VCA 100 - MATERIALS AND TECHNIQUES

Course Description

This course introduces students to commercial drawing techniques with an emphasis on perspective, pencil, pen & ink, marker, water color and gouache when illustrating a variety of different products and illustration formats. Creative media experimentation is encouraged through the assignments. Group 2 course.

Credit Hours

3

Contact Hours

4

Lab Hours

4

General Education Outcomes supported by this course

Critical Thinking - Direct

Course Learning Outcomes

Knowledge:

- Use illustration terminology.
- Use illustration terminology.

Application:

- Apply perspective principles to products.
- Demonstrate independent work ethic as an illustrator or designer.
- Integrate innovation and originality into products.
- Create stories through sequential storyboarding or character development.
- Utilize marker rendering techniques in products.
- Critical Thinking.

Integration:

- Integrate skills, tools and techniques into product development.
- Use industry standards in product development.

Human Dimension:

- Use the content in this course to inform and help others and themselves.
- Critique projects with peers and others.
- Resolve issues in products through self-reflection and feedback from others.

Caring - Civic Learning:

- Create a product based on a contemporary, social issue.

Learning How to Learn:

- Correlate research and imagination to develop unique designs.
- Frame useful questions for developing technical skills.
- Interact constructively during critiques and discussions.