

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Illustration	VCDE 301	V	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	Yes	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English
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Course Instructor(s)	Korhan Akbaytogan	E-mail : korhan.akbaytogan@arucad.edu.tr Office : 1069 Printmaking Studio	
Course Objectives	This course introduces students to the fundamentals of illustration, enabling them to understand its purpose and recognize its role in visual communication. Students will identify illustration as a discipline that involves any drawing, painting, or printed work of art that is created to explain, clarify, illuminate, represent, or decorate a written text—commonly referred to as commercial art. Emphasizing hand-crafted techniques, the course encourages students to explore and apply creative processes in response to conceptual commissions. Through project-based assignments, students will analyze the relationship between text and image, develop personalized visual solutions, and ultimately create original illustrative works tailored to target audiences for both artistic expression and commercial use.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods

Course Content	Identify and Experiment with Various Conventional Media (Inking, Watercolor, Gouache, etc.)	Demonstrations, hands-on practice	Project Evaluation
	Examine and Differentiate Illustration Styles for Various Commissions	Group discussions, case studies	Project Evaluation
	Apply Visual Storytelling Techniques through Illustration Styles	Project assignments, peer critique	Project Evaluation
	Create and Organize Mood Boards and Initial Compositions	Mood board creation, group feedback	Project Evaluation
	Apply Color Theory to Illustrations Using Themes, References, and Gradients	Design application	Project Evaluation
	Demonstrate and Apply Perspective Drawing Techniques for Concept Design	Demonstrations, individual exercises	Project Evaluation
	Design and Develop Props and Characters for Concept Art Projects	Design projects	Project Evaluation
	Master and Apply Advanced Shading and Shadow Techniques	Individual practice	Project Evaluation
In this course, students will identify and experiment with various conventional illustration media such as inking, watercolor, and gouache, through demonstrations and hands-on practice. They will examine and differentiate illustration styles and commissions via group discussions and case studies. Students will apply visual storytelling techniques by creating illustrations and receiving peer critiques. They will create and organize mood boards and initial compositions, refining their work through group feedback. Students will apply color theory using themes, references, and gradients in workshops and design tasks. They will evaluate and integrate advanced color theory into their illustrations with peer reviews. Through demonstrations and individual exercises, they will demonstrate and apply perspective drawing techniques for concept design. Students will design and develop props and characters, refining their concepts through iterative feedback. Finally, they will master and apply advanced shading and shadow techniques through individual practice and instruction.			

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementat ion	Required Reading, Preliminary preparation

		(theory/practice)	
1	Introduction to illustration styles and commissions. Introduction to various conventional media; inking, watercolour, aquarelle, pastels, markers, gouache, acrylics, airbrush etc. Basics of Visual Storytelling through illustration styles. Principles and elements of basic illustration. Briefing process about the main Project. Briefing.	T	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB. Holtzschue, L. (2017). <i>Understanding color: An introduction for designers</i> . Wiley.
2	Color Theory practice assignment: Color Lotus (advanced color wheel) practices using watercolor or gouache. Learning how to mix colors.	T/P	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB. Holtzschue, L. (2017). <i>Understanding color: An introduction for designers</i> . Wiley.
3	Color Theory practice assignment: Color Lotus (advanced color wheel) practices using watercolor or gouache. Learning how to mix colors.	T/P	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB. Holtzschue, L. (2017). <i>Understanding color: An introduction for designers</i> . Wiley.
4	Main project assignment on material study and prop design. Research for concept development. Sketching and prototyping based on the given design brief. Students will create visuals that emphasize aesthetics in design processes. Specific tones of colors will be used to illustrate common elements.	T/P	Houston, G. (2016). <i>Illustration That Works : Professional Techniques for Artistic & Commercial Success</i> . New York, Monacelli Studio, 2016 Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing.
5	Main project assignment on material study and prop design. Value application, coloring and texturing based on the given design brief. Specific tones of colors will be used to illustrate common elements.	T/P	Houston, G. (2016). <i>Illustration That Works : Professional Techniques for Artistic & Commercial Success</i> . New York, Monacelli Studio, 2016 Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing.

6	Main project assignment on material study and prop design. Value application, coloring and texturing based on the given design brief. Specific tones of colors will be used to illustrate common elements.	T/P	Houston, G. (2016). <i>Illustration That Works : Professional Techniques for Artistic & Commercial Success</i> . New York, Monacelli Studio, 2016 Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing.
7	Main project assignment on material study and prop design. Value application, coloring and texturing based on the given design brief. Specific tones of colors will be used to illustrate common elements. MIDTERM.	T/P	Houston, G. (2016). <i>Illustration That Works : Professional Techniques for Artistic & Commercial Success</i> . New York, Monacelli Studio, 2016 Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing.
8	Color Theory practice assignment 2: Advanced tonal web practices on tints tones and shades using watercolor. History of color theory and the natural meaning potentials of color.	T/P	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB. Holtzschue, L. (2017). <i>Understanding color: An introduction for designers</i> . Wiley.
9	Color Theory practice assignment 2: Advanced tonal web practices on tints tones and shades using watercolor. History of color theory and the natural meaning potentials of color.	T/P	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB. Holtzschue, L. (2017). <i>Understanding color: An introduction for designers</i> . Wiley.
10	Main project assignment on environment design for game/movie concept. Natural scenery and perspective drawing. Students are expected to produce innovative and original illustrations that reflect natural meaning potentials of color. For the mood boards, students will need to research, plan, implement and report during the project phase.	T/P	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. Barker, P. (Ed.). (2024). <i>Artists' master series: Perspective and depth</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB.
11	Main project assignment on environment design for game/movie concept. Coloring using tints, tones and shades. Students are expected to produce innovative and original illustrations that	T/P	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing.

