San José State University  
Animation/Illustration, Department of Design  
ANI 117B, Visual Development, Section 1, Fall 2017

Instructor: Thomas Esmeralda  
Office Location: Art 225  
Telephone: (408) 924-4661  
Email: thomas.esmeralda@sjsu.edu  
Office Hours: Tuesdays and Thursdays 11:30am-12:00pm  
(by appointment)  
Class Days/Time: Tuesdays and Thursdays, 12:00pm-2:50pm  
Classroom: ART 243  
Prerequisites: Successful completion of ANI 117A  

Course Format  
This course adopts some aspects of a hybrid delivery format: A combination of traditional lecture, participatory in-class discussion & activity, in-class critique & demonstration, and a flipped classroom lecture content. *Adobe Photoshop* software is required for class exercises and assignments – more information regarding essential hardware and software for this course is detailed in the “Supplies and Materials” section below.  

Faculty Web Page and MYSJSU Messaging  
Copies of the course materials such as the syllabus, major assignment handouts, etc. may be found on my faculty web page at http://www.sjsu.edu/people/thomas.esmeralda/, and through Canvas at https://sjsu.instructure.com/courses/1243646. You are responsible for regularly checking with the messaging system through MySJSU (or other communication systems as indicated by the instructor).  

Course Description  
University Catalog Description  

“Advanced visual development projects with emphasis on attaining professional standards.”  

Course Goals  
The first goal of this course is to solidify proficiency in illustration by building upon the skills that were introduced in ANI 117A. The end goal is to progress beyond representational illustration into the abstraction of realism to explore exaggerations of light, shape, and rendering as illustrative styles. Exploration of visual styles allow for the development of a design language in support of a given narrative. This iterative process is commonly referred to in animation production as Visual Development.  

During the semester, students can expect:
• To develop the ability to see with their “mind’s eye” by learning to paint what they know of a subject instead of what they observe; to understand that illustrators don’t just copy their reference
• To learn advanced digital techniques and processes that will speed up their rendering capabilities
• Assignments that deepen their understanding of illustrative design fundamentals, introduced in previous courses, to improve their fluency in the illustrative arts
• Assignments where they will learn to deconstruct elements of realism and synthesize illustrative design statements into a “style language.”
• To develop an idiosyncratic approach to forming their own visual narratives in an affective manner in which they are thoughtful, informed, fertile, and flexible

Course Learning Outcomes (CLO)

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

• CLO 1: Critically analyze the various components of a photographic or filmed image reference, deconstruct the physical effects of light on form in those images, and be able to explain their observations in both verbal and graphic terms
• CLO 2: Effectively and consistently produce realistic images that communicate clearly
• CLO 3: Formulate visual narratives that not only inform, but also incite feelings
• CLO 4: Abstract from realism an exaggeration of light, shape, and rendering in creating a “style language” or illustrative “look”.
• CLO 5: Analytically deconstruct the written or spoken word, internalize their inherent ideas & meanings, and clearly interpret those words into visual statements that successfully connect with the viewer
• CLO 6: Work through a design process, solving complex visual problems through earnest research, critical analysis, and iterative exploration
• CLO 7: Communicate verbally and graphically, with Art Directors and fellow creative personnel, in a professional manner indicative of a production studio environment within the screen arts

Supplies and Materials

A laptop computer, configured with the appropriate software and graphics tablet, are necessary for the course exercises and assignments. The computer should be configured with the following system specifications:

Windows
• Intel® Core 2 or AMD Athlon® 64 processor; 2 GHz or faster processor
• Microsoft Windows 7 with Service Pack 1, Windows 8.1, or Windows 10
• 2 GB of RAM (8 GB recommended)
• 2.6 GB of available hard-disk space for 32-bit installation; 3.1 GB of available hard-disk space for 64-bit installation; additional free space required during installation (cannot install on a volume that uses a case-sensitive file system)
• 1024 x 768 display (1280x800 recommended) with 16-bit color and 512 MB of dedicated VRAM; 2 GB is recommended*
• OpenGL 2.0–capable system
• Internet connection and registration are necessary for required software activation, validation of subscriptions, and access to online services.

