Exploring the Profession

Illustration and Design
Student Version

Final Draft – Revised
Nov. 5th, 2013
PROSPECTIVE STUDENT PROFILE

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PROGRAM INFORMATION

Illustration and Design is a three-year program that trains students to work as professional illustrators and designers. It concentrates on the development of illustration techniques and visual concepts in distinct areas such as advertising, editorial, animation and technical illustration. Students make use of state-of-the-art digital technology as well as traditional approaches. Dawson College is the only Anglophone college in Quebec to offer Illustration and Design.

During the first year of the program, emphasis is given to exercises in drawing, painting, drafting and photography. The second year focuses on studies in illustration techniques, visual concepts, computer-aided drawing and design, and reproduction techniques.

In the final year, the program deals with the application of illustration in digital and classical animation, advertising, architecture, and publications, as well as its use in print, audio-visual and electronic media.

Skills acquired in the program are:

- producing a variety of illustrations in media such as pencil, ink, pastels, watercolour, acrylics, etc.
- producing computer-generated artwork
- completing basic two- and three-dimensional animation projects
- producing technical and architectural illustrations from specifications or sketches

Career Opportunities

- advertising studios or agencies
- animation studios
- art departments of retail stores
- architectural and engineering firms
- manufacturing industries
- printing companies
- television studios
- freelance illustration
ADMISSION REQUIREMENTS

Diploma of Secondary Studies (DES), including:

Secondary V Language of Instruction
Secondary V Second Language
Secondary IV Science
Secondary IV Mathematics
Secondary IV History
or academic background judged equivalent to the DES.

(Students with a DES missing any of the above subjects may be admitted, space permitting, but may be required to complete remedial courses).

Additional Admission Requirements

▪ Secondary V Art highly desirable
▪ Include two copies of the letter of intent—one with the application and one inserted in the portfolio.
▪ Portfolio review: approximately 25 pieces of artwork, 10 of which should be in colour;
▪ A PDF version of the portfolio requirements is available for download.
▪ Do you live more than 300 kilometers from Dawson College? Instructions for long-distance applicants are available for download.

Application Deadline

▪ March 1 (for Fall semester)
The program begins in the Fall semester; it does not admit new students in the Winter term.
### Activity Title:
**Introduction to ‘Why Illustration?’ – An Exploration Activity**

### Overview:
Students will explore the profession of an illustrator. They will watch a YouTube video (of under 10 min) from "Debra Frasier talks on Illustrating", followed by an exploration activity and experiential activity. An overview of the post-secondary educational opportunities and the possible career paths is also available.

### Duration:
60 minutes in total

### Materials:
- Computers with sound, LCD projector, Smart Board, internet access
- Question Sheet
- Glue
- Scissors
- Paper

### Grouping:
Individuals / Pairs / Small Group / Whole Class

### Artifacts:
Watch the YouTube video from Debra Frasier talks on Illustrating—she shows how she produces a children’s book “Miss Alaineus – a Vocabulary Disaster” (3.03 min) [http://www.youtube.com/watch?v=TkCfBb_co_I&feature=related](http://www.youtube.com/watch?v=TkCfBb_co_I&feature=related) and answer questions relating to the video. (see attached question sheet)

### Links with the POP Program

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<th>Competency I</th>
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<td></td>
<td>Carries out a process of career exploration</td>
<td>Contemplates his/her learning and work possibilities</td>
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### Key features
- Uses documentary resources in academic and career information
- Considers possible career paths in a time frame.

### Process

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| PART I
Before
Using the **Question Sheet**. Log on to: [http://www.youtube.com/watch?v=TkCfBb_co_I&feature=related](http://www.youtube.com/watch?v=TkCfBb_co_I&feature=related).
1
Answer the following questions: 1) What is an illustrator? 2) What industry do they work in? 3) What skills do they need? Record your answers on a sheet of paper, Word doc., etc.
2
Watch the video and fill out the **Question Sheet** while watching.
3
Once the video is done, revise your answers to the questions above. |
| PART 2
Topic- producing a simple illustration to visually describe the | |
| Before | A four bar linkage consists of a frame and three moving links. Using colored paper, cut shapes in various colours. Gather magazines, scissors and glue. |
| 1 | Make an illustration to represent ‘fear’ using visuals (collage, forms, drawing) and colour. |
| 2 | Share the illustration you've created with a classmate, peer or teacher. |

**Follow-up**

Just as an illustrator would do with an editor, ask the person chosen to share the illustration with if they have any suggestions on how to improve the illustration to better reflect the emotion chosen. Pay attention to their impression of the theme and why (colours chosen, cutting (sharp/smooth), shapes (jagged/smooth), etc.) Review the question sheet and information on colour, shapes, layouts, typography.

