Bachelor of Graphic Arts (BGA)  
Commercial Illustration

Educational Objectives

The Illustration program at Nossi College of Art offers a comprehensive curriculum focused on all aspects of developing commercial illustrators. Students learn from professional illustrators and designers and will be taught current industry methods and techniques. From fundamental instruction in courses such as Basic Drawing, Color Theory, Graphic Design and Design Composition, to advanced classes in Book Publishing, Sequential Art, 3D Modeling and Character Development, illustration students will be exposed to the latest applications, technology and professional training equipping them for a variety of career opportunities.

Each course is specifically designed to prepare students for freelance and full-time careers in commercial illustration including: story board artist, comic and book illustrators, concept artist and 3D character and modeling artist.

Along with self-promotional preparation and training, students will also learn what it means to be a freelance artist. Understanding the business aspects of illustration will be as important as learning the technical and aesthetics aspects of creating art. Portfolio preparation, self-promotion and communication skills will be emphasized as students prepare for their professional careers. All students are encouraged to develop a freelance network prior to graduation.

From professional training and industry-relevant courses to professional communication skills, the students in the Bachelor of Graphic Art in Commercial Illustration Program will have the necessary skills and preparation for a career in design or illustration.

All 136-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.
HWC 301 HISTORY OF WESTERN CIVILIZATION
This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

ES 300 EARTH SCIENCES: THE HUMAN ENVIRONMENT
This course satisfies the general education requirements in the earth sciences. This GE requirement was established, in part, because of the potent influence of science on society. Therefore, a major objective of this course is to help develop an understanding of the nature of science, including its philosophical basis, power and limitations. The content of the course is centered on life and its relationship to the environment.

LIT 211 AMERICAN LITERATURE
In this course, students trace the relationship between culture and art at various stages in literature, especially English-language literature. Students will explore texts that provide fine examples of the three main literary genres: fiction, poetry, and drama. We will look at some plays that are 2,500 years old, 500 years old and works in other genres dating back centuries. We will also visit some contemporary work. We will talk about theme, point of view and voice, symbolism, imagery, figures of speech, forms, plot structure and irony. Students will focus on the ability to analyze these aspects of a work and articulate how and why various authors do what they do.

SS 104 SUCCESS STRATEGIES
Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills that are necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.

General Education Courses

SPC 101 SPEECH
This course is designed to teach students the art of public speaking. This class gives students an opportunity to improve their self-confidence and enhance their career path in graphic arts, advertising and photography. Students will learn how to deal with clients; how to speak to clients; how to present ideas to clients and how to convince clients. Step-by-step students learn the art of public speaking and will be required to deliver at least two speeches before the class.

PL 103 PHILOSOPHY
This course examines creative issues and important thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

PS 108 PSYCHOLOGY
This is a survey course of the science of psychology. It covers the key terms of most of the psychological concepts from brain biology to abnormal, motivational and developmental psychology. This course surveys a broad field of study. A study of the thinking and research behind various fields of psychology will lead to a discussion of how each field applies to human events in the everyday lives of people. An examination of how psychology also applies to advertising, graphic arts, illustration and photography will be made.

EN 270 ENGLISH
This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these will add points to the grade). A research paper is required and must have the correct documentation and analysis format. Professional presentation of the final portfolio is required for completion of this course.

MTH 300 CONTEMPORARY MATH
Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematics of choice, management applications, statistics, probability and growth and decay as they apply to finance.

AH 212 ART HISTORY
This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations and reading. Students are taught art appreciation, art history, terminology, artists, art styles and the characteristics that distinguish individual artists and their styles. At the conclusion of this course, students are expected to be able to identify different artworks by artist and title. They will also be able to name the period, the style and influences of each work of art.

Course Descriptions for Commercial Illustration (BGA)
SBM 275 SMALL BUSINESS MANAGEMENT
Students will learn how to start and operate a small business with emphasis on business leadership and investment, as well as understanding the advantages and disadvantages of establishing a corporation, proprietorship and partnership.

Courses of Major

DC 102 DESIGN COMPOSITION
Students are introduced to the principles of design using a variety of media as they complete projects that emphasize various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

BD 101 BASIC DRAWING
This fundamental course introduces the beginning art student to the principles of drawing. Accurate observations of shapes, forms, contours and tones will be stressed while learning to use a variety of media (e.g. pen and ink, graphite pencils, charcoal, marker, colored pencils, etc.). Fundamental understanding of perspective drawing concepts, including one-, two- and three-point perspective will also be taught in this course. Students will produce works of art using a variety of drawing techniques (e.g. cross-hatching, overlaying colors, stippling, washes, etc.).

IL 103 PERSPECTIVE DRAWING
This comprehensive, foundational course teaches students to use perspective to depict spatial and volumetric depth in paintings and drawings in traditional and digital mediums. Beginning with simple line sketches and building skills in more complex tonal drawings, students will learn to create a sense of the third dimension with figures, still life, landscapes and structures as subjects. Students examine one-, two- and multi-point perspective methods and learn to add reality with tonal range and light source.