Mac OS
- Multicore Intel processor
- Mac OS X v10.9 (64-bit), v10.10 (64-bit), or v10.11 (64-bit)
- 2 GB of RAM (8 GB recommended)
- 4 GB of available hard-disk space for installation; additional free space required during installation (cannot install on a volume that uses a case-sensitive file system)
- 1024 x 768 display (1280x800 recommended) with 16-bit color and 512 MB of dedicated VRAM; 2 GB is recommended
- OpenGL 2.0–capable system

For more information regarding system requirements for running Adobe Photoshop optimally, please refer to this link: https://helpx.adobe.com/photoshop/system-requirements.html

As part of the SJSU Animation/Illustration program, in this class as well as every other, it is expected that you possess the Adobe Creative Suite and will utilize it at some point in executing your projects for this class. It should be installed on your laptop along with the Microsoft Office Suite. Both software suites are available for free to all current SJSU students through the following links:

http://its.sjsu.edu/services/software/adobe/index.html
http://its.sjsu.edu/services/software/microsoft-students/index.html

Internet connection and registration are necessary for required software activation, membership validation, and access to online services.

Suggested Readings
Creative Illustration, Andrew Loomis
Composition of Outdoor Painting, Edgar Payne
Hawthorne on Painting, Charles Hawthorne
On The Art of Drawing, Robert Fawcett
Rockwell on Rockwell, How I Make a Picture, by Norman Rockwell
Imaginative Realism: How to Paint What Doesn’t Exist, by James Gurney
The Visual Story, Bruce Block

Other technology requirements / equipment
A digital camera, not just a mobile phone, is highly recommended. Digital still cameras are available for student checkout from Media Services located in IRC 112.

Course Requirements and Assignments
Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

The learning activities and assignments outlined below are listed with their aligned CLO or CLO’s (Course Learning Outcomes), along with their assignment weights. While a general timetable for the assignments are provided in the course schedule table at the end of the syllabus, students should refer to the detailed dates and descriptions that accompany every assignment and exercise as they appear in Canvas.
Visual and Rendering Exercises (totals 45% of grade, 90 out of 200 points):

1. Basic Rendering 1: The Vase (10 points) (CLO 1,2)
2. Seeing Light (10 points) (CLO 1,2)
3. Basic Rendering 2: Imaginary Light & Shadow (10 points) (CLO 1,2)
4. Diagramming Light (10 points) (CLO 1,2)
5. Sketchup for Drawing (10 points) (CLO 1,2)
6. Applied Light (10 points) (CLO 1,2)
7. Applied Light – Imaginary Form (10 points) (CLO 1,2)
8. Basic Rendering 3: Realism (10 points) (CLO 1,2)
9. Understanding Surfaces: Materials (10 points) (CLO 1-3)

Visual Development Assignments (totals 45% of grade, 90 out of 200 points):

1. Visual Development Design Prompt 1 (10 points) (CLO 1-3,5-7)
2. Visual Development Design Prompt 2 (10 points) (CLO 1-3,5-7)
3. Visual Development Design Prompt 3 (10 points) (CLO 1-3,5-7)
4. Visual Development Design Prompt 4 (10 points) (CLO 1-3,5-7)
5. Visual Development Design Prompt 5 (10 points) (CLO 1-7)
6. Visual Development Design Prompt 6 (10 points) (CLO 1-7)
7. Visual Development Design Prompt 7 (10 points) (CLO 1-7)
8. Final Visual Development Presentation (20 points) (CLO 1-7)

Participation (totals 10% of grade, 20 out of 200 points)

Final Examination or Evaluation

The final examination is based on an evaluation of your final visual development presentation that will be reviewed during the class final on December 14, 2016 from 12:15-4:30pm. The location for the final is Art 243.

Grading Information

Grades for the assignments are based on two major rubrics:

1. 60% is based on the work completed: Following directions, meeting the minimum requirements, working through process, and being timely with submissions. (Details of rubrics will appear in Canvas’ “Speed Grader”)
2. 40% is based on the results - visual results, as in "how good does it look?"

A lot of emphasis is based on the outcome, echoing the industry expectations placed on craft. One of the mantras in my teachings is "move the needle" – in other words, show visible improvement. Nothing motivates like the end goal, of producing great looking image imagery.

Just putting in the effort, mainly the minimum work required, will earn you a D grade (rubric #1). If you earnestly apply the concepts being taught, even if you are struggling with improving your skills, you will still see improvement. Therefore, if the work looks sound, that usually warrants a C. If the artwork is good, judged against the level of ability displayed within the given class section, then it is graded with a B. A’s are not easily to achieved; the artwork is measured against the best examples from previous classes. Therefore, one has to be extremely dedicated to consistently score A grades. +/- grading is utilized.
Late assignments will be accepted at any time until the end of the semester, but will be downgraded by 50% of the assignment grade. Arrangements must be made in advance with the instructor for deadline extensions or none shall be granted. Students with an unforeseen emergency must be prepared to furnish the appropriate documentation to be excused. There are no planned extra credit assignments. Access to your grades as well as copies of the course materials such as the syllabus, assignments, notifications etc. will be made available through the SJSU Canvas system at https://sjsu.instructure.com/courses/1207287. In addition, you are also responsible for regularly checking with the messaging system through MySJSU.

