

**THE ART INSTITUTE OF TAMPA**  
**A BRANCH OF MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN**

**MISSION STATEMENT**

Miami International University of Art & Design is a multi-campus, career-oriented institution that provides students with academic preparation and practical skills through programs in the applied arts and design industries. The institution prepares its undergraduate students for entry-level positions and its graduate students for advancement in their chosen fields. The University is dedicated to fostering a culture that encourages creativity, research, and learning-centered endeavors.

**COURSE SYLLABUS**

**Course Number:** MAAA363  
**Course Title:** **Advanced Illustration for Production**  
**Class Meetings:** **Wednesdays at 1PM**  
**Session / Year:** **Spring 2017**  
**Instructor Name:** Krishna M. Sadasivam  
**Email Address:** [Krishna.at.ait@gmail.com](mailto:Krishna.at.ait@gmail.com) (preferred)  
**Telephone:** **867-5309**  
**Office Hours:** **posted on [sivamstudios.com/ait](http://sivamstudios.com/ait) website**

**Course Title:** **Advanced Illustration for Production**  
**Course Description:** Students will refine their illustration techniques through an advanced study of illustration media while solving design problems related to a variety of print and online venues. Personal style will be emphasized while students create an illustration portfolio using appropriate rendering techniques as well as typography. Deadlines and professional presentation will be stressed throughout the course.

**Course Length:** 11 weeks

**Contact Hours:** 44 hours

**Credit Values:** 3 credits

**Estimated Homework:** 6 hours per week

**Quarter Credit Hour Definition:** A quarter hour of work is the equivalent of fifty (50) minutes of class time (often referred to as a “contact hour”) of instruction per week over the entire term. The credit hour is the unit by which the university measures its course work. The number of credit hours assigned to a course quantitatively reflects the outcomes expected, the mode of instruction, the amount of time spent in class, and the amount of outside preparatory work expected for class. The working understanding is that for every hour a student spends in class, the student will be assigned two hours of work outside the class.

**Prerequisite(s):** **FNDA135 *Image Manipulation***

**Learning Objectives:**

Upon successful completion of the course, the student should be able to:

**Analyze contemporary illustrators and illustration trends**

- Identify various animation processes and their historical context
- Identify illustrators, animation eras and trends

**Utilize various media to interpret references and illustrate the application of color and rendering techniques**

- Describe the importance of developing conceptual problem solving through a series of alternate sketches and studies
- Generate illustrations that depict gesture and motion

**Present finished illustrations in a professional format**

- Exercise attention to detail
- Illustrate concepts with forms and color
- Defend original concepts

**Instructional Materials and Reference:**

Textbook(s):

**Walt Disney Animation Studio: Design**

Disney Studios  
Disney Editions (November 23, 2010)  
ISBN-10: 1423134206  
ISBN-13: 978-1423134206

**Technology Needed:** Either Window computers running XP or Macintosh computers running MacOS10.x with an Internet connection, printers, software including image manipulation, digital painting, 3D, & virus utilities. Students should have removable hard or flash drive for personal file storage. Students will need to have access to a color printer. ALL PROJECTS WILL BE PRINTED IN ORDER TO RECEIVE A GRADE.

**Instructional Methods:** (Instructional methods include, but are not limited to simulations, case studies, discussion, group work, questioning, presentations, journals, individual projects, etc.)

**Grading Scale:**

All assignments must have clear criteria and objectives. All students shall be treated equitably. It will be every student's right to know his or her grade at any reasonable time he or she requests it. The criteria for determining a student's grade shall be based on a percentage of total points, as follows:

93 – 100%	= A
90 – 92%	= A-
87 – 89%	= B+
83 – 86%	= B
80 – 82%	= B-

77 – 79%	= C+
73 – 76%	= C
70 – 72%	= C-
65 – 69%	= D+
60 – 64%	= D
0 – 59%	= F

**Student Evaluation / Grading Policies:**

The following assignments, projects, and exams fulfill the learning objectives for this course:  
 Must list all graded course requirements (exams, quizzes, essays, projects, presentations) and the percentage of a student's grade that each requirement is worth.

**Electronic Submission of Assignments:**

Any assignments submitted to the instructor as electronic attachments to an email are the responsibility of the student. Instructor will acknowledge the receipt of the email to the student within 24 hours of receiving it. If the student does not receive an acknowledgement within 24 hours it is the student's responsibility to contact the instructor, otherwise it is assumed that the assignment has not been sent.