APS 142 ADOBE PHOTOSHOP
Adobe Photoshop is the industry standard image-manipulation program, used mainly to modify and work with photographs. After completion of this course, the student will be able to use the computer to retouch a photograph, remove flaws within a photo and make color separations of a photograph. Students will also learn to use Photoshop to create images that incorporate illustrations, text and photographs. They will learn how the program functions within a design environment. The students will apply their skills of scanning photos and artwork. This course will also teach integration with other programs.

PL 160 PAGE LAYOUT
Students will learn how to work with copy. The importance of typography will be explained. Through a series of projects, students will gain a greater understanding of page layout and its uses in the design industry.

CT 105 COLOR THEORY
In this course, students will explore different styles of traditional painting used in the illustration market. Various approaches will include the use of oil, acrylic and watercolor mediums. Students will learn techniques and styles used by many contemporary professional illustrators. They will learn real-life applications and have assignments that complement those applications. An emphasis on concept through final art will be expected on each assignment with an adherence to approved concepts and color compositions.
Course Descriptions for Commercial Illustration (BGA)

**AI 140 ADOBE ILLUSTRATOR**
This course will teach students the Adobe Illustrator program, which is the industry standard for vector-based design in the graphic arts field. Students will learn to create their own designs, many of which will be based on real-world problems students will face on the job. Printing, color and design techniques (the latter learned in the various graphic design courses) will be integrated for completion of the various projects.

**AF 130 ANATOMY AND FIGURE DRAWING**
The structure of the human body is taught by observing the skeleton of the human figure. Understanding the bone structure is an essential prerequisite to drawing the human figure accurately. The muscular structure of the human body is emphasized. Upon completion, students will be able to produce professional drawings of anatomically correct figures which depict chiaroscuro, contrast, value and placement. Students will draw such figures using pencil, charcoal, pastel and conte crayons.

**AM 218 ALTERNATIVE MEDIUMS**
This course will introduce the student to a variety of illustration mediums to enhance the versatility of the student in the visual communication industry. Projects in watercolor and airbrush will be completed. The medium of acrylics will be explored. The class will culminate with a final project utilizing a combination of at least three different mediums.

**TY 110 TYPOGRAPHY**
Students will study the history of lettering from ancient symbols to today’s digital technology. Students will also study various type families, become familiar with the terminology and practice the art of hand lettering. Students will learn the art of designing with type and become familiar with different “moods” or “tones” type can have for different occasions. Students will also learn different styles of type used throughout history.

**AF 340 ADVANCED ANATOMY AND FIGURE DRAWING**
This course will present advanced concepts of drawing the human form. Studio experience will be emphasized. Using a variety of mediums, the student will be able to draw anatomically correct figures that clearly show an understanding of proportions, perceptions, perspective, composition and expression.

**IL 260 ILLUSTRATION**
In this course, students will learn the different genres of illustration markets including editorial, advertising, corporate, technical, book publishing and packaging. Students will be introduced to the business of illustration. Techniques of oil, gouache, marker and color pencil will be presented to the student. Pricing, contracts, kill fees and second rights will be presented. Upon completion of this course, students will have produced four illustrations ready for publication.

**IL 360 SEQUENTIAL ART I**
Students will have the opportunity to explore illustration in the narrative form. Storyboarding video productions, television commercials and feature films are a necessity in the world of visual entertainment. Since inception comic books have used sequential illustration to visualize concepts and tell their stories.

**GD 115 GRAPHIC DESIGN I**
Students will explore the theory of aesthetics and design concepts as it applies to graphics. The class will also encompass a detailed investigation into the principles and concepts of effective visual communication through the use of two- and three-dimensional design with a goal of creative problem solving. There is also an emphasis in the commercial application of designing corporate graphics, such as logos and symbol designs.

**ACSI 350 ADOBE FOR ILLUSTRATORS**
Traditional mediums and the powerful colorization tools of Adobe Photoshop and Illustrator are merged in this course for an unbeatable combination. Savvy professionals recognize the value of both worlds. In combination they bring visual skills that are highly sought after in the marketplace.

**IL 310 ILLUSTRATION MATERIALS AND TECHNIQUES**
In this course, students will explore different styles of traditional painting used in the illustration market. Various approaches will include the use of oil, acrylic and watercolor mediums. Students will learn techniques and styles used by many contemporary professional illustrators. They will learn real-life applications and have assignments that complement those applications. An emphasis on concept through final art will be expected on each assignment with an adherence to approved concepts and color compositions.
**3DM 380 3D MODELING**
This course will allow students to be introduced to the world of 3D visualization using Maya. Maya is recognized as an industry standard in various fields like print, game design and animation. This will be the first major step for students in 3D principles. Students will start by learning the interface and how to maneuver around the application. As students progress, modeling, texturing and UV layout concepts will be explored. By the conclusion of this class, students will be able to create simple objects or environments and will texture, light and then render them for print purposes.

