ARUCAD
Arkin University
of Creative Arts and Design

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory 2	**Practice** 2		
Illustration	VCDE 301	V	2	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

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**
	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
Course Content	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**	**Implementation (theory/practice)**	**Required Reading, Preliminary preparation**
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.	T	21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.

	Briefing process about the main Project. Briefing.		
2	Color Theory practice assignment: Split primaries and other advanced color wheel practices using watercolor and mixed media.	T/P	21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB. Holtzschue, L. (2017). Understanding color: An introduction for designers. Wiley.
3	Color Theory practice assignment: Split primaries and other advanced color wheel practices using watercolor and mixed media.	T/P	21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB. Holtzschue, L. (2017). Understanding color: An introduction for designers. 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.	T/P	Houston, G. (2016). Illustration That Works : Professional Techniques for Artistic & Commercial Success. New York, Monacelli Studio, 2016 21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
5	Main project assignment on material study and prop design. Sketching and prototyping based on the given design brief.	T/P	Houston, G. (2016). Illustration That Works : Professional Techniques for Artistic & Commercial Success. New York, Monacelli Studio, 2016 21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
6	Main project assignment on material study and prop design. Value application, coloring and texturing based on the given design brief.	T/P	Houston, G. (2016). Illustration That Works : Professional Techniques for Artistic & Commercial Success. New York, Monacelli Studio, 2016 21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
7	Main project assignment on material study and prop design. Value application, coloring and texturing based on the given design brief.	T/P	Houston, G. (2016). Illustration That Works : Professional Techniques for Artistic & Commercial Success. New York, Monacelli Studio, 2016 21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
8	Midterm : Main project assignments portfolio submission and evaluation.	T/P	
9	Color Theory practice assignment 2: Advanced tonal web practices on tints tones and shades using watercolor. History, theories and theorists of color theory.	T/P	21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.

			Holtzschue, L. (2017). Understanding color: An introduction for designers. Wiley.
10	Color Theory practice assignment 2: Advanced tonal web practices on tints tones and shades using watercolor.	T/P	21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB. Holtzschue, L. (2017). Understanding color: An introduction for designers. Wiley.
11	Main project assignment on interior and environment design for game/movie concept. Perspective and 3D model drawing. Advanced practical skills of 3D modelling tools will be utilised in order to transform creative and innovative ideas illustrativons. Students are expected to produce innovative and original works that reflect abstract and concrete concepts of illustration.	T/P	Barker, P. (Ed.). (2024). Artists' master series: Perspective and depth. 3dtotal Publishing. 21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
12	Main project assignment on interior and environment design for game/movie concept. Perspective and 3D models' pencil drawing and shading. For the mood boards, students will need to research, plan, implement and report during the project phase.	T/P	Barker, P. (Ed.). (2024). Artists' master series: Perspective and depth. 3dtotal Publishing. 21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
13	Main project assignment on interior and environment design for game/movie concept. Perspective and 3D models' elaboration for selected visual styles. For detailing, students will be asked to establish the connection between design and aesthetic values.	T/P	Barker, P. (Ed.). (2024). Artists' master series: Perspective and depth. 3dtotal Publishing. 21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
14	Main project assignment on interior and environment design for game/movie concept. Perspective and 3D models' coloring and texturing.	T/P	Barker, P. (Ed.). (2024). Artists' master series: Perspective and depth. 3dtotal Publishing. 21 Draw. (2016). 21 draw: Illustrator's guidebook. 21D Sweden AB.
15	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). Fundamentals of character design: how to create engaging characters for illustration, animation & visual development.
16	Main project assignment on Character Design for game/movie concept. Draft character design coloring. (optional)	T/P	Bishop, R., Boo, S., Cruz, M. R., & Gadea, L. (2020). Fundamentals of character design: how to create engaging characters for illustration, animation & visual development.

17	Final : Main project assignments portfolio submission and evaluation.	T/P	

Required Course Material(s) / Reading(s)/ Text Book(s)	Houston, G. (2016). *Illustration That Works : Professional Techniques for Artistic & Commercial Success.* New York, Monacelli Studio, 2016 (NC1000 | .H679 2016) Holtzschue, L. (2017). *Understanding color: An introduction for designers.* Wiley. Barker, P. (Ed.). (2024). Artists' master series: Perspective and depth. 3dtotal Publishing. 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). *Fundamentals of character design: how to create engaging characters for illustration, animation & visual development.* Lewis, M., Frye, J. A., (NC825.C43 B57 2020) Zeegan L., Roberts, C., (2014*). Fifty Years of Illustration*, London: Laurence King Publishing. Jiajia, X. (2017). *Packaging illustrations*. Artpower. (TS195.4 | .P363 2016)

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)	15		4	60
Preliminary Preparation and self- study	15		1	15
Mid-Term	1		25	25
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		25	25
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.

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	12.09.2024
APPROVED	