**Students with Disabilities:**

The University provides accommodations to qualified students with disabilities. The Student Affairs office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at the University.

Students who seek reasonable accommodations should notify the Dean of Student Affairs of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Dean of Student Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

**Course Attendance:**

The University expects students to attend all scheduled meetings of each course. Students should be prepared to start the quarter on the first day of classes and to add/drop courses early in the first week of the quarter to minimize absences. Absences accrue against the student even if the student was not originally registered for the class but adds it after the start of classes.

**Students who do not attend any of their classes during the Add/Drop will be withdrawn from the University. They must contact the Assistant Director of Readmissions to return.**

Students must attend a minimum of nine classes per course in order to receive a passing grade in the course. The only exceptions to this policy are graduating seniors and university imposed closings for holidays. Attending fewer than nine classes or 36 hours of course instruction will result in course failure unless the Dean of Academic Affairs determines that there are acceptable extenuating circumstances. Students should be prepared with written documentation of circumstances beyond their control that contributed to the absences for consideration by the Dean. If the student is allowed to remain in the class and receive a grade, there will need to be a description of appropriate make-up work from the respective Instructor. Please note that a student can withdraw from any class through the ninth week without receiving an "F." Course withdrawal forms must be submitted to the Registrar's Office by the close of business on Friday of week nine in order to receive a "W" grade. Holidays and official class cancellations do not count as absences.

#### REQUIREMENTS

1. Attend all class meetings, arrive on time, and stay for the duration of the class.
2. Faculty policies regarding attendance, tardiness arriving to class and returning from breaks, or leaving class early can be found in the course syllabus.
3. Students who violate the attendance policy will fail the course.

#### **Consecutive Days Absence Policy**

A student who is withdrawn for failure to attend any classes within a consecutive ten calendar day period may be permitted to apply for readmission into the subsequent quarter.

Students who miss ten consecutive calendar days may be withdrawn from the University and will receive W's for all courses, if the withdrawal occurs before the end of the ninth week of the quarter, or WF's for all courses, if the withdrawal occurs after the end of the ninth week of the quarter. Students who have been withdrawn due to violation of the consecutive absence policy but are still in good academic standing will be able to return the following quarter through the readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing academic termination. See the Satisfactory Academic Progress section.

#### **Academic Honesty:**

The University does not tolerate plagiarism, cheating, copying or academic dishonesty in any form. Academic integrity policies apply to both the giver and receiver of information. Students who witness any act of academic dishonesty should report the incident to a faculty member, their Chair, or to another member of the University staff or administration immediately.

#### **Saving Work:**

It is the student's responsibility to save his or her work. The student should save and verify multiple copies prior to leaving the classroom. The teacher is in no way responsible for work saved on the hard drives, nor is he or she required to give an extension on work improperly saved. Local and network drives at the University, including all computers in the labs, will be purged regularly and should never be used by students for long-term storage. These drives are available for student use during class and lab sessions, but all data will be deleted on a daily basis.

Students are expected to backup all work. Loss, theft, and computer failure are not acceptable excuses for not saving work.

**Reminders:**

Students wishing to withdraw from a course must do so before week nine. Students wishing to drop a course without penalty must do so the first week of class.

**Library:**

The Libraries on each campus are one of the most important resources available to students while attending the University. The Library supports learning and encourages intellectual curiosity among students and faculty. The Library staff works in cooperation with faculty to help students develop the ability to find, evaluate, and use information in order to become lifelong learners. To fulfill this mission, the Library develops and maintains a quality collection of books, periodicals, audiovisual materials, and online databases. The Library provides access to remote resources through Internet access and cooperative agreements with other libraries.

## WEEKLY CLASS TOPICS AND ASSIGNMENTS

### WEEK 1

**Overview:** Introduction to class and course overview

**Weekly Objective:** What does an Illustrator do? What is Editorial illustration? Defining your target audience. Ideation strategies. Working with constraints.

