Course Outline DSGN7326 Illustration Design (3)	BINUS UNIVERSITY
	Study Program Visual Communication Design
Effective Date 01 February 2018	**Revision** 2

1. Course Description

This course comprises the understanding of illustrations that can communicate creative strategy, creative process, and application. This course give students basic knowledge an understanding in changing the essence of the verbal into the visual, as support for courses in Visual Communication Design

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
(SO-2) able to conduct research and idea exploration to set the objectives, communication target, and DKV prototype solutions that can overcome identity problems, mass communication, and considering the ethical, history, and cultural aspects.
(SO-4) able to communicate DKV prototype alternative solutions independently or groups in verbal form, graphical, written, and communicative models with analog or digital techniques by selected appropriate communication rules
(SO-5) Able to design DKV works by promoting cultural values and local indigenous as the children's nation identity.
(SO-1) Able to create visual and printed visual communication design work that has added value and aesthetics, to overcome identity problems, mass communication, and competition problems by stakeholders.
(SO-8) able to analyze visual communication problems and producing new media design solutions

3. Topics

- Fundamentals of Illustration
- Visual Metaphor I
- Visual Metaphor II
- Literal Representation I
- Literal Representation II
- Sequential Imagery

4. Learning Outcomes

On successful completion of this course, student will be able to:
- LO 1: Apply Evaluate Demonstrate the creative process to create good illustration
- LO 2: Apply Apply Choose form of imagery and visual language style to be applied on illustration for certain

purpose
- • LO 3: Create Apply Create illustration that communicate the message
- • LO 4: Create Apply Create Illustration that combining traditional technique with digital media

5. **Teaching And Learning Strategies**

In this course, the lecturers might deploy several teaching learning strategies, including Project Work, Lecture, Individual Exercises, and Demonstrate application of rules/laws/theories thr.

6. **Textbooks and Other Resources**

6.1 Textbooks

1. Greg Houston. (2016). Il*lustration that Works: Professional Techniques for Artistic and Commercial Success.* 01. Monacelli Studio (March 15, 2016). New York. ISBN: 1580934471.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
2. http://www.popsugar.com/tech/2015-Illustration-39401593
3. http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
4. http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
5. http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
6. http://www.youtube.com/watch?v=oyPLp8l9gsE&feature=related

7. **Schedule**

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 3	Fundamentals of Illustration - Creative Process - Digital Illustration - Nature of Imagery - Visual Language	- Illustration. A Theoretical & Contextual Perspective. - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Illustration. A Theoretical & Contextual Perspective. Halaman 97 - The Best of Illustration 2015, http://www.popsugar.com/tech/2015-Illustration-39401593
2 F2F	LO 1 LO 3	Fundamentals of Illustration - Creative Process - Digital Illustration - Nature of Imagery - Visual Language	- Illustration. A Theoretical & Contextual Perspective. - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Illustration. A Theoretical & Contextual Perspective. Halaman 97 - The Best of Illustration 2015, http://www.popsugar.com/tech/2015-Illustration-39401593
3 F2F	LO 1 LO 2 LO 3	Visual Metaphor I - Abstraction - Conceptual Imagery - Surrealism	- The fundamentals of illustration - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Page 25-29 - Creative Process Illustrated, http://www.youtube.com/wat

			ch?v=oyPLp8l9gsE&feature= related
4 F2F	LO 1 LO 2 LO 3	Visual Metaphor I - Abstraction - Conceptual Imagery - Surrealism	- The fundamentals of illustration - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Page 25-29 - Creative Process Illustrated, http://www.youtube.com/watch?v=oyPLp8l9gsE&feature= related
5 F2F	LO 1 LO 2 LO 3	Visual Metaphor I - Abstraction - Conceptual Imagery - Surrealism	- The fundamentals of illustration - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Page 25-29 - Creative Process Illustrated, http://www.youtube.com/watch?v=oyPLp8l9gsE&feature= related
6 F2F	LO 1 LO 2 LO 3	Visual Metaphor II - Commentary - Editorial Illustration	- Illustration. A Theoretical & Contextual Perspective. - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
7 F2F	LO 1 LO 2 LO 3	Visual Metaphor II - Commentary - Editorial Illustration	- Illustration. A Theoretical & Contextual Perspective. - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
8 F2F	LO 1 LO 2 LO 3	Visual Metaphor II - Commentary - Editorial Illustration	- Illustration. A Theoretical & Contextual Perspective. - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
9 F2F	LO 2 LO 3 LO 4	Literal Representation I - Documentation, Reference, and Instruction - Hyper Realism - Stylised Realism	- The fundamentals of illustration - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Page 57-59 - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
10 F2F	LO 2 LO 3	Literal Representation I - Documentation, Reference, and Instruction	- The fundamentals of illustration

