

ILLUSTRATION PROGRAM GOALS AND COMPETENCIES

Dean 4-20-17

-
1. To introduce the students to the critical skills needed for effective visual communication.
 2. To develop skills, necessary for strong visual solutions to assignments.
 3. To encourage creative risks and developing of a personal direction reflected in a portfolio of assignments and projects.
 4. To inform students about the historical continuity of the profession of Illustration and to give them a professional background of the field.

1. Demonstrate visual-communicative abilities and implement basic design principles to address narrative or conceptual projects. (CC 1, 5, 7) (FN 1, 2, 3)
2. Develop strong visual and artistic skills using a variety of illustrative techniques, both traditional and digital, in black and white and color. (CC 4,5,6 (FN 1, 2, 3)
3. Practice the process of an Illustration project - from research of the subject to developing ideas through sketching - to finish image. (CC 1,2,3,4,5,7) (FN 1, 2, 3)

4. Create work in series of images maintaining a cohesive stylistic approach. (CC 4), (FN 1, 2, 3)
5. Incorporate knowledge from the history of Illustration in projects, including its origins in the fine arts and its relationship to the written communication. (CC 5,7)