FORT HAYS STATE UNIVERSITY
DEPARTMENT OF ART AND DESIGN
Forward thinking. World ready.

DIGITAL ILLUSTRATION

Fort Hays State University
College of Arts, Humanities, and Social Sciences
Department of Art and Design
Thomas Giebler

01 COURSE INFORMATION

ART 340 - Digital Illustration

Credit Hours // 3.0
Semester & Year // Fall 2024
Course Prerequisites // ART 220 - Introduction to Painting
Location of Class // AD 204 *(Schmidt Foundation Center for Art and Design, Room 202)*
Class Time // Tueday/Thursday - 9:00pm - 11:45pm

02 INSTRUCTOR INFORMATION

Thomas Giebler
Assistant Professor of Motion Design & Animation
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GRADUATE ASSISTANT

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ART & DESIGN DEPARTMENT OFFICE

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03   **TEXTBOOK AND COURSE MATERIALS**

Technology Requirement:
Students will be using Procreate on the iPad Pro for projects and assignments in this course. You may use your own iPad as long as it is compatible with the Apple Pencil (I or II) and the Procreate app. If you do not have your own compatible iPad, an iPad Pro will be loaned to you for the duration of the course.

Students are expected to take care of any loaned equipment and return it in good condition when asked for it back.

Supplementary Book(s) & Article(s):

- Doyle, Susan, et al. History of Illustration. Fairchild Books an Imprint of Bloomsbury Publishing, 2019.
- Crawford, Tad. Business and Legal Forms for Illustrators. Allworth Press, 2016.

04   **COURSE DESCRIPTION**

In this course, students will gain knowledge and skills in digital illustration. Students will learn using the Procreate app on the iPad Pro. Assignments and projects in the course will strengthen student's design skills by cultivating experimentation across a wide range of digital tools, inspired by traditional media and manual processes; exploring various visual strategies and illustration styles; clearly communicating ideas and information visually using composition, colors, and texture; and deepening illustration knowledge, including idea development, professional presentation, and delivery of the work. By the end of the course, students will have cultivated a solid body of digital work to add to their portfolio.

05   **COURSE LEARNING OUTCOMES**

After completing this course, students will be able to

- Create digital images using various tools and methods (iPad, Procreate application)
- Understand color theory and its application in digital media
- Research visual source materials to fit the theme of an illustration
- Demonstrate effective compositional strategies in support of narratives
- Translate brush effects, textured backgrounds, and application methods from the traditional medium into digital
- Idea development
- Develop an awareness of the historical and contemporary contexts in digital illustration
- Sharpen verbal and written communication skills (reading, discussions, and group critiques)
- Prepare proper file formats for print and web

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Prerequisites:
This course structure is a launching point for creating digital illustrations on the iPad. However, we recommend taking ART 220 - Introduction to Painting before or during this class. This way, you will already have a foundation in painting so we can focus on the software and workflow of working digitally.

Course Expectations:
To be successful in this course, students will be expected to:

• Students should expect to attend class daily, regardless of meeting on or off campus.
• Students will be required to complete in-class and at-home assignments as provided by the instructor.
• For 600-level courses, there needs to be higher expectations for graduate students in learning activities and assessment. Download this Best Practices for Teaching Graduate Courses document from the Graduate School.

06   **TEACHING, LEARNING METHODS, & COURSE STRUCTURE**

Delivery Method:
The Fall 2023 semester will be taught as a traditional on-campus course. However, several of the tools and procedures developed for hybrid class structures are applicable:

Blackboard
This tool is a university standard and will serve as the central hub for this class. Here you will find announcements, project information, links to video content, and more. Blackboard is also where you will turn in assignments. So, for this class, it will often require uploading a video within the relevant project module. Blackboard is good about sending alerts, but it is always good to check the course page early and often.

Instructional Approach & Course Structure:
The instruction in this course centers around advancing digital illustration skills through lectures and demonstrations. Each topic exercise and assignment will be introduced with a lecture or demo. The following is a breakdown of how the course is structured.

• On most Tuesdays, the instructor will present the technique and topic of the week through lectures and demos.
• The Thursday class time will be spent in the classroom for studio, individual, and group activities.
• Most assignments will be done in class, with a few homework assignments along the way to cement the ideas being taught that week.
• Possible guest speakers will also be brought in (in person or virtually) to share their knowledge and give students a widened perspective on the world of digital art.

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08 — ASSESSMENT METHODS AND GRADING SCALE

Final Portfolio Review ———————————————————— 70%
- • All class assignments (30%)
- • All projects (40%)

Classroom participation, progress, and writing assignments ——— 20%
- • Understanding and applying materials and techniques from lecture
- • Participating in group critique and discussion to share critical thinking
- • 1 artist research presentation

Professional Development ——————————————————— 10%
- • Building online presence (website, social media)
- • Final presentation in print and product form (illustration merchandising)

= A (90% and above) – Excellent Work
= B (80%-89%) – Above Average Work
= C (70%-79%) – Average Work
= D (60%-69%) – Below Average Work
= U (below 60%) – Failing Work

09 — STUDENT HELP RESOURCES

Students have access to academic services, technical support and student services at Fort Hays State University. You can find the resources online at FHSU Blackboard Student Tutorials
For more information you can contact TigerTech at 785-628-3478 or FHSU TigerTech

10 — COURSE POLICIES

Class Attendance/Participation:
It is your responsibility to attend class on time and consistently. The instructor will post updates on Blackboard, but if you miss class, you will inevitably miss crucial information. In addition, attendance will be regularly recorded and factored into the overall grade.

More than three unexcused absences during the semester will result in A FULL LETTER GRADE down for every additional absence for the final grade.

Assignment Due Date:
Unless prior arrangements are made all projects are due by start of class on the noted day. For every day late a project is turned in, the equivalent of one letter grade worth of points will be deducted from the total grade.

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Visual Plagiarism:
All your creative work created in this class must be original. Claiming someone else's art (such as drawing, design, painting, or photography) as yours is considered visual plagiarism. When you need a reference images, take an original photo reference, or use copyright-free images. Visual plagiarism is considered academic dishonesty and will lead to serious consequences such as receiving failing grades for the assignment, lowering of the term grade, or greater consequences. A more detailed policy at FHSU can be found at Academic Honesty Policy.

Use of Artificial Intelligence:
Generative Artificial Intelligence (AI) tools are permitted in this class when usage complements the learning outcomes of the course and assignments. Students are responsible for citing the usage of these tools and will be provided with examples of how to do so to ensure academic integrity.

11   **UNIVERSITY POLICIES**

- Academic Honesty

- Statement of Accessibility and Services for Students with Disabilities

- Title IX Policy : FHSU is committed to fostering a safe, productive learning environment. Title IX makes it clear that violence and harassment based on sex, gender and gender identity are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. This includes all types of gender and relationship violence: sexual violence or harassment, domestic and dating violence, and stalking. If you wish to speak confidentially about an incident of gender and relationship violence, talk to someone at The Kelly Center, the Student Health Center, or the Options Sexual and Domestic Violence Campus Advocate who is housed in the Student Health Center. If you wish to report an incident or have questions about school policies and procedures regarding Title IX issues, please contact the Associate Vice President for Student Affairs and the FHSU Title IX Coordinator or, you can report to Residential Life Staff or University Police, which are nonconfidential reporters.

- Use of Computing Resources

- Course Drop/Withdrawal

- Writing Center

Disclaimer: The instructor reserves the right to make modifications to this information throughout the semester.