Review information on where to study illustration, what is the difference between a graphic designer, illustrator, animator, fine artist, etc. and direct them to the video about our program (5 min.):

http://www.youtube.com/watch?v=kZC1vF5dgeM&lr=1

If interested in further information, visit our page on the Dawson site for various information:

http://www.dawsoncollege.qc.ca/programs/creative-applied-arts/illustration-and-design/program-home-page

And here if you select ‘student work’ you can see sample student projects.
Question Sheet: Debra Frasier talks on Illustration   Name: ____________

1. What project was Debra working on?
   ________________________________________________________________
   ________________________________________________________________

2. What did she use to help her for her drawings?
   ________________________________________________________________
   ________________________________________________________________

3. Why does she use photos?
   ________________________________________________________________
   ________________________________________________________________

4. What materials does she use for her illustrations?
   ________________________________________________________________
   ________________________________________________________________

5. How did the lined paper help her draw her illustrations?
   ________________________________________________________________
   ________________________________________________________________

6. Why did she need scissors?
   ________________________________________________________________
   ________________________________________________________________

7. What was the large blank yellow area on the left of her illustration for?
   ________________________________________________________________
   ________________________________________________________________

8. What happens to all her pages when they are done?
   ________________________________________________________________
   ________________________________________________________________

9. Who finally assembles the books?
   ________________________________________________________________
   ________________________________________________________________
Answer Key

1. A book called "Miss Alaineus: A Vocabulary Disaster".
2. She uses her camera to takes pictures.
3. She uses photos to help her draw the grocery store aisles in her pictures and to plan how her drawings will look like in her real book.
4. She uses materials she has around (lined paper and markers from her daughter’s desk).
5. She used the lined paper to makes striped patterns that she cut into shapes.
6. She used scissors to cut shapes that she could assemble to make elements in her illustration (like a flower).
7. The large blank yellow area was where the text would go when the book was printed.
8. All the illustrations are taken to the photographer to photograph for printing.
9. The printer finally makes them into books.
The Visual Artist: Who Does What?

Do some of your students have a flair for drawing? Or perhaps some possess keen powers of observation? Have any of these students approached you for advice concerning what career choices that they could aim for, and what CEGEP programs could help them achieve their objectives?

Various disciplines may come to mind: illustration, fine arts, graphic design, computer graphics, animation, etc. The student may not be aware of the distinctions between these fields of activity. As an example, a painter who is primarily involved in self-expression is called a fine artist, while a painter who illustrates a children's storybook or a medical book is called an illustrator. The fine artist generates his or her own content, while the illustrator embellishes on the content supplied by another source. One is a fine artist; the other is a commercial artist. One determines his or her own point of departure, while the other works according to specifications provided by a client or an art director.

To assist you in your responsibilities as a guidance counselor, below is a brief description of different disciplines in the visual arts. Each discipline requires a different balance of skills. For those students who wish to enroll in a program of study related to the visual arts, we hope that this document will help chart the way.

The Illustrator

Unlike the fine artist, whose primary mandate is (generally) to create original works of art to be experienced in their original form or as limited editions, the illustrator’s work is conceived from the start to be experienced as a reproduction.

The illustrator gives visual form to an emotion or idea, as dictated by certain requirements. The requirements may be determined by a text that an illustrator’s work must add meaning to, or by what a poster or sign needs to communicate or how it needs to attract people. The illustrator may be required to provide conceptual art as visual direction for video games, motion pictures or television. The illustrator may also have to visually communicate technical or scientific information for commercial, promotional, or educational purposes, in books, on websites, or in displays.

Like the photographer, the illustrator forms an essential link in the chain of visual communication. Both illustrators and photographers provide graphic designers with the visual building blocks from which layouts are organized.

The skills of an illustrator are situated between those of a fine artist and a graphic designer. Like the fine artist, the illustrator is able to create artwork with skill and in specific styles and media. Although it is important that illustrators know how to draw, paint, and produce digital art, most of the media that fine artists use can also be employed by illustrators; even sculpture. Unlike the fine artist, however, illustrators must work according to specifications that have been supplied to them, where questions of size, amount of colour, style, medium, content, and target audience have been pre-defined. Like the graphic designer, the illustrator creates artwork with an understanding of the constraints of reproduction technologies. The illustrator is also able to use the same software that a graphic designer uses to prepare visual material for reproduction.

In summary, those who are in the field of illustration work closely with professionals in the field of communication in order to convey a message that has been supplied to them, and to do so in a creative and stimulating way, for a fee or a salary.
The Graphic Designer

The graphic designer is a commercial artist who creates or appropriates visual elements, and then organizes them into a design, otherwise known as a “layout”. A layout can include representational images like illustrations and photographs, as well as abstract elements and text. In a sense, the graphic designer is like an orchestra conductor, but for visual experience rather than acoustic. He or she is an expert in visual communication, and is hired to prepare layouts for printed material such as book covers, brochures, or magazines. This requires a deep understanding of typography and printing methods. The graphic designer can also help shape a corporate identity through the creation of logos, web design, and promotional material. Computer technology is used by graphic designers; thus the term “computer graphics”.