Photoshop Digital Brushes 101  
Visual Hierarchy as it applies to illustration  
Focal point  
Integrating Words vs. No Words  
Thumbnailing techniques for illustration (it's not just quick sketches, bub.)  
Generating Ideas vs. Waiting for Inspiration  
Color and its meaning  
Representational versus Realistic  
Choose your aesthetic  
Utilizing texture through inking techniques  
The power of brush re-sizing  
Inks vs solid shape

In-class assignment 1

**Reading Assignment  
and/or Homework:** Begin Project 1

### WEEK 2

**Overview:** Thumbnail critiques

**Weekly Objective:**

Presenting your work for an audience (DO's and DON'Ts)  
Mixing and matching styles / techniques  
Getting your idea across FAST  
Targeting your clients  
One on one help / techniques  
Tips for printing  
The Grayscale Test

In-class assignment 2

**Reading Assignment  
and/or Homework:** Complete Project 1

### WEEK 3

**Overview:** Project 1 Critique / Magazine Cover Illustrations

**Weekly Objective:**

Examples of magazine cover design  
The Anatomy of a Cover  
The Purpose of a Cover  
Analysis of what makes a cover EFFECTIVE to its audience  
The Power of Type / Design / Illustration

In-class assignment 3

**Reading Assignment  
and/or Homework:**                      Begin Project 2

**WEEK 4**

**Overview:**                                      Thumbnail critique for Project 2

**Weekly Objective:**

In-class assignment 4  
Studio Time / One-on-one help

**Reading Assignment  
and/or Homework:**                      Complete Project 2

**WEEK 5 (MIDTERM)**

**Overview:**                                      Story beats and Visual Narratives / Demographics and Illustration /  
Learning to Capture the Essence of Written text

**Weekly Objective:**

Utilizing illustration techniques for material – through solid fills, hatching, stippling, half-tones.  
Examples of effective Storybook illustration  
Style, Appeal and Target audience  
Integrating characters within an environment  
Cinematic techniques to push narrative

In class assignment 5

**Reading Assignment  
and/or Homework:**                      **Begin Project 3**

**WEEK 6 (MIDTERM GRADES MUST BE TURNED IN FOR ALL STUDENTS BY NOON ON MONDAY OF WEEK 6)**

[Click here to enter a date.](#)

**Overview:** Thumbnail critiques

**Weekly Objective:**

Tightening up a sketch from thumbnails.  
The importance of Line Weight in inking.  
Dynamic poses / pushing poses  
Exaggeration and weight  
Stylizing and expression.  
Prop design.  
Exploring story-telling potential through stylization of design elements.

In-class assignment 6

**Reading Assignment  
and/or Homework:** Continue Project 3

**WEEK 7**

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**Overview:** Tightened Pencils critiques

**Weekly Objective:**

Story-Telling /Narrative potential in design elements.  
Props; designing creating, painting  
TBA

In-class assignment 7

**Reading Assignment  
and/or Homework:** Complete Project 3

**WEEK 8**

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**Overview: Project 3 Critique**

**Weekly Objective:**

Illustrations and marketing  
Product Design  
Working with constraints  
Vectors vs Raster  
TBA

In-class assignment 8

**Reading Assignment  
and/or Homework:** Begin Project 4

**WEEK 9**

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**Overview: Project 4 Thumbnails critique**

**Weekly Objective:**

Studio Time

**Reading Assignment  
and/or Homework:** Continue Project 4

**WEEK 10**

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**Overview:** Final review of principles

**Weekly Objective:**

Tightened pencils critique

Studio Time

**Reading Assignment  
and/or Homework:** Complete Project 4

**WEEK 11**

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**Overview:** FINAL CRITIQUE

**Weekly Objective:**

Wrap-up / Post-mortem

**Reading Assignment  
and/or Homework:** DRAW, DRAW, DRAW (Always!)

# SYLLABUS CONTRACT

I, \_\_\_\_\_, affirm that I have received the syllabus for **MAAA363 for Spring Quarter 2017**. Furthermore, I have read the content of this document and understand that I will be held accountable for the assignments and other required work for this class.

I confirm that I have received the following documents:

- MAAA363 syllabus
- Class attendance policy
- Grading criteria
- Statement of Project dues dates and/or deadlines.
- I understand that work submitted 10 minutes after class has started is considered **late** and will be awarded a ZERO.*
- Purchase requirements
- I am responsible for making every effort to be on time to class and that there are no make-up quizzes (outside of an extenuating circumstance with appropriate documentation)
  
- I understand that to receive a grade, assignments must be submitted digitally AND in print.**
  
- Overview of assignments and class schedule
- I understand that not paying attention (talking, or being distracted with Facebook, doing homework for other classes, smart phones, etc.) during class will be counted as a half-absence for the first offense. The second offense will result in an “F” for the project.**
- I understand that the website for the course assignments is at ( <http://www.sivamstudios.com/ait> ) and the instructor’s contact information is( [krishna.at.ait@gmail.com](mailto:krishna.at.ait@gmail.com) )

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Signature

\_\_\_\_\_  
Date

