Course Descriptions for Commercial Illustration (BGA)

General Education Courses

EN 280 ENGLISH: WRITTEN AND ORAL COMMUNICATION
This course is designed to provide the student with instruction in two major areas of the English language – writing and oral communication skills. Writing techniques using correct English grammar will be emphasized and will be applicable for different environments including corporate, business and professional settings. A variety of public speaking techniques will also be taught. The student will learn what is appropriate for each situation in which, as a professional artist, he might find himself.

PL 103 PHILOSOPHY
This course examines creative issues and 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 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 everyday lives. An examination of how psychology also applies to advertising, graphic arts, illustration and photography will be made.

MTH 300 CONTEMPORARY MATH
Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematical applications involving choice, voting systems, routing and networks, probability, project scheduling and descriptive and inferential statistics.

AH 212 ART HISTORY/APPRECIATION
This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

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 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 LITERATURE
This class is designed to enhance the student's understanding and exposure to literature. Readings will come from the PDF files on Moodle as well as from handouts from the instructor. A novel reading is required and each student will read and analyze a different novel from a list provided by the instructor. Readings from different genres and cultures will include short stories, poetry and drama. Essays to analyze the readings are the method of assessment as well as tests over the readings and background materials.

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 can add points to the grade). A resume and a cover letter are a separate part of the writing. A research paper is required and must have the correct documentation and analysis format. Professional presentation of final portfolio is required for completion of this course.

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 necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.

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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 mediums, i.e. pen and ink, graphite pencils, charcoal, marker and colored pencil techniques. 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 i.e. cross-hatching, hatching, scumbling, back-fourth strokes, overlaying colors, stippling and washes.

IL 103 PERSPECTIVE DRAWING
This comprehensive foundational course teaches students to use perspective to depict spatial and volumetric depth in paintings and drawings, in both 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 the figure, still life, landscape 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
This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a graphic designer's standpoint. This course will introduce students to the steps necessary for preparing digital files for reproduction at a commercial printer, web design and digital publishing. Students will learn techniques for color management, image and color adjustments, image repair, montage techniques and preparing images for various output.

PL 160 PRINT PAGE LAYOUT
InDesign is the program for page layout artists. It is used to lay out magazines and books, create high-end advertisements as well as other print projects that need exacting typographic and layout specifications. InDesign also has the ability to produce interactive PDFs and Apps for the iPad. In this course, you will learn how to implement InDesign into the daily workflow of your design career. You will also break down actual ad and layout designs from magazines and newspapers to discuss how these can be built within InDesign.

CT 105 COLOR THEORY
Students are introduced to the principles of color theory utilizing various affects, techniques and mediums to create a comprehensive understanding of color principles. Light, hue, value and saturation are all explored in the course and students will learn many aspects of color relationship, application and how to affectively utilize the many facets of color and color theory in the commercial art field.

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, illustrations and reach an understanding of the types of real-world problems students 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 with an emphasis on the muscular structure of the human body. Upon completion, students will be able to produce professional drawings of anatomically correct figures, depict chiaroscuro (the treatment of light and shade in drawing and painting) in the figure, contrast and emphasize value and placement of the figures by using pencil, charcoal, pastel, conté and other mediums.

AM 218 ALTERNATIVE MEDIUMS
In this course, students will be introduced to various painting mediums to increase their versatility in the visual communications industry. Projects in watercolor, gouache, acrylic, oil and mixed media will be explored.

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 the feel type can have for different occasions. Students

will also learn different styles of type used throughout history. Emphasis on rules for proper letter spacing, word spacing and the arrangement of type for maximum readability will be stressed.

AF 340 ADVANCED ANATOMY AND FIGURE DRAWING

This course will explore the human form in a more in depth study as well as application of movement, clothing, lighting and foreshortening. Students will utilize various mediums and experiment with stylization, interpretation and application of human anatomy in visual communications. Concepts of perspective, structure and composition will also be introduced in this course, while exploring the affects that clothing and coverings have on the human form. Some introduction to animal and quadruped structure will also be introduced. Both traditional and digital mediums will be used in this course.

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. Comic books, since inception, have used sequential illustration to visualize concepts and tell their stories. Students will also explore the concept and development of Concept Art, where the main goal is to convey a visual representation of design, idea and/or mood for use in films, video games, animation or comic books prior to final art.