Graphic designers can work freelance, as well as in publishing houses, marketing agencies, and printing companies.

Because graphic designers don’t generally possess all of the skills that illustrators or photographers have, they depend on the work of these individuals to provide them with all of the elements that they require in their design work. Examples of this would be an anatomical illustration for a medical text, or fashion photography in a magazine layout. The field of graphic design nonetheless requires a high degree of creativity, and a perfectionist’s approach.

The Animator

The growing field of animation requires yet another specialized set of competencies. Many young people are attracted to this field because of their experience of animation in video games and Hollywood productions. It is a field that requires much discipline and skill, with particular emphasis on powers of observation, drawing, and manual dexterity.

The animator creates a series of images that, when presented in rapid succession, produces the illusion of continuous movement. The animator can use drawing, painting, objects, or computer software to create the images. These images are recorded by video, film, or digital technology, and then played back to experience the animation.

The field of animation feeds both television and film production. Animation is created for the entertainment, advertisement, and education industries.

Animators today must learn both traditional and digital (2D & 3D) media. They generally work for a wage in a firm. They have an awareness of many aspects of production, from storyboards to background illustration to character development and props.

The animator (like the fine artist, the illustrator, and the graphic designer) is inspired by both culture and the arts.

The Fine Artist

The Fine Artist is an individual who has chosen to produce a body of work in order to express his or her own artistic vision. This artwork is distinguished by its originality and authenticity and is placed within a contemporary and art historical context. Generally speaking, the artwork is usually exhibited in art galleries, museums, and public spaces or in private settings. It may also be experienced through less conventional forms of presentation outside of traditional exhibition venues. It may take the form of painting, drawing, printmaking, sculpture, photography, multimedia, performance, installation, artist’s
book, or other alternative forms. It may (or may not) be offered for sale. Some artists wish to express challenging ideas, but choose not to commercialize their artwork or cater to popular appeal. Contemporary art, perhaps more than any other field in the visual arts, lends itself to highly creative people with unbounded imaginations.

It should be noted that the **Fine Arts Program** at Dawson College is a two-year *pre-university program* and is designed to prepare students for further advanced study at university.

To obtain information by e-mail or mail, on any of the following fields of study, please contact Helen Wawrzelz at [hwawrzelz@dawsoncollege.qc.ca](mailto:hwawrzelz@dawsoncollege.qc.ca) or (514) 931-8731, ext. 3200.

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Deadline for Application & Letter of Intent – March 1st
Submit your application & letter of intent to the Admissions Office by March 1st. Keep a copy of your letter for the portfolio evaluation in April. (Note: If you apply online, mail the letter of intent to the Admissions Office soon after submitting your application online.) **DO NOT SUBMIT YOUR PORTFOLIO AT THE TIME OF APPLICATION.** Admissible applicants will be invited to bring their portfolio to a portfolio evaluation session scheduled in early April. (Details about the letter of intent and portfolio evaluation are provided below.)

Choosing your 2nd Choice Program:
Portfolio evaluations for Illustration & Design, Graphic Design, 3D Animation & Computer-Generated Imagery, and Fine Arts are all administered at the same time (in April). As a result, if you indicate any of these programs as your 2nd choice, it is unlikely that you will be evaluated for the 2nd choice program since their seats will have been filled by 1st choice applicants. Therefore, if Illustration & Design is your 1st choice, we highly recommend that you indicate “500 Creative Arts, Literature and Languages Program-Studio Arts Profile” as your 2nd choice.

Note: The program begins in the fall semester; it does not admit new students in the winter semester.

Letter of Intent
- 2 copies—one at time of application; the other — bring in April to the Portfolio Evaluation
- Address the letter to: To Whom It May Concern.
- The letter should provide the following information:
  - What made you decide to apply to the Illustration & Design Program?
  - Identify courses you have taken which indicate your relevant creative and/or technical skills.
  - What aptitudes and abilities do you have that make you a good candidate for this program?
  - What type of work do you see yourself doing after completing the program?

Portfolio Evaluation
Admissible applicants are required to attend a portfolio evaluation scheduled on a Saturday in early April. A notification letter of the portfolio evaluation date will be e-mailed in late March to admissible applicants. The evaluation session consists of a portfolio evaluation, a timed drawing exercise, and a questionnaire (which is only for information purposes and will not be evaluated). Remember to place a copy of your letter inside your portfolio (at the front).

Your portfolio should be clearly identified and satisfy the following requirements:

**Quantity:** Approximately 20-25 artworks, at least 10 of which should be in colour.

**Variety of techniques:** Include artworks from any of the visual arts: sketching, drawing, painting (watercolours, coloured pencils, acrylic, gouache, etc.), printing, photography, collage . . . .

