Visual Communication Design: Illustration

What is Visual Communication Design?

Visual Communication Design (VCOM) is an "umbrella" term used at Winthrop University to indicate a cluster of interrelated degree programs in Graphic Design, Illustration and Information Design.

What does an Illustrator do?

An illustrator is a graphic artist who clarifies the written word for greater understanding, for entertainment and/or for advertising. Utilizing the skills of the fine arts in terms of various media such as drawing, painting and printmaking, the illustrator's work is intended for reproduction, either in print or on the web, unlike the fine artist, whose original work is intended to be seen on a wall. The illustrator is a visual communicator of ideas, responsible for defining the audience and working with a client and/or art director. The program covers a wide variety of types of illustration including editorial, educational, technical, sequential, as well as character development and other forms of illustration. Various media are covered from pen & ink, continuous tone, airbrush, pastels, watercolor, oil, acrylic and digital.

Skills You Will Learn.

a. The ability to solve communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.

b. The ability to describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.

c. The ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization/ composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.

d. An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include, but are not limited to, drawing, offset printing, photography, and time-based and interactive media (film, video, computer multimedia).

e. An understanding of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.

f. An understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.

Full-time Faculty

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Careers in Visual Communication Design: Illustration-related Fields

Illustrators: editorial
educational
technical
medical
children's
Animators for films/games, character developers
Storyboard artists, comics and cartoonists
Art Directors, Creative Directors
Designer and Graphic Designer
Advertising and Sales Representatives
Software Interface Designers

Additional Resources

http://www.aiga.org
http://societyillustrators.org
http://illustratorspartnership.org
http://www.scbwi.org
http://www.gnsi.org
http://www.theAOI.com
http://www.theispot.com
http://www.deviantart.com
http://www.conceptart.org
http://www.commarts.com
http://www.printmag.com

Name _____
SID _____
e•mail_____

Department of Design

Bachelor of Fine Arts in Visual Communication Design - Illustration track
125 Semester Hours
Recommended Course Sequence

Fall Semester		Cr. Hrs.	Spring Semester		Cr. Hrs.
1st Year					
VCOM 101	**VCOM Seminar**	1___	**VCOM 121**	**Design Dwg: Struct&Form**	3___
VCOM 120	Design Drawing	3___	VCOM 151	Design Fundamentals	3___
VCOM 150	Design Studio Skills	3___	VCOM 261	Intro. Computer Imaging	3___
ARTH 175	Art History I	3___	ARTH 176	Art History II	3___
_____	Humanities req. [1]	3___	HMXP 102	Human Experience	3___
WRIT 101	Composition	3___			
ACAD 101	Prin. of Learning Acad.	1___			*Total 15*
		Total 17			
2nd Year					
VCOM 154	Design and Color	3___	VCOM 301	VCD Critical Seminar I	1___
VCOM 220	**Illo: the Figure**	3___	VCOM 258	Intro. Typography	3___
VCOM 222	Vis. Think/Symb. Comm.	3___	**VCOM 325**	**Illo: Portraiture**	3___
CRTW 201	Critical Reading, Writ.	3___	**VCOM 425**	**Illo: Persuasion & Prop.**	3___
_____	elective	3___	_____	ARTH elective	3___
VCOM 300	Specialization Review [3]	0___	MATH 150	Intro. Discrete Math	3___
		Total 15			*Total 16*
3rd Year					
VCOM 401	VCD Critical Seminar II	1___	**VCOM 323**	**Illo: Costumed Figure**	3___
VCOM 259	**Intro. Graphic Design**	3___	**VCOM 427**	**Illo: Narrative & Editorial**	3___
VCOM 423	**Illo: Fairy Tales&Child Lit.**	3___	**VCOM 374**	**Hist. GD/Illustration**	3___
VCOM 424	**Illo: Sequential Story.**	3___	WRIT 465	Prep. of Oral & Written...	3___
_____	Natural Science req. [1]	3___	ECON 103/	Intro. Political Economy -or-	
_____	Social Science req. [1,2]	3___	PLSC 201	American Government	3___
		Total 16			*Total 15*
4th Year					
VCOM 501	VCD Critical Seminar III	1___	VCOM 262	Intro. to Web Design	3___
VCOM 320	**Illo: Comp. Anatomy** [4]	3___	**VCOM 388**	**GA Prod. Practices**	3___
VCOM 420	**Illo: Heroes & Antiheroes**	3___	**VCOM 487**	**Sr. Thesis**	2___
VCOM 486	**Sr. Thesis Proposal**	2___	**VCOM 578**	**Professional Portfolio**	3___
VCOM ____	directed elective	3___	BADM 180/	Contemp. Business Iss. -or-	
_____	Natural (lab) Science req. [1]	4___	FINC 211	Personal Finance	3___
PHED 267	Weight Training [4]	1___			
		Total 17			*Total 14*

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VCOM courses indicated in BOLD are only offered 1x per year, and in the semester indicated, and are prerequisites for later courses. Deviation from the recommended course sequence of program classes could result in delayed progress. VCOM Illustration courses numbered over VCOM 300 are offered every 2 years in the semester indicated.

Notes:

1 = "General Education" university requirement. See list of approved classes in Winthrop's catalog, website, or scheduling bulletin.

2 = designator must not duplicate PLSC 201 or ECON 103

3 = Requirements for review: completion or in progress all of VCOM 120, VCOM 150, VCOM 151, VCOM 121, VCOM 154, VCOM 220, VCOM 222, and VCOM 261 with with final grade of C+ in each VCOM class. *The review is offered 3x per year and passage of the review is required of all VCOM studio classes numbered over VCOM 300.*

4 = PHED 267 is a pre- or co-requisites of VCOM 320. An alternative course other than BIOL307 will likely need to be taken. Consult with adviser or program coordinator for more accurate info.

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