Teaching guide

IDENTIFICATION DETAILS

Degree:	Fine Arts
Scope	History, Archaeology, Geography, Philosophy and Humanities
Faculty/School:	Communication Sciences
Course:	ARTISTIC ILLUSTRATION
Type:	Optional
ECTS credits:	6
Year:	3
Code:	2637
Teaching period:	Sixth semester
Subject:	Artistic Projects
Module:	Creative Strategies
Teaching type:	Classroom-based
Language:	Spanish
Total number of student study hours:	150

SUBJECT DESCRIPTION

Communication through drawings has been of fundamental importance in print media, fashion, comics, children's literature, humor and the press. However, the current way of communicating is turning illustration into an essential medium for understanding our environment, multiplying the supports on which it is displayed and displacing other visual languages due to its versatility and low cost. The course of Artistic Illustration is designed as a practical workshop in which students will learn about the most important aspects of illustration, the most relevant authors of the 20th century and a basic compendium of techniques and materials that give them the possibility of developing illustrations capable of being integrated into the world of artistic creation. Not to mention the role of the illustrator in the current professional circuit, his challenges as a multidisciplinary artist and the value of the graphic elements that are generated in this field.

GOAL

The final objective of the course is to bring students closer to basic illustration techniques as well as the professional approach that should be given to an illustration assignment. The subject proposes, not only as a learning of different techniques, how to approach different projects also has a specific weight in classes.

The specific aims of the subject are:

Provide the necessary skills for the creation of a portfolio of works.

Provoke reflection in students to face professional projects in the field of illustration.

Provide students with an accurate view of the illustrator profession.

Encourage entrepreneurship in creative professions.

PRIOR KNOWLEDGE

Students should have basic knowledge in natural drawing, color, descriptive geometry as well as the use of Adobe Photoshop and Illustrator.

COURSE SYLLABUS

The course will address the following areas:

Children's Illustration
Pattern and Stationery
Comic
Fantastic Illustration
Infographic Illustration
Scientific Illustration
Editorial Illustration
Advertising Illustration

EDUCATION ACTIVITIES

The exhibition classes will last approximately 60 to 90 minutes, delving into each area of illustration. Masterclasses are proposed with slideshows as well as clear and reference examples from each area. The rest of the time is

spent by the student planning the project related to each block or explaining pictorial techniques and workflows so that they can later incorporate them into their daily work.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
60 Horas	90 Horas

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study.

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

To have the ability to work as an independent and self-sufficient visual artist in creative practice and the exhibition of a work of art, with extensive knowledge of artistic expression and its means.

To have the ability to broaden and expand knowledge of the artistic field, having learned how to develop and apply learning, teaching, theoretical and experimental processes.

To have the ability to conceive, plan, prepare, organize, manage and mediate visual information.

To have the ability to be intellectually curious professionals who avoid weak, ineffectual thought and who aspire to improve modern culture by conveying values founded on a search for truth, good and beauty.

General Skills

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Specific skills

Acquire the ability to creatively and imaginatively interpret artistic problems.

Acquire the ability to produce and relate ideas.

Generate and manage artistic production.

Develop interpersonal skills and become aware of one's abilities and resources.

LEARNING RESULTS

The student will be fluent in the explained illustration techniques

The student will create a portfolio of works.

The student will master the concepts explained through practical works

The student will evaluate and offer a budget in accordance with a professional assignment.

LEARNING APPRAISAL SYSTEM

ORDINARY CALL:

40% INDIVIDUAL WORK
40% FINAL WORK
10% CLASS ATTENDANCE, PARTICIPATION AND ATTITUDE
10% TXTM.

EXTRAORDINARY CALL

60% INDIVIDUAL WORK
40% FINAL WORK

IMPORTANT: Students must submit ALL the papers in order for the corresponding measurements to be carried out. Failure to submit a paper is equivalent to NOT SUBMITTING.

REPEATING STUDENTS:
Repeat students do not have to attend class, but they must submit all the required papers with the exception of the TXTM. Your evaluation in both Ordinary and Extraordinary Call is:

60% INDIVIDUAL WORK
40% FINAL WORK

ABOUT PLAGIARISM:
Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations
HONOR PLATES:
The Honorary Tuition is a recognition of excellence. It will be granted exclusively to those students who stand out above their peers, not only with regard to their academic results within the subject, but also with regard to their attitude and interest in the study and the subject, their commitment, teamwork throughout the course, only one will be awarded for every 20 students or fraction and it is not mandatory to grant it, and it may remain deserted.
ASSISTANCE:
Class attendance is mandatory for all students who enroll for the first time in the course. Exceeding 20% of non-attendance (4 unjustified sessions) implies losing the ordinary call and going directly to the Extraordinary Call.

ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:
a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.
b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.
c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website(https://www.ufv.es/gestion-de-la-informacion_biblioteca/).
d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.
2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the Guide for the Responsible Use of Artificial Intelligence in Studies at UFV.

Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.
3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

by Kan Muftic. Figure Drawing: for Concept Artists/Worcester: 3D Total Publishing, 2017.
(by Kan Muftic. Figure Drawing: for Concept Artists/Worcester: 3D Total Publishing, 2017. , ||By Michael D. Mattesi. Force: Character Design from Life Drawing/Amsterdam: Focal Press, 2008.)

Ed Emberley. Drawing book of animals/Madrid:Little Brown, 2006.

by Scott Robertson with Thomas Bertling. How to Draw: Drawing and Sketching Objects and Environments from your Imagination/[S.l.] :Design Studio Press, 2013.

Alan Pipes. Drawing for designers: techniques, concept sketches, computer systems, illustration, media, presentations, computer design/Barcelona:Blume,2008.

Botanical Inspiration: nature in art & illustration. 2nd ed. Hong Kong:Victionary,2021.
(Botanical Inspiration: nature in art & illustration. 2nd ed. Hong Kong:Victionary,2021. , ||artist incluide, Kenneth Anderson... et al.]. Fundamentals of character design: how to create engaging characters for illustration, animation & visual development/Worcester:3dTotal,2020.)

Stephen Silver The Silver Lining Design Studio Press