GD 115 GRAPHIC DESIGN FUNDAMENTALS

Students will explore the theory of aesthetics and design concepts as it applies to graphics. This course will encompass a detailed investigation into the principles and concepts of effective visual communications through the use of two- and three-dimensional design with a goal of creative problem solving. There is also an emphasis in Information Gathering, Step 1 of the Nossi 9 Step Creative Process and 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, Illustrator, InDesign and Acrobat are merged for an unbeatable combination in the field of illustration. Savvy professionals today recognize the value of both worlds and in combination they can bring visual skills highly sought after in today's marketplace.

IL 310 ILLUSTRATION MATERIALS AND TECHNIQUES

The course is designed to help illustrators understand the importance of environments and environmental conditions in illustration. The impact and effectiveness in creating the right environment is essential for illustrators to utilize in commercial illustration. Merging the right environment with character, creature and non-organic development can be the difference between a good illustration and a great illustration. Artwork will be created using both traditional and digital mediums and techniques with an emphasis on capitalizing the benefits of both.

GD 220 GRAPHIC DESIGN PROCESSES

This course is a continuation of Graphic Design Fundamentals concerning the creative process. Emphasis is on conceptual execution with diverse projects including simple packaging, ads, posters, print design and brand identity. The course focuses on how people see and arrange visual information into a meaningful whole. Students will also get a deep-dive into specialized printing materials and techniques, design terminology, digital design and the 'business of design.'

3DM 380 3D MODELING

This course will allow students to be introduced to the world of 3D visualization. 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 different layout concepts (including UV) 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

This course will allow both graphic design students and illustration students to take the basic information learned in their 3D Modeling class and expand on the modeling and rendering side of 3D. Students will have the opportunity to learn advanced techniques for modeling hard surfaced objects like vehicles and a variety of containers and then progress to organic objects like animals or humans. How to model efficiently is also a major part of this Technologies course. This course will provide a basic foundation on how to tackle any modeling challenges with which students might be faced on a professional basis.

APS 324 ADVANCED PHOTOSHOP

Adobe Photoshop is the premier program for creating digital paintings and illustrations. It is used for everything from print to web to video. In this course, students will learn to work with brushes and master the settings. Extensive painting projects weekly and large projects will be achieved.

GD 230 GRAPHIC DESIGN ADVERTISING

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 with a focus on Conceptualization, Reflection and Refinement, Steps 3, 4 and 5 of the Nossi 9 Step Creative Process. How

an advertising campaign develops, from the concept to final executions including newspapers, magazines, direct mail, television, radio and billboards will be explored, including the use of new medias, i.e. online advertising and social media.

SBM 275 SMALL BUSINESS MANAGEMENT
In this course, students will learn the skills and procedures necessary to start a successful freelance operation. Students will learn the advantages and disadvantages of freelancing and also what steps are necessary to protect their creative property and ensure they are paid according to their skills and demand. Ethical standards as well as moral standards will be explored in order that students may understand fair competition in the freelance world.

IL 410 ADVERTISING ILLUSTRATION
Students will research advertising agencies, design studios and corporations and inquire about their illustration needs. Projects will range from annual reports to products and posters.

IL 370 SEQUENTIAL ART II
Students will have the opportunity to further explore illustration in the narrative form. Comic books, since inception, have used sequential illustration to visualize concepts and tell their stories. Students will review advanced visual storytelling practices, focusing much more on composition and consideration of the reader as participant in presentation of the story. Students will also explore the development of Concept Art where the main goal is to completely produce a 32-page comic project, from character and story creation to best utilizing experience and talent as member of a team of pencilers, inkers or colorists, along with conceptual design of cover. Every student and their work will be part of a professional and finished final product, available as a PDF.

PA 240 PRODUCTION ART
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 this course, the student will have a clear understanding of the four-color printing process and their role as graphic designer in the process.

IL 420 BOOK PUBLISHING ILLUSTRATION
Students are introduced to the world of book illustration for the publishing world. For Children's PB or Graphic Novel (children to adult target ages), historical and religious books, all genres will be researched by students and evaluated. From this exercise, students will choose their direction of expertise and 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. The main purpose of this course is to give students a strong introduction to ZBrush and have them learn how to move around the interface confidently.

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 will 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 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 any piece of 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 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.

BUS 450 PORTFOLIO AND PROMOTION
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. 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.