



UNIVERSITI TEKNOLOGI MARA

GDT158: CREATIVE ILLUSTRATION

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| Course Name (English) | CREATIVE ILLUSTRATION APPROVED |
| Course Code | GDT158 |
| MQF Credit | 3 |
| Course Description | This subject emphasizes the knowledge, understanding and skills on producing illustration pieces that are suitable for graphic works. Rather than just producing expressive artworks, students are trained to be analytically creative to produce illustrations that communicate. Students are exposed on certain basic styles, techniques and methods in creating visuals for graphic artworks. |
| Transferable Skills | Shape Form lines Hatching Cross Hatching Blending Rendering Visual Hierarchy Composition figure illustration Figure drawing Visual communication Man made product illustration |
| Teaching Methodologies | Lectures, Blended Learning, Studio, Demonstrations, Presentation |
| CLO | CLO1 Describe some of the different media used to produce certain illustrations, depending on the subject matter and concept. CLO2 Demonstrate the skills and requirements needed to produce an illustration. CLO3 Apply the skills and produce illustrations that are able to communicate and relay information. |
| Pre-Requisite Courses | No course recommendations |
| Topics | 1. -Introduction to illustration 1.1) Definition 1.2) History and developments 1.3) Application of drawing in illustration 2. -Basic knowledge on image and illusion 2.1) Ability to draw Two-Dimensional image 2.2) Sensitivity to produce Three-Dimension image 3. -Introduction on basic drawing and techniques 3.1) Different media: pencil, felt pen, marker, acrylic, gouache etc. 3.2) Different surface: bond paper, illustration board, canvas etc 4. -Method, process and practice 4.1) Types of lines 4.2) Short and long strokes, hatching, cross-hatching 4.3) Creating textures, depth, density with lines 4.4) Perspective 5. -Black and white illustration 5.1) Light and contrast 5.2) Using lines for halftone effects |

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| <p>6. -Figure Drawing 6.1) Understanding the importance of figure drawing 6.2) Quick sketch and gestures</p> |
| <p>7. -Figure Drawing 7.1) Differentiation between male and female 7.2) Foreshortening</p> |
| <p>8. -Figure Illustration 8.1) Understanding the importance of figure drawing in illustration 8.2) Quick sketch and gestures</p> |
| <p>9. -Understanding of different types of illustration 9.1) Publication, advertising, medical, technical, fashion, nature & information illustration 9.2) Media usage for executing various of illustration</p> |
| <p>10. -Steps on creating a good illustration 10.1) Idea Development 10.2) Visual research 10.3) Reference</p> |
| <p>11. -Steps on creating a good illustration 11.1) Thumbnails sketches and scamps 11.2) Rough sketches 11.3) Semi-comprehensive (semi-comp) 11.4) Final comprehensive</p> |
| <p>12. -Understanding composition in illustration 12.1) Basic knowledge of composition and layout 12.2) Typography as part of elements in the illustration</p> |
| <p>13. -Understanding composition in illustration 13.1) Relationship between visuals and text</p> |
| <p>14. -Understanding composition in illustration 14.1) Visual Hierarchy</p> |

| Assessment Breakdown | % |
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| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Assignment | Project 1: Search three samples of illustrations from a professional illustrator and Identify the media used to produce the chosen illustration. | 30% | CLO1 |
| | Assignment | Project 2: Italic Pen on the A3 layout pad. Based on the chosen theme, students are required to illustrate either Landscape, Townscape, Animals, or Figure Drawing using the selected media, skills, and requirements needed to produce the illustration. This assignment will expose students to the use of a certain type of media and the right process in Illustration. | 30% | CLO2 |
| | Assignment | Final Project: Creative Application: Publication Illustration (storybook, comic, etc.) or Advertising Illustration (poster, storyboard- TVC, etc.) | 40% | CLO3 |

