# COURSE CONTENT

| Course Code | DV2002 |
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| Course Title | Illustration for Designers |
| Pre-requisites | NIL |
| No of AUs | 3 |
| Contact Hours | 39 hours studio contact |

### Course Aims

This Intermediate level, studio-based course will introduce you to illustrative visual communication placing emphasis on personal investigation and discovery through experimentation with a variety of media and techniques. You will be encouraged to create a body of stylised and conceptual illustrations, whilst considering their practical application. This learning provides a holistic approach in informing your visual voice and underpins the creative strategies applied in further creative practice.

### Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify and evaluate techniques used to create stylistic and conceptual illustrations.
2. Develop creative illustrative responses using a range of media and techniques.
3. Effectively apply conceptualisation strategies to express ideas.
4. Employ clear and well-structured presentation skills to communicate concepts within illustration.
5. Critique visual ideas and illustration techniques employed by peers in a constructive manner

### Course Content

**What makes a good illustration?**
In this course you will explore the role of illustrations in communication design.
This will begin with a review of stylistic and conceptual illustration approaches employed throughout history. The concepts of style and concept will be analysed and defined, as you explore visual narratives that depict personality and context.

**Planning, Creative Process and Critical Evaluation**
All illustration has a context and an audience. You will explore the roll of the target audience, and how this affects decisions made in illustration, both in subject matter and style. A range of strategies will be explored, such as target audience analysis, ideation, visual problem-solving, strategies to innovate, inform, persuade and entertain. You will experiment with a range of media and techniques, developing conceptual illustrations from sketch to reality.

**Applied Illustration**
Craft and attention to detail will be explored in both 2 dimensional and 3 dimensional applications, as you apply your visual responses to communicate in context with your audience.
**Class assignments**
Creative and theory based projects will explore and evaluate the creation of a considered body of

illustrative work. Through use of stylisation and conceptualisation techniques and strategies you will consider the practical applications of illustrations in a design context. The learning in this course will be developed through lectures, tutorials, class exercises self-reflection and peer/instructor feedback sessions.