Illustration Certificate Course Descriptions

WESTERN WASHINGTON UNIVERSITY – DEPARTMENT OF DESIGN

FALL

DSGN348 Visual Concepts in Illustration

This course will lay the groundwork for illustration as a means of visual problem solving. Through the use of narrative pictures, symbols, and icons, we will cover visual concepts such as irony, metaphor and juxtaposition. Classroom sessions will include lectures, critiques, demonstrations, guest illustrators, and in-class assignments designed to stimulate who they are as an artist. Lecture material will involve discussions of the varying industries within illustration, historical trends, and influences in the field of contemporary illustration.

DSGN349 Introduction to Animation Techniques

This course introduces students to the principles of spatial and temporal design by focusing on animation fundamentals. Lectures and in-class demonstrations will cover the variety of animation approaches used in the industry today. The course will have access to a traditional design classroom as well as a university computer lab.

WINTER

DSGN347 Illustration Methods

This course will explore an array of mediums traditionally used by commercial, editorial and book illustrators. From watercolor and ink to collage and sculpture. This course will provide students with a variety of examples on exactly what illustration is and how it's made.

DSGN358 Digital Methods for Illustrators

This course addresses the needs of beginning illustrators who are looking to incorporate digital tools to their image making process as well as experienced digital artists wanting to expand their knowledge. The course will cover the fundamentals of raster vs vector-based art, industry trends, and how to navigate these applications with a focus on scanning traditional media, enhancing it with digital techniques, and prepping it for professional level print and web production. Classroom sessions will include lectures, demos, critiques, guest speakers and in-class assignments designed to give students a foundation to navigate these tools as well as individually explore how they might utilize them to create new, professional level work.

DSGN367 Commercial Illustration Concepts

This course will explore the commercial application of illustration and reveal the range of uses from editorial and advertising to book covers and institutional. Projects are directly modeled after real-life assignments the instructor has received over the years by professional clients. Concepts such as original thinking, concept clarity, and awareness of contemporary themes will be discussed. The object of this course is to give students a solid background to the industry as a whole and introduce them to the rigors of professional client expectations, while developing a portfolio of work solving pictorial problems and explore each student's unique individual voice.

SPRING

DSGN357 Narrative Illustration

This course introduces students to illustration as a means of visual problem solving through narrative expression. With the use of narrative pictures, characters, and environments, the course will reveal visual concepts such as composition, pose design and the art of the page turn. Classroom sessions will include lectures, critiques, demonstrations, guest illustrators, and in-class assignments designed to stimulate who they are as a narrative illustrator. Lecture material will involve discussions of the varying industries within illustration, historical trends, and influences in the field of contemporary narrative illustration.

DSGN368 Professional Practices for Illustrators
This course will cover strategies and tools that are integral in preparing for a professional career as an illustrator. There will be emphasis on bringing the student's unique creative vision to the forefront in curating and presenting a portfolio of work. Students will create promotional materials, curate a portfolio and begin steps for building an online presence. Research will involve illustration venues, branding, online identity and inspiration. Lectures will cover market niches, finding work, self-promotion, current practices within illustration, pricing, and working with art directors. The course will also reveal how to build a professional audience through the use of social media and crucial practices such as billing, contracts, and the pros and cons of artist representation.