| Reading List | Recommended Text |
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| | <ul style="list-style-type: none"> • Peter Boerboom, Tim Proetel 2016, <i>Figure Drawing Methods for Artists</i>, 1 Ed., Rockport United States of America [ISBN: 978-1-63159-3] • Michael Butkus 2005, <i>The Art of Basic Drawing- Introduction to People</i>, Walter Foster Publishing • Parramon Ediciones, S. A., 2003, <i>Art of Drawing - The Complete Course</i>, Sterling Publishing Co, Inc • Kensuke Okabayashi 2009, <i>Figure Drawing for Dummies</i>, Wiley Publisher Inc. • Lauren Jarret 2000, <i>The Complete Idiot's Guide to Drawing</i>, Pearson Education Inc • Adam Hughes 2002, <i>Drawing, Doodles and Sketches - Ah!</i> • Danny Gregory 2013, <i>An Illustrated Journey</i>, 1 Ed., HOW Books Ohio • <i>Behind Illustrations 2</i>, 1 Ed., Sylvie Estrada Spain [ISBN: 9788415308478] • Bet Borgeson 1998, <i>Coloured Pencil for the serious beginner</i>, Watson-Guptil Publications New York [ISBN: 0823007618] • Moira Huntly 2004, <i>Melukis dengan Berus dan dakwat</i>, 2 Ed., A&C Black Ltd. London, Golden Books Centre Sdn. Bhd. Selangor [ISBN: 9837202556] • Robert W. Gill 1990, <i>The Thames and Hudson Manual of Rendering with Pen and Ink</i>, Thames and Hudson London [ISBN: 0500680264] • Martin Coyer 1990, <i>How to find and work with an illustrator to get results you want</i>, Quarro Publishings plc London [ISBN: 0891343512] • David Poxon 2008, <i>Different strokes-Pencil Drawing</i>, Page one Publishings plc Singapore [ISBN: 9789812456830] • Michae Fleishman 2004, <i>Exploring Illustration An in-depth guide to the art and techniques of Contemporary Illustration</i>, Delmar, Cengage Learning [ISBN: 101401826210] • Timothy Samara 2012, <i>Drawing for Graphic Design</i>, Rockport [ISBN: 978159253781] |

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| Reference Book Resources | <ul style="list-style-type: none"> • Terence Dalley 2003, <i>The complete Guide to Illustration and Design Techniques and Materials</i>, Quarto Publishing Limited London [ISBN: 1-86160-724-5] • Alan Male 2017, <i>Illustration A Theoretical & Contextual Perspective</i>, second Ed., Bloomsbury USA [ISBN: 978-1-4742-63] • Coyler, M, 1990, <i>How To Find And Work With An Illustrator To Get The Results You Want</i>, North Light Books • Faigin, G, 1990, <i>The Artist's Complete Guide To Facial Expression</i>, Watson-Guptill Publications • Gair, A. 1991, <i>Painting Solutions : Hands, Faces And Figures</i>, Quarto Publishing, Wellfleet Press • Mattesi, M. D 2008, <i>Force: Character Design from Life Drawing</i>, Focal Press • Mattesi, M. D 2008, <i>Force: Dynamic Life Drawing for Animators</i>, Focal Press • Parramon, J. M 1990, <i>How To Draw The Human Figure</i>, Watson-Guptill Publishing • Abdul Rahman Sallehudin 1996, <i>The Art of Marker Illustration</i>, Orient Press • Tumminello, W 2005, <i>1st Exploring Storyboarding</i>, Thomson/Delmar Learning • Wood, J. R 1991, <i>Handbook Of Illustration Design</i>, Press, TAB Books • Zeegen, L 2009, <i>What is Illustration? Essential Design Handbook</i>, RotoVision • Laurence Zeegen, <i>What is Illustration?</i>, Rotovision Switzerland [ISBN: 9782888930334] • Bert Dodson 1985, <i>Keys to Drawing</i>, North light [ISBN: 100891343377] • Michael Brunelle, Beatriz Cortabarría 2005, <i>The Basics of Drawing</i>, Barron's Educational series, Inc New York [ISBN: 100764158627] |
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| Article/Paper List | This Course does not have any article/paper resources |
| Other References | This Course does not have any other resources |