# Principles of Illustration Course No. 30101 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Graphic Design (50.0499)

Course Description: **Technical Level:** Principles of Illustration explore a variety of media, tools and supports as a means to communicate ideas. Topics include an understanding of illustration as applicable to careers in graphic design, animation, apparel/textile design, industrial design, web design, architecture, interior design, and fine arts. Techniques in traditional and digital illustration applications will be explored as directly linked to ever- changing social trends.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Investigate careers that incorporate drawing skills (e.g., graphic design, animation, apparel/textile design, industrial design, web design, architecture, interior design and fine art). |  |

## Benchmark 2: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Research and identify major styles, terminology and categories of illustration based upon historical and contemporary market trends. |  |
| 2.2 | Create designs, concepts and sample layout based on knowledge of element and design principles to solve a series of illustration problems for which there are no pre-established solutions. |  |
| 2.3 | Understand concepts of perspective drawing and modeling of forms in black and white and color to look three dimensional on a two dimensional surface |  |
| 2.4 | Maintain a personal visual reference archive of which could include images, surfaces and previous design products. |  |
| 2.5 | Create, evaluate and revise projects to communicate effectively to a select client or target audience. |  |
| 2.6 | Prepare illustrations for a variety of purpose such as brochures, web pages, promotional products, technical illustration, literature, animation, newsletters or presentations. |  |
| 2.7 | Prepare and present a portfolio of illustrations to convey concepts, information and examples of designs showing technical skills in a variety of media. |  |
| 2.8 | Recognize and demonstrate productive attitudes and safe work habits in the studio |  |
| 2.9 | Understand the aesthetic aspects of decision making and critical analysis in the art process. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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