

DESN2040: Illustration

Newcastle City Precinct

Semester 1 - 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description	This course explores the professional approaches and design processes associated with commercial illustration practice. It will examine a variety of commercial contexts where illustration is the key visual communication form. Students will be introduced to the conceptual and aesthetic qualities that inform how ideas and impressions are expressed through illustration.
Academic Progress Requirements	Nil
Requisites	Student must have successfully completed DESN1011 and DESN1021 to enrol in this course.
Assumed Knowledge	DESN1200 or equivalent
Contact Hours	Newcastle City Precinct Lecture Face to Face On Campus 1 hour(s) per week(s) for 1 week(s) starting Week 1 Lecture Face to Face On Campus 1 hour(s) per week(s) for 1 week(s) starting Week 7 Tutorial Face to Face On Campus 2 hour(s) per week(s) for 6 week(s) starting Week 1 Tutorial Face to Face On Campus 2 hour(s) per week(s) for 5 week(s) starting Week 8
Unit Weighting	10
Workload	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator	Newcastle City Precinct Mr Carl Morgan Carl.Morgan@newcastle.edu.au Consultation: By appointment
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	School of Humanities Creative Industries and Social Sciences NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content	<ul style="list-style-type: none">• Visual symbols and analysis• Visual problem solving• Design processes in commercial illustration practice• Illustration media• Illustration styles• Illustration contexts• Visual research and image sourcing• Professional illustration practice
Course Learning Outcomes	<p>On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. Create illustrations that effectively communicate ideas and meaning2. Select and apply appropriate processes for designing illustrations3. Analyse ideas, contexts and references sourced through visual research4. Develop illustrations for professional applications

SCHEDULE

Week	Week Begins	Lecture	Topic	Tutorial
1	26 Feb	LEC 1: Intro & Overview	Play	Loosen Up
2	4 Mar		Focus	Portraiture
3	11 Mar		Communicate	Editorial
4	18 Mar		Dirty	Texture
5	25 Mar		Fun	Character
6	1 Apr		Instruction	Sequence
7	8 Apr	LEC 2: Industry	Rest	No tutorial!
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr		Translate	Type
9	6 May		Precision	Isometric
10	13 May		Emotion	Animal
11	20 May		Work	Print
12	27 May		Show	Tell
13	3 Jun		Refine	Studio
Examination Period				
Examination Period				

ASSESSMENTS

This course has 2 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Portfolio	Week 12 – Fri 31 st May – 11.59pm	Individual	50%	1, 2, 3
2	Project	Week 6 - Fri 5 th April - 11.59pm + Week 13 - Fri 7 th June - 11.59pm	Individual	50% (2x25%)	1, 2, 3, 4

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Portfolio

Assessment Type	Portfolio
Purpose	To develop and enhance a signature style over a diverse range of projects.
Description	This project will be comprised of a range of small illustration projects, culminating in a mini commercial portfolio. Each project will consist of approximately three A4 pages long, in addition to developmental work.
Weighting	50%
Length	500 words / Approximately 25 A4 pages
Due Date	Week 12, 31 st May 11.59pm
Submission Method	Online
Assessment Criteria	Refer to briefs on Canvas.
Return Method	Online
Feedback Provided	Online - Feedback will be provided in class and online.

Assessment 2 - Project

Assessment Type	Project
Purpose	To focus learned skills into two major works.
Description	You will be tasked with producing two themed illustrations, each worth 25%. One illustration will be large scale, whilst the other being a physical piece. Both pieces will be prepared for digital uploads, along with developmental work.
Weighting	50% (2x25%)
Length	500 words / Approximately 10 A4 pages
Due Date	Week 6 (Fri 5 th April 11:59) + Week 13 (Fri 7 th June 11:59)
Submission Method	Online
Assessment Criteria	Refer to briefs on Canvas.
Return Method	Online
Feedback Provided	Online - Feedback will be provided in class and online.

ADDITIONAL INFORMATION

Grading Scheme This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Attendance Attendance/participation will be recorded in the following components:

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- Tutorial (Method of recording: Roll call)

Communication Methods	Communication methods used in this course include: <ul style="list-style-type: none">- Face to Face: Communication will be provided via face to face meetings or supervision. Communication will primarily be in class in addition to email and Canvas.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: <ol style="list-style-type: none">1. the assessment item is a major assessment item; or2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;3. you are requesting a change of placement; or4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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