MULTIMD 220: ILLUSTRATION FOR MULTIMEDIA.
FALL 2012 - SECTION# 3256

Los Angeles Mission College
220 Illustration for Multimedia
Fall 2013 Monday 17:45 - 9:55 LRC 126
Instructor: Greg Martin
Office Hours: Monday 9:55-10:55 PM by appointment
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Course Description:
This introductory course is illustration for multimedia. Topics include Illustration techniques for commercial and graphic applications, such as Logo Design, Character Development, Cover Art and Storyboards. The communication of original ideas through the use of various art media is emphasized.
COURSE OBJECTIVES and STUDENT LEARNING OUTCOMES:
Content Knowledge: Upon completion of this course, students will have an understanding of, or be able to apply, the following principles and concepts:
1. Select the basic terminology and vocabulary associated with illustration for multimedia to be used in designing illustrations and storyboards.
2. Plan and design storyboards by choosing the most appropriate principle.
3. Design illustrations by selecting appropriate analog and digital techniques.
4. Apply the principles of design to the design of cover art and illustrations.
At the end of the semester, students will know and/or be able to:
1. Employ the terminology and vocabulary associated with illustration and storyboarding to analyze professional multimedia illustrations and storyboards.
2. Compare and contrast selected multimedia illustrations to evaluate their success in communicating original ideas.
3. Design storyboards and illustrations that effectively communicate original ideas.
4. Analyze the effect of multimedia illustrations on society.
• Student Learning Outcome: Successfully communicate original ideas through the use of various art media
The concepts we will study in great detail in this class are:
• Examining and describing media art through interpretation of individual art works in a global context
• Analyzing and articulating the visual and conceptual components of a digital and analog illustration
• Comprehending and incorporating terminology appropriate to the disciplines of Art and
Multimedia
• Applying principles of fine art, such as composition and color theory, to the process of creating Multimedia projects

• Integrating fine art techniques and computer applications in the creation of assignments
• Creating work across a broad spectrum of media utilizing the appropriate tools, which are determined through problem solving
• Synthesizing knowledge and skills acquired in different classes in the creation of complex projects
• Placing one's projects within a contemporary context
• Developing an individual style within various medium

Multimedia Lab

I encourage you to sign up for the 1 unit Multimedia Lab Classes
* Only students in the 1 unit MM Lab can use our computers and equipment. No other mission College students can come in our labs and work.
* You can get individual help from our Lab Tutors
* You will be able to collaborate with fellow students and help build a strong Multimedia community
* Faculty give at least 2 hours(usually more) of outside class work to you per week- The
Lab is where you will have the opportunity to work on projects and assignments.
* You can also work on your own projects that build your Portfolio (and you can get feedback from other students!)
* Signing up for our Labs - actually pays for us to have the computers and software for the classes - so your 1 unit fee goes to a good cause- right back into our program!

You only need (1) 1 unit Lab per semester to go along with your classes.
You can come to the Lab ANYTIME the Lab is OPEN during the week. Lab times are posted online and outside the Lab doors.
You will now need your student ID to use the Lab and it identifies you as being enrolled in it.
You will get a grade (usually an A).
You need 3 MM Lab classes in total anyway! as part of the Degree requirement if you are getting an AA.

Legalistic Disclaimer:

This course may be modified, verbally or in writing, at any time during the term at the discretion of the instructor or the department.

Course Requirements:

-Regular Class Attendance
-Class Participation in Lab, Discussions, Lectures and Critiques
-Submission of Assignments/Portfolio on set due dates
-Completion of Class Work/Homework Assignments
-Save all assignments for your portfolio

Grading Policy:

Each project will be assigned a grade as according to the criteria given at the beginning of the assignment; if applicable a short explanation of how project may be improved will be included. After critique and out side of class, students are permitted improve their projects for their inclusion in your portfolio (outside of class). You will need to allow for time both inside and outside of class to

successfully complete the assignments. At the completion of each assignment, we will have class critiques.
Original Illustrations:
- Craftsmanship, skill, effort
- Problem solving
- Meet the criteria of the assignment
- Personal development
- Innovation, originality

Basis for determining final grade:
Assignments 60%
Participation 20%
Final 20%
Measurement of Student Performance:
A 100%-90% Clearly stands out as excellent performance
B 89%-80% Grasps subject matter at a level considered to be good to very good
C 79%-70% Demonstrates a satisfactory comprehension of the subject matter
D 69%-60% Quality of work is below average and marginally acceptable
F 59%-0% Quality of work is below average and not acceptable
Late assignments: will receive one full grade lower for each class the assignment is late.
Emergencies will be handled on a case-by-case basis and at the instructor's discretion
Attendance: is mandatory. Students are required to attend the full length of all classes to get credit for their attendance. Attendance will be taken at the beginning of class. More than one absence and/or three late arrivals and or early departures will result in the lowering of your grade. The grade will be lowered by half a grade for each absence.
Documentation and e-mail notification are required for an absence to be excused.
Contact: You may contact me with questions, comments or concerns. My email address is gm121212@yahoo.com - Include Illustration for Multimedia in your subject heading and include your name and contact number in the body of the e-mail. I will call or email you as soon as I am able.
• Student Responsibility: It is the student's responsibility to drop the class. If you stop coming to class and don't file a drop form you may receive an "F".
• Cheating and Plagiarism: The instructor reserves the right to determine if cheating or plagiarism has occurred; if and when it does the student will receive and "F" on the assignment or exam, and may receive an "F" for the course.
• Student Code of Conduct: Students are expected to maintain the code of conduct as outlined in the Schedule of Classes and the College Catalogue.
Supply List: (subject to change :)
- one ream of plain white paper 8.5x11", this is easier than a sketch book
- one file folder for each project, buy a pack
- Pens, pencils, and other required materials as needed.
- photo quality print outs (made at home or from Staples, etc.)
- USB jump drive for labs (must have)

- Pencils, mechanical ones are nice
- one portfolio to keep all your finished projects (can be made out of card board)
- one set of color pencils the more color the better
- ultra fine point Sharpie brand marker
- black ball point pen
- white eraser,
- kneaded eraser
- eraser shield
- white out/ correction fluid
- one metal ruler 12” is OK 18” preferred
- ADDITIONAL SUPPLIES MAY BE REQUIRED and will be discussed in class ahead of time.

anything I have forgotten in this supply list may be added for a given project, however this should just about cover things

Project Schedule:

(**SUBJECT TO CHANGE**!)

8/26 Introduction and discussion of Project 1: logo design. Home work: Good and Bad logos.

9/2 Labor Day Holiday (no class)

9/9 Review good and bad logo designs. Continue work on Project 1 Logo designs. Illustrator Exercise1.

9/16 Logo Assignment Due (7 b+w, 1 color.) Critique Project 2: Mascot Design

9/23 Continue work on Mascot in class

9/30 Mascot due: Critique

. Project 3: Video Game Cover / Package Design. Homework: 3 mascot drawings.

10/7 3 views of Mascot due. Continue work on Video Game Cover w/ Mascot.

10/14 Video Game Cover due: Critique.

10/21 Project 4: Story Boards for movie sequence. Story Board / Ed Hopper discussion.

10/28 continue work on Story Boards.

11/4 Story Boards due. Critique. Project 6: Portrait Concepts (3 illustrations)

11/11 Veteran’s Day Holiday

11/18 continue to work on Portraits.

11/25 Portraits due. Critique. Project 7: Currency$$$

12/2 continue work on Currency project.

12/9 Currency due: Critique.

FINAL