

## ILLUSTRATION

Illustration is all about finding visual solutions to communicate an idea, message or text. This course is designed to give you a solid understanding of the fundamentals of illustration and encourages you to develop your personal identity through your drawing.



### WEEK ONE

INTRODUCTION

DRAWING AS RESEARCH

EXPERIMENTAL DRAWING

IDEAS GENERATION

From initial ideas and research, you will develop a comprehensive sketchbook of your work and explore visual techniques to create a range of illustrations based around a personal theme or concept.

### WEEK TWO

THE CREATIVE PROCESS

IDEAS DEVELOPMENT

CREATING NARRATIVES

VISUAL LANGUAGE

WORKING TO BRIEFS: DESIGN PROJECT

You will explore how imagery and text work together and consider illustration in a variety of contexts including the graphic novel, editorial and product advertising.

Practical workshops and tutor-led demonstrations using both traditional and contemporary processes, will help inform your understanding of illustration practice and enhance your personal approach to your artwork.

### WEEK THREE

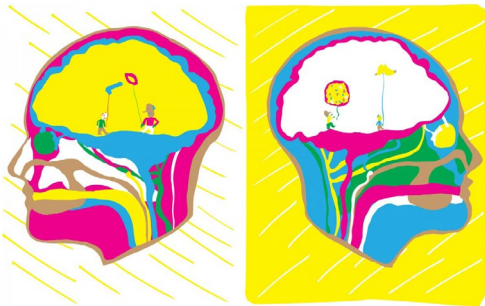
MOODS AND MATERIALS

DESIGN PROJECT COMPLETION

CRITIQUE AND EVALUATION

EXHIBITION OF WORK & CERTIFICATE

You will be encouraged to experiment with your creative responses to visual problem-solving and learn how to translate ideas, giving real life context to your illustrations.



“I’ve learned so much about art and the different techniques you can use. This course has helped me find my own creative style and communicate better as an artist.”