Classroom Protocol

1. Be on time. Late arrivals disrupt the class.
2. Classes are crowded. Please be attentive to your personal hygiene.
3. Fill the front seats first.
4. Ensure that backpacks, and other personal accessories, do not obstruct aisles.
5. No audio headphone or cell phone usage during class.
6. No spray mount or fixative spraying in the class.
7. Use the trashcans in the rooms, hallways, and restrooms.
8. Do not dump toxic wastes in restroom sinks. Use the recycling drums upstairs.
9. Clean the sinks if you use them for your project clean ups. Do not discard paper towels on the floor.
10. Do not use the tabletops as a cutting surface.
11. Do not leave valuable items unattended.
12. Do not leave the classroom without cleaning your area.
13. University Policies: the link below contains university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc.

University Policies

The link below contains university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc.

http://www.sjsu.edu/gup/syllabusinfo/

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Schedule is subject to change. Fair notice shall be given in class and through Canvas.

Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>8/29</td>
<td>Course intro “Painting What You Know” Review Basic Rendering 1: The Vase assignment; Basic Rendering 2: Imaginary Light and Shadow</td>
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<tr>
<td>Week</td>
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| 1    | 8/31 | Review Basic Rendering 2: Imaginary Light & Shadow assignment  
      |      | Review Seeing Light: Observation assignments; Photoshop Primer |
| 2    | 9/5  | Review Applied Light: Simple Object and Diagramming Light Sketchup for Drawing |
| 2    | 9/7  | Review Applied Light: Imaginary Form  
      |      | Basic Rendering 3: Realism |
| 3    | 9/12 | Review Basic Rendering 3: Realism Studies  
      |      | Materials |
| 3    | 9/14 | Materials continued (in-class work session) |
| 4    | 9/19 | Understanding Surfaces: Materials  
<pre><code>  |      | Individual reviews |
</code></pre>
<p>| 4    | 9/21 | Advanced Photoshop Processes 1 |
| 5    | 9/26 | Advanced Photoshop Processes 2 |
| 5    | 9/28 | Utilizing Photography 1 |
| 6    | 10/3 | Utilizing Photography 2 |
| 6    | 10/5 | Utilizing 3D 1 |
| 7    | 10/10 | Utilizing 3D 2 |
| 7    | 10/12 | Advanced Photoshop Processes 3 |
| 8    | 10/17 | Advanced Photoshop Processes 4 |
| 8    | 10/19 | Assign Vis Dev Design Prompt 1 |
| 9    | 10/24 | Review Vis Dev Design Prompt 1 |
| 9    | 10/26 | Critique Design Prompt 1; Assign Vis Dev Design Prompt 2 |
| 10   | 10/31 | Review Vis Dev Design Prompt 2 |
| 10   | 11/2 | Critique Design Prompt 2; Assign Vis Dev Design Prompt 3 |
| 11   | 11/7 | Review Vis Dev Design Prompt 3 |
| 11   | 11/9 | Critique Design Prompt 3; Assign Vis Dev Design Prompt 4 |
| 12   | 11/14 | Review Vis Dev Design Prompt 4 |
| 12   | 11/16 | Critique Design Prompt 4; Assign Vis Dev Design Prompt 5 |
| 13   | 11/21 | Review Vis Dev Design Prompt 5 |
| 13   | 11/23 | No Class (campus holiday) |
| 14   | 11/28 | Critique Design Prompt 5; Assign Vis Dev Design Prompt 6 |
| 14   | 11/30 | Critique Design Prompt 6; Assign Vis Dev Design Prompt 7 |</p>
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<th>Week</th>
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<tbody>
<tr>
<td>15</td>
<td>12/5</td>
<td>Review Vis Dev Design Prompt 7</td>
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<tr>
<td>15</td>
<td>12/7</td>
<td>Critique Design Prompt 7; Assign Final Vis Dev Presentation</td>
</tr>
<tr>
<td>Final Exam</td>
<td>12/13</td>
<td>Art 243 19:45-12:00pm</td>
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