	LO 4	- Hyper Realism - Stylised Realism	- Illustration that Works: Professional Techniques for Artistic and Commercial Success, Page 57-59 - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
11 F2F	LO 2 LO 3 LO 4	Literal Representation I - Documentation, Reference, and Instruction - Hyper Realism - Stylised Realism	- The fundamentals of illustration - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Page 57-59 - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
12 F2F	LO 2 LO 3 LO 4	Literal Representation II - Identity - Persuasion - Promotion	- Literal Representation II - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Literal Representation II - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
13 GSLC	LO 2 LO 3 LO 4	Literal Representation II - Identity - Persuasion - Promotion	- Literal Representation II - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Literal Representation II - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
14 F2F	LO 2 LO 3 LO 4	Literal Representation II - Identity - Persuasion - Promotion	- Literal Representation II - Illustration that Works: Professional Techniques for Artistic and Commercial Success, Literal Representation II - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
15 F2F	LO 2 LO 3	Literal Representation II - Identity	- Literal Representation II - Illustration that Works:

	LO 4	- Persuasion - Promotion	Professional Techniques for Artistic and Commercial Success, Literal Representation II - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
16 F2F	LO 1 LO 2 LO 3 LO 4	Sequential Imagery - comic - Narrative Fiction - Picture Book	- Sequential Imagery - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
17 F2F	LO 1 LO 2 LO 3 LO 4	Sequential Imagery - comic - Narrative Fiction - Picture Book	- Sequential Imagery - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
18 F2F	LO 1 LO 2 LO 3 LO 4	Sequential Imagery - comic - Narrative Fiction - Picture Book	- Sequential Imagery - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
19 F2F	LO 1 LO 2 LO 3 LO 4	Sequential Imagery - comic - Narrative Fiction - Picture Book	- Sequential Imagery - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related
20 F2F	LO 1 LO 2 LO 3 LO 4	Sequential Imagery - comic - Narrative Fiction - Picture Book	- Sequential Imagery - Robert Crumb's Creative Process, http://www.youtube.com/watch?v=-P0sh2n6mgQ&feature=related

8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes			
		1	2	3	4
Assignment	50%	√	√	√	√
Mid Exam	20%	√	√	√	
Final Exam	30%	√	√	√	√

Practicum

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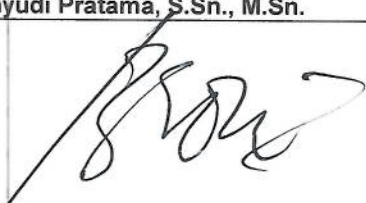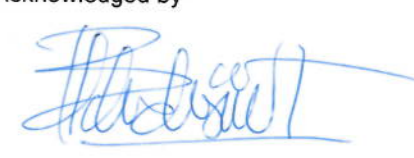
Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (<= 64)
LO 1	1.1. Ability to demonstrate the creative process to create good illustration	Ablity to demonstrate the creative process to create good illustration is clearly explained and correctly.	Ablity to demonstrate the creative process to create good illustration is clearly explained and almost correctly	Ablity to demonstrate the creative process to create good illustration is clearly explained and less correctly.	Ablity to demonstrate the creative process to create good illustration is not clearly explained and not correctly.
	1.2. Ability to make and explained the creative process to create good illustration	make and explained the creative process to create very good illustration	make and explained the creative process to create good illustration	make and explained the creative process to create less good illustration	can not make and explained the creative process to create illustration
LO 2	2.1. Ability to choose form of imagery and visual language style to be applied on illustration for certain purpose	Able to choose form of imagery and visual language style to be applied on illustration for certain purpose is well explained	Able to choose form of imagery and visual language style to be applied on illustration for certain purpose is well almost explained.	Able to choose form of imagery and visual language style to be applied on illustration for certain purpose is less explained.	Able to choose form of imagery and visual language style to be applied on illustration for certain purpose is not clearly explained.
	2.2. ability to choose form of imagery and visual language style	ability to choose form of imagery and visual language style cleverly good.	ability to choose form of imagery and visual language style very good.	ability to choose form of imagery and visual language style .	doesnt have ability to choose form of imagery and visual language style.
LO 3	3.1. Able to create illustration that communicate the message	create illustration that well very clear, communicate the message to audience.	create illustration that clear, communicate the message to audience.	create illustration that less communicate the message to audience.	create illustration that can not communicate the message to audience.
	3.2. Can make good illustration to communicate the message.	Can make very good illustration to	Can make good illustration to	Can make less good illustration to	Can not make illustration to

			communicate the message.	communicate the message.	communicate the message.	communicate the message.
LO 4		4.1. ability to create Illustration that combining traditional technique with digital media	Illustration that combining traditional technique with digital media that presenting very good composition.	Illustration that combining traditional technique with digital media that presenting good composition.	Illustration that combining traditional technique with digital media that presenting less good composition	Illustration that combining traditional technique with digital media that presenting very poor composition.
		4.2. Ability to make combination and understanding the position and lay out and make visual story from that illustration	combination and understanding the position and lay out and make visual story from that illustration is very good	combination and understanding the position and lay out and make visual story from that illustration is good	combination and understanding the position and lay out and make visual story from that illustration is less good	combination and understanding the position and lay out and make visual story from that illustration is very poor in technique and visual

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