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.