

CHILDREN'S BOOK ILLUSTRATION ART 217F
Fullerton College CRN 24301, 3 Units Spring 2020, Thursdays 3-9:45 pm, room 1024a
Instructor: Marshall Vandruff www.marshallart.com mv@marshallart.com

COURSE OBJECTIVES: To produce a children's book as a layout/dummy with three finished samples of art. To develop an efficient creative process of working roughly and refining gradually. In the first half of the semester we will research and immerse ourselves in children's books to understand their forms, moods, themes, and styles, as well as create and explore ideas for your own project. In the second half of the semester, we will work on developing page layouts, and an illustration style with your chosen medium.

STUDENT LEARNING OUTCOME: Upon successful completion of ART 217F, the student will be able to: Plan a long-term illustration project by breaking it down into manageable stages, from thumbnails to finish, that professional illustrators use when working with publishers.

COURSE CONTENT: This illustration course focuses on a specific format: the page-by-page layout of 32-page "picture books" that gives the reader an image on every reading page. It includes lecture, exercises, and homework. During class, we will study masters such as Beatrix Potter, William Steig, Dr. Seuss and many others to learn lessons from them. We will share favorite books and examples, participate in exercises to develop compositional and storytelling skills, and study how master illustrators/story-artists work, applying the lessons to our projects.

EVALUATION: Grade-point division:
Weekly Homework Uploads and Involvement in Class Sessions 30 points
MidTerm (March 26): Rough Page Layouts and Story Points 30 points
Final (May 21): Dummy and Three Finished Samples 40 points
TOTAL POSSIBLE POINTS FOR COURSE 100 points
Late work receives no credit. Treat the deadlines as if you were in the profession.
Not following directions lowers your grade. See **HOW TO PRESENT YOUR WORK**

PROJECTS & ASSIGNMENTS:
DUE Weekly: Present exploratory or idea sketches from the previous week (usually on one slide).
MID-TERM March 26: Presentation of Page Layouts and Story Points (30 points)
FINAL May 21: Presentation of Children's Book Dummy (20 points) and Finished Samples (20 points)
Your book can be black&white, color, black/grey/white, or any creative combination.
It can be for print or as a digital book, but if digital, it must be structured like a traditional book.
It can be funny or serious, fast or slow-paced, with or without dialogue, in any style you choose.

MATERIALS: Use any materials you like that are appropriate to the problems you're trying to solve. Most of our homework can be done with pencil on paper. For the finished samples, common children's book media include watercolor, pen & ink, pastels, and colored pencil, but the class does not require, nor is it limited to, any medium.

BOOKS RECOMMENDED (none required):
STORY by Robert McKee
PICTURE THIS by Molly Bang
WRITING WITH PICTURES by Uri Shulevitz
WRITING THE NATURAL WAY by Gabriele Rico
A TREASURY OF THE GREAT CHILDREN'S BOOK ILLUSTRATORS by Susan Meyer
MYTH, MAGIC & MYSTERY: One Hundred Years of American Children's Book Illustration by Trinkett Clark
A CRITICAL HANDBOOK OF CHILDREN'S LITERATURE by Rebecca J. Lukens, Jacquelin J. Smith, Cynthia Miller Coffel.

INDUSTRY EVENTS
Picture Book Summit picturebooksummit.com
Society of Children's Book Writers and Illustrators scbwi.org

Children's Book Illustration Spring 2020 Weekly Schedule:

Green indicates assignments for your project, process, and growth. Red is for presenting your work to the class, and grading.