**TY 216 ADVANCED TYPOGRAPHY**
Students will delve deeper into the usage of fonts as a major design element. Real life projects will allow students to “practice” choosing appropriate fonts for the subject/client as well as choosing the correct size and color. Students will learn to properly use space, the typographic grid and hierarchy in their designs. Students will begin to use type as a graphic art.

**TN 425 3D TECHNOLOGIES**
Throughout this course, students will further develop their understanding of the 3D realm as they expand on the modeling and texturing side of 3D. They will learn advanced techniques of how to light and texture; render models and scenes and explore modeling hard and organic objects. Students will learn how to create textures for 3D objects, environments and figures. This course is designed to provide each student a foundation on how to tackle any modeling challenges they may face and equip them to model professionally and efficiently in a 3D environment.

**AP 5324 ADVANCED PHOTOSHOP**
This advanced course is for students to expand their digital painting and compositing capabilities in combination with traditional media for both artistic and dramatic effects. As part of this advanced level course, students improve their ability to use brush, lasso, pen, gradient tools, custom brushes, texturing, layer masks, layer effects, adjustment layers, general and customized interfaces, color correction and photo-composites. Students learn how color printing and other issues can be addressed, effectively taking the student from the beginning to the end of production. Plus, they learn how the digital age affects workflow in the entertainment and advertising industries.

**GD 230 GRAPHIC DESIGN III**
This course will explore the history of advertising and examine its role and importance in society. The student will learn the basics of marketing and product positioning. How an advertising campaign develops, from the concept to the final display (including newspapers, magazines, direct mail, television, radio and billboards) will be explored.

**IL 370 SEQUENTIAL ART II**
Students will have the opportunity to further explore illustration in the narrative form. Students will review advanced visual storytelling practices, focusing more on composition and consideration of the reader as a participant in the presentation of the story. Students will also explore the development of Concept Art where the main goal is to convey a visual representation of design, idea and/or mood for use in comic books prior to final art.

**PA 240 PRODUCTION ART I**
In this course, the student will learn a series of steps for creating a printed product, from the conception and execution of a design through editing and production of the finished product. Students will learn about various printing processes focusing mainly on offset lithography. Upon completion of the course, students will have a clear understanding of the four-color printing process and the role a graphic designer has in the process.

**IL 420 BOOK PUBLISHING ILLUSTRATION**
Students are introduced to the world of book illustration for the publishing world (children’s, romance, historical and religious books). Students will research and evaluate all genres to help them find the areas in which they have the most interest.

**IL 435 ADVANCED ILLUSTRATION TECHNOLOGIES**
This course will introduce students to digital sculpting and how it can be used in various forms of illustration. Digital sculpting is being used more and more by various companies and artists because of its speed and functionality. Students will be taught primarily in Zbrush but will also be using Photoshop to concept their artwork and produce finished pieces. We will review the origins, insertions and functions of visible muscle groups of the human body by speed sculpting parts of the figure in Zbrush.
IL 430 EDITORIAL ILLUSTRATION
Students will be providing illustration solutions to the editorial needs of newspapers, magazines and corporations, both on a local and national level. Political satire and bringing visual life to the written word are examples of the areas to be explored.

IL 445 BOOK PUBLISHING ILLUSTRATION II
In this course, students continue to learn traditional content and functions of illustration as it relates to books. In addition, students will learn the fundamentals of choosing themes to visualize in a narrative. Students will learn advanced aspects of book illustration, including styles, market, reproduction, character development and audience. Students will work on independent projects and explore the subject of book illustration in depth. A basic history of the Illustrated Book is covered through an examination of both historical and contemporary examples. Students will learn how to develop the concept of an original idea and how to prepare it for presentation to a commercial publisher.

IL 440 ILLUSTRATION SPECIALIZATION
In this course, students will create a cohesive body of illustrations that best represent each student’s interests and strengths. Students will use the media with which they are most confident. Emphasis is on the individual style that most fits the student’s artistic personality. Upon completion of this course, students will have created imagery suitable for use in a promotional campaign.

PCW 310 PRINCIPLES OF COPYWRITING AND EDITING
The focus of this course is to provide students with the essential skills for professional copywriting and editing. Students will learn how to recognize the purpose behind any piece of copy, use creative skills to make their copy reach target audiences, apply technical specifications to copy through the use of style sheets and format spoken English into acceptable professional copy.

IS 440 INDEPENDENT STUDY
Independent study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area that a student needs in order to complete degree requirements. Independent study courses must be approved by a member of the faculty and by the Vice President of Academic Affairs.

PR 450 PORTFOLIO/RESUME AND CAREER PREPARATION
This intensive capstone course provides students with the technical, conceptual and aesthetic skills to organize and develop an outstanding professional portfolio. Students will build on their comprehensive body of work while at Nossi College of Art to create this professional portfolio. Self-promotional identity themes are developed along with a thorough review of student resumes, cover letters and business cards. Interviewing techniques and job search preparation are also stressed. Portfolios, resumes, business cards and self-promotional materials are showcased at the mandatory Portfolio Review each semester. Industry professionals and potential employers attend the event.