	reflect natural meaning potentials of color. For composition and rendering, students will be asked to use digital applications and AI.		Barker, P. (Ed.). (2024). <i>Artists' master series: Perspective and depth</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB.
12	Main project assignment on environment design for game/movie concept. Coloring using tints, tones and shades. Students are expected to produce innovative and original illustrations that reflect natural meaning potentials of color. For coloring, students will deliver watercolor illustrations.	T/P	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. Barker, P. (Ed.). (2024). <i>Artists' master series: Perspective and depth</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB.
13	Main project assignment on environment design for game/movie concept. Coloring and texturing using tints, tones and shades. Students are expected to produce innovative and original illustrations that reflect natural meaning potentials of color. For detailing, students will be asked to establish the connection between design and aesthetic values.	T/P	Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. Barker, P. (Ed.). (2024). <i>Artists' master series: Perspective and depth</i> . 3dtotal Publishing. 21 Draw. (2016). <i>21 draw: Illustrator's guidebook</i> . 21D Sweden AB.
14	Main project assignment on Character Design for game/movie concept. Draft character design sketching. (optional)	T/P	Bishop, R., Boo, S., Cruz, M. R., & Gadea, L. (2020). <i>Fundamentals of character design: how to create engaging characters for illustration, animation & visual development</i> . Lewis, M., Frye, J. A.
15	Final : Main project assignments portfolio submission and evaluation.	T/P	

Required Course Material(s) / Reading(s)/ Text Book(s)	Houston, G. (2016). <i>Illustration That Works : Professional Techniques for Artistic & Commercial Success</i> . New York, Monacelli Studio, 2016 (NC1000 .H679 2016) Pickard, C. Knopf, D. (2021). <i>Artists' Master Series: Color and Light</i> . 3dtotal Publishing. (ND1488.C65 2021) Barker, P. (Ed.). (2024). <i>Artists' master series: Perspective and depth</i> . 3dtotal Publishing.
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	21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
Recommended Course Material(s)/ Reading(s) /Other	Bishop, R., Boo, S., Cruz, M. R., & Gadea, L. (2020). <i>Fundamentals of character design: how to create engaging characters for illustration, animation & visual development</i>. Lewis, M., Frye, J. A., (NC825.C43 B57 2020) Zeegan L., Roberts, C., (2014). <i>Fifty Years of Illustration</i>, London: Laurence King Publishing. Holtzschue, L. (2017). <i>Understanding color: An introduction for designers</i>. Wiley.

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES	
PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)

		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.			x		
2	Knows the principles and elements of basic design.					x
3	Knows the history, theories and theorists of visual communication.					x
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.					x
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.			x		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.					x
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity					x
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.					x
9	Applies visual communication design techniques with design technologies in developing and changing media environments.				x	
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.					x
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.				x	
12	Has the ability to use research methods and techniques in the field of Visual Communication.				x	
13	Has the competence to research, plan, implement and report during the project phase.					x
14	Has the competence to establish the connection between design and aesthetic values.					x
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.				x	
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.					x
17	Has the skills and competence to turn their designs into a portfolio document and present them.					x
18	Knows how to integrate and use digital technologies and artificial intelligence-based/ supported design tools creatively and innovatively in visual communication design and production stages.					x
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.					x

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		1	14
Mid-Term	1		25	25
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		30	30
Other	-		-	-
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life. Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	
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		SDG 2: Zero Hunger	
		SDG 3: Good Health and Well-Being	
		SDG 4: Quality Education	X
		SDG 5: Gender Equality	
		SDG 6: Clean Water and Sanitation	
		SDG 7: Affordable and Clean Energy	
		SDG 8: Decent Work and Economic Growth	X
		SDG 9: Industry, Innovation and Infrastructure	
		SDG 10: Reduced Inequalities	
		SDG 11: Sustainable Cities and Communities	
		SDG 12: Responsible Consumption and Production	X
		SDG 13: Climate Action	
		SDG 14: Life Below Water	
		SDG 15: Life on Land	
		SDG 16: Peace, Justice and Strong Institutions	
		SDG 17: Partnership for the Goals	

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Students will be given one main project with multiple sub-assignments and research topics during the course. Throughout the course, the related subjects of the discipline will be put into spotlight. Students will need to learn and draw their own roadmap in order to navigate throughout the project. They will be both guided and observed for the necessary craftsmanship. At the end of the course they will be asked to prepare and present both written and visual presentations that will put everything they learn into practice.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Snr. Inst. Korhan Akbaytogan
UPDATED	29.10.2025
APPROVED	