San Jose State University - Animation/Illustration
ANI 116, Conceptual Illustration, Section 01, SPRING, 2016

Contact Information
Instructor: Barron Storey
Office Location: Room 225
Telephone: (415) 673-0580
Email: rossbarronstorey@aol.com
Office Hours: 30 minutes before classes plus email
Class Days/Time: Tuesdays & Thursdays 6:30 pm – 9:20 pm
Classroom: ART 243
Prerequisites: ANI 113B, Passage of Mid-Program Review

Course Description
Conceptual Illustration is an advanced course in illustration professionalism, stressing individual responses to assignments that typify those expected of freelance illustration providers. Prerequisites are ANI 113B and Passage of Mid-Program Review.

Course Goals and Learning Objectives
Course Goals
Examples:
• Develop understanding of and sensitivity to the principles of illustration.
• Introduce the rigorous work schedule demanded of freelance professionals.
• Encourage independence of thought and visual language.
• Familiarize the student with the profession, the art form and its history.
• Encourage the student to explore and pursue art outside the scope of the class.
Student Learning Objectives

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

Consider the possibilities of pursuing an illustration career without being directly employed on a work for hire basis.

- Understand differences in the processes of illustration assignments, quick turn around, long development, personal objectives and interests, reportage and visual journalism, use of unusual materials and different states of mind, varieties of promotion, client contact and business practices.
- See the relationship between the objectives of the illustrator and the responsibilities of good citizenship, community and world events.
- Develop a sense of the qualities that are important to the illustrator from clarity and readability to originality and credibility.

Required Texts/Readings

Textbook

Readings are suggested and listed but not required.

Course Requirements and Assignments

1. “Generations”. What went before, came next and what followed. History, personal or otherwise. An exploration of research, creation of art elements independently of how they will be used in final combination. Different artistic treatments for each “bit” emphasized.

2. “The Crew of You”. Characters created from different aspects of the artist’s personality come together in a world created with set design and three dimensional modeling to produce an illustration that could inspire potential backers of a story telling project.

3. Text illustration. A given manuscript illustrated in three ways with three different printing limitations: Iconic cover design in graphic simplicity, Pictorial spread in full color, Character study in two colors only. Usual author of the script for this assignment is Steven Millhauser, but other texts may be assigned.

4. “Pro / Con”. An examination of editorial opinion illustration presented with an attitude of total advocacy—no subtlety allowed whether positive or negative. Based on issues that are presently in public discourse. Final work must be done in class, within one class period.

5. “Location”. An abbreviated field trip reportage assignment stressing perceptive observation and drawing on the spot, such drawings to be enhanced by additional studio work without losing the effect of the on location immediacy.

6. “I Love You” Creating a work specifically to be given to a person in the artist’s life. Learning how to anticipate and serve another person’s needs and preferences in acknowledgement of that person’s influence on the artist.
Assignments do not have specific weight in overall evaluation. As in an illustrator’s career, it is overall performance that counts.

**Grading Policy**

*Grades are based on overall performance, improvement and class participation. The assessment of participation is based on class events. Attendance per se, is not a component in this evaluation. Grades include plusses and minuses*

**Classroom Protocol.**

*Students are expected to be on time, to provide explanations for absence, and to behave in a professional manner within reasonable limits of safety and classroom order. Cellphone usage should be limited to important concerns only. Laptop computers are allowed but restricted to applications that are classwork related.*

**University Policies**

**Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at [http://info.sjsu.edu/static/catalog/policies.html](http://info.sjsu.edu/static/catalog/policies.html). Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at [http://www.sjsu.edu/provost/services/academic_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at [http://www.sjsu.edu/aars/policies/latedrops/policy/](http://www.sjsu.edu/aars/policies/latedrops/policy/). Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/).

**Consent for Recording of Class and Public Sharing of Instructor Material**

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), [http://www.sjsu.edu/senate/docs/S12-7.pdf](http://www.sjsu.edu/senate/docs/S12-7.pdf), requires students to obtain instructor’s permission to record the course.

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - There is no limitation or specific policy regarding recording in the class.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests will be obtained.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not
publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

**Academic integrity**

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at http://www.sjsu.edu/studentconduct/.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Integrity Policy S07-2 requires approval of instructors.

**Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of your disability.

In 2013, the Disability Resource Center changed its name to be known as the Accessible Education Center, to incorporate a philosophy of accessible education for students with disabilities. The new name change reflects the broad scope of attention and support to SJSU students with disabilities and the University's continued advocacy and commitment to increasing accessibility and inclusivity on campus.

**SJSU Counseling Services (Optional)**

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling Services website](http://www.sjsu.edu/counseling).
The instructor reserves the right to set deadlines for assignments as well as the order in which they are given in accordance with his perception of class needs and dynamics. There is no final exam in this course presently though this may change if such an exam is required by the university.

Course Schedule

Course Schedule COURSE SCHEDULE: ANI-116, CONCEPTUAL ILLUSTRATION, Spring, 2014

Week 1:

Th: Introductory discussion. The realities of illustration careers
   Free lance vs. employment; team standards vs. a unique visual “voice”
   First day drawings: portraits for roll sheet
   Image communication basics: “The Big Triangle”
   Assignment: “Generations”

Th “Round table” “Generations” presentations
   Pin up of first “bit”
   Discussion: Scale of undertaking, seriousness

Week 2:

T: Slideshow: “Bits” process in professional work
   Art of multiples: combines, collage, assemblage
   Appropriate ways of combining images

Th: First two bits evaluated

Week 3:

T: Demo and exercise: mounting, use of materials
   Two more “bits” pin up, Critique

Th: All six bits to class with backing surface
   Workshop: Commitment vs. planning

Week 4:

T: New assignment presentation: “Crew of You”,
   First goal: character designs; discussion of archtypes

Th: Final presentation: “Generations”. Critique and prize for best work

Week 5:

T: Character design presentation, modeling characters in clay,
   Photographing models
   Set design principles / assignment: Three designs
   Exercise: French Revolution

Th: Critique of set designs. Assignment: Maquette of chosen set design

Week 6:
T: “Light Day”. Set model maquettes lit with flashlights and other light sources
Lit sets photographed, comps assigned

Th: “Crew of You” comps presented, critiqued

Week 7:

T: New assignment: Fiction, icon, scene, character(s).
Manuscripts handed out. Thumbnailing exercises. Comps assigned

Th: Finish of “Crew of You” due. Critique, prize

Week 8:

T: Pin up of fiction comps; critique
“Verb lists” and other exercises

Th: “The Big Heads” Chalk drawings at mural size. Collaborative exercise

Week 9:

T: Finishes due on text assignment. Critique, prize

Th: Issues. Explanation of “Pro / Con” assignment. Discussion of topics for Class ‘Zine. First name of zine ideas.

Week 10:

T: “Pro / Con” In class creation of issue driven illustration.

Th: New assignment: ‘San Jose Stereotypes’. Location photographic research gathering, partnering with another student. Photo realist art examined, grid exercise

Week 11:

T: In class workshop on photo realist (grid) background for S.J. Stereotypes

Finalizing theme and name for class “zine”. Bristol given out. Size decided.

Week 12:

T: Presentation of previous zines. Comps assigned

Th: Zine comps reviewed. Icons, lettering and signatures created in class, editor Selected

Week 13:

T: Zine page finishes due. Page order determined. Printing “dummy” made. Pages Cut, taped to make printing boards. Students take boards to get copies. Decision on cover, editorial statement collected

Th: (if possible) Copies folded, collated, collected for final cover and extra pages to be Created. New assignment: “Mask” three dimensional painted object
Week 14:
Th: Magazines assembled, trimmed and distributed.

Week 15:
T: Display of Mask assignment results. Final assignment (TBA)
Th: Teacher’s personal journals brought in. Discussion of the particulars of journal keeping and review of student journals.

Week 16:
T: Presentation of final (TBA) assignment. No final examination in this class.

Note: Teacher reserves the right to change assignments, due dates and other activities. Students will be notified of adjustments.

LIBRARY LIASON:
For assistance in finding library resources, contact MLK Librarian Paul Kauppila, Paul.Kauppila@sjsu.edu

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