students in second call.

- **Practical knowledge (100%):** the test will consist of a series of practices that encompass specific contents developed throughout the term.

The grade for the test will be from **0 to 10.**

GLOBAL TEST

All students are entitled to a global test to pass the subject or to improve the grade obtained. Students attending the exam must be punctual on the day and at the time indicated in the exam notice, otherwise they will be considered as "No Show".

SECOND CALL

The evaluation in the second call, to which all students who have not passed the subject will be entitled, will be carried out by means of a global test to be taken during the period established for this purpose by the Governing Council in the academic calendar