Your portfolio should include:
- One interior perspective (example: your bedroom or kitchen, etc.)
- One exterior perspective (example: your neighborhood / street)
- One portrait
• One page showing hands & feet
• NO copies of licensed characters (like Spiderman or Mickey Mouse)
• If you must include Manga, submit only one (or a montage of them but only one page)
• You must show some hand drawing; your portfolio cannot be all digital
• There must be some drawing from observation or real life settings (not from a photo or from imagination). For this, you should set up objects of your choice, including some that have round volumes, some partly behind others, with a light source that creates shadows, with the objective of making those objects appear to have volume, and to create the illusion of depth (some objects being close to the viewer and others being further away).
DAWSON COLLEGE

Program Admission Requirements
Illustration & Design Department

Variety of subjects: The remaining artworks, produced in the last two years, should reflect a variety of subjects. The subjects can include: people, animals, landscape, architecture, fashion, sports, textile designs, fantasy images (from imagination), still life objects. The artworks can be in black and white and in colour, but at least 10 should be in colour.

Neat presentation: The artworks should be sized to fit the sleeves of a portfolio (reproductions if necessary). The 20-25 artworks should be THE RESULT OF A CAREFUL SELECTION OF ALL OF YOUR ARTWORKS, AND SHOULD BE NEATLY DISPLAYED IN YOUR PORTFOLIO.

Notes re: portfolio:
- The Illustration & Design Department invites applicants to submit original artworks for evaluation. Artworks that are copied or adapted from photographs or other artworks should not occupy a major part of your portfolio submission. If you decide to include such artworks in your portfolio, you must clearly identify the source image (name of artist/photographer, title of image, name of book or website or other reference where the source was found). You must also include a reproduction of that source image beside your work, so that your own artworks can be more clearly evaluated. For the sake of convenience, 3D artworks and paintings on canvas or on wood panels should be photographed or scanned and the reproductions submitted as part of the portfolio.
- Digital artworks should be printed.
- A sketchbook, although not required, may be added to your portfolio of 20-25 artworks.
- Although comic book art is inappropriate, one example may be included to demonstrate your knowledge of anatomy.
- If submitting animations, send or deliver them to the department at least two weeks prior to the evaluation date. Otherwise, you may print still images from your animations and submit them as part of your portfolio.

Please do not be intimidated by this process. We do not expect a portfolio of professional quality. Our goal is to assess your drawing skills and visual awareness based on the quality and variety of your work.

Distant Applications
Instructions for foreign, US, out-of-province applicants, and Quebec province applicants living 300+ kilometres from the College are available on our website (www.dawsoncollege.qc.ca). Once you are at the Illustration & Design page, select “Admissions” from the menu on the right and read the “Additional Admission Requirements”.

Final Acceptance
Once all admissible applicants have been evaluated, a decision letter will be mailed (in late April or early May) by the Admissions Office.

Final acceptance is based on assessment of:
- Portfolio
- Drawing exercise
- Academic background
OPTIONS FOR OTHER VIDEOS:

**Illustrator Dale Herron** talks about his job while he works on a children's book- YouTube video from “My Cool Job: Illustrator” [http://www.youtube.com/watch?v=ZlmYuWIB4qs](http://www.youtube.com/watch?v=ZlmYuWIB4qs) (< 10 min)

**Christopher Bing** – Little Red Riding Hood colour watercolour book [http://www.youtube.com/watch?v=qA0P-AJ1T5I&feature=related](http://www.youtube.com/watch?v=qA0P-AJ1T5I&feature=related) (he draws from photos of his wife and daughter, then copies on watercolour paper and adds colour, speaks of his process and his work)

**Lynne Chapman: Becoming an Illustrator**– she was trained as a textile designer but from her sketchbooks started doing cards and then editorial and children’s books. Importance of doing art on time and reliability (7.43 min) [http://www.youtube.com/watch?v=oSES_z3bHKo&feature=related](http://www.youtube.com/watch?v=oSES_z3bHKo&feature=related)

**Pursing a Career in ART illustration**– Mark Romanoski discusses freelance illustration. (3 parts: 15:26, 14.13, 15.21) Great for intro to Illustration but too long for this.


For the people who have said, "I'd like to see how you do that!" I created this video to show my own peculiar process of illustrating a book. The illustrations in this particular book, Song of the Crickets, were inspired by the Bluegrass lessons my daughters and I are taking. (8.24min)

**Dominic Philibert - Digital Artist & Illustrator** – caricaturist (1:56min) and grad of I&D [http://www.youtube.com/watch?v=pljyLhZtsiA](http://www.youtube.com/watch?v=pljyLhZtsiA)