- Jan 30: Introduction and Themes
Assignments: Collect favorite children's books. Post one page of covers/page layouts.
Design three (or more) cover ideas as thumbnails. Post one page of ideas.
Collect photos of favorite environments and objects you would like to see in a children's story.
- Feb 6: The Creative Process
Assignment: Post one four-panel dream scenario or personal childhood story in any style.
If you hope for a professional career, research who would buy your book, and prepare to tell us.
- Feb 13: Character & Story Premises
Assignment: Brainstorm one-sentence story setups: character/desire/obstacle. Post three.
Choose three favorite environments as potential stages for your story scenarios.
- Feb 20: Story Events & Reversals
Assignment: Brainstorm good news/bad news. Post a list, and anything else for feedback.
Choose three favorite objects as potential inspirations or "third things" for your story events.
- Feb 27: Strathmore Paper Presentation. Imagery & Mood, Attitude & Tone
Assignments: Develop stage/setting sketches. Research. Sketch favorite scene ideas as rough layouts.
Post layout ideas. Write narration and dialogue samples. Post narration/dialogue samples if you need help.
- Mar 5: Guest Speaker. Story Events Layout
Assignment: List events in order with small, simple cartoon image accompanying each event. Post.
- Mar 12: Pictures in Sequence
Assignment: Layout proportioned page-spread thumbnails in order with page numbers. Post.
- Mar 19: Testing Sequences (Pre-Midterm Feedback)
Assignment: Test images for *clarity, revelation and enticement*. Revise/refine story points.
Post page layouts on 3-7 slides. Include one master slide that contains the entire layout of the book.
- Mar 26: **MID-TERM:** Thumbnail page layouts and story points
Assignment: Develop details for settings, characters, clothing & props. Research! Choose all POV's.
Choose stylistic touchstones. Post 1-3 pages of illustration styles you love, want to emulate, or combine.
- April 2: Elements of Style. Analysis of Masters.
Assignment: Post 3 refined or developed line drawings with notes.
- April 9: NO CLASS - Spring Break
- April 16: Develop, Contrast, & Fuse Style. Edward Scissorhands, et al.
Assignment: Post 3 comprehensive roughs with value or color.
Develop technique samples. Post samples if you need help.
- April 23: Illustration Techniques
Assignment: Develop Dummy and finished samples. Post samples for feedback.
- April 30: Illustration Techniques
Assignment: Develop Dummy and finished samples. Post samples for feedback.
- May 7: Illustration Techniques
Assignment: Refine Dummy and finished samples. Post for feedback.
- May 14: Networking & The Market. Help with work in progress.
Final: Prepare Dummy and Three Finished Samples for presentation.
Post Final on as few slides as possible, but not so few that you shrink down detail you'd like to show off.
- May 21: **FINAL PRESENTATIONS.** Children's Book Dummy and Three Finished Samples

CLASS ASSIGNMENT “SPECS”

To pass this class, do the work and honor the specifications.

To get a B, apply the lessons to do your best work, and honor the specifications.

To get an A, do your best work, be actively involved in class, and meet all the specs impeccably.

HOW TO PRESENT YOUR WORK:

Weekly Homework and Projects: Upload digital files at this page on Wednesday nights previous to class by 11 pm:

PRIVATE

If the above link doesn't work, *copy and paste* the URL. Once it works, bookmark the Dropbox link to upload weekly homework.

LAYOUTS: 1920 x 1080 horizontal slides, because the display screen is horizontal.

Lay out images to delete excess white space. In other words, make it easy to see things on the page.

Include the fewest pages possible. Usually one. But when necessary to show detail, break it into separate pages.

RESOLUTION: Make all files 1920 wide x 1080 pixels high.

DPI is not relevant for presentation. Pixel dimensions are. 1920 x 1080!

In special cases when you need more space, or to “zoom in” for details, ask to include extra 1920x1080 images.

FILE FORMATS & NAMING: Submit work as *jpeg* files with three-letter extension *.jpg*

“jpeg compress” the files efficiently (between 8 -11), but not so low that it damages the image (like 6 or lower).

Include your name in two places:

1) On the image, integrated into the pixels, like with a promo piece.

Include semester and year on Midterm and Final (though its a good habit to always include them)

2) As first part of file name, no spaces. Use underscores (not hyphens or periods) for necessary divisions.

For example: MarshallVandruff_DreamtellerComps_02_21thru30Etc.jpg

Give each file a unique name. If each week you name a file MyProject_Design.jpg, it overwrites your previous image.

Frank Guthrie has presented short YouTube videos for his class that use similar criteria to ours:

DART 001 Part 1 - File Creation: <https://www.youtube.com/watch?v=vzgjuO4X7TI>

DART 001 Part 2 - Naming & Export: <https://www.youtube.com/watch?v=t5fExrl08Ds>

Your work must meet these specs. If it does not, or if it is late, you do not receive credit for it.

If in doubt, or if you are not digitally competent, ask for help.

UPLOADING CHECKLIST: **IMPORTANT! This determines whether your work will be seen and credited.**

- Δ The layouts are efficient and images read clearly on the screen
- Δ The image has your name embedded into the pixels on each frame
- Δ The file is 1920 x 1080, RGB, jpeg file with the extension .jpg (no “e” in jpg)
- Δ The file name begins with your name, no spaces or hyphens – underscores only
- Δ The atomic clock says the time is previous to 11 pm on Wednesday night before the homework is due

MAKE IT EASY! Go to this URL and download a ready-made template:

<http://marshallart.com/SHOP/misc-pages/assignments/template/>

Fullerton College is committed to providing educational accommodations for students with disabilities upon the timely request by the student to the instructor. Verification of the disability must also be provided. Disability Support Services functions as a resource for students and faculty in the determination and provision of the accommodations.
