ARTS 301 - DIGITAL STORYBOARDING

A. TITLE: DIGITAL STORYBOARDING

B. COURSE NUMBER: ARTS 301

C. CREDIT HOURS: 3

D. WRITING INTENSIVE COURSE: N

E. COURSE LENGTH: 15 weeks

F. SEMESTER(S) OFFERED: Fall and Spring

G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:

   2 lecture hours, 2 hours studio lab per week

H. CATALOG DESCRIPTION:

   This course sequentially builds on the skills, techniques, and concepts introduced in ARTS 101 and GMMD 201. Through research, demonstrations and studio-based assignments, students will develop skills in conceptual schematics, sequential storyboarding, and digital illustration using industry current digital design software and digital tablets. The student projects will culminate in a portfolio of digital works.

I. PRE-REQUISITES/CO-COURSES: Arts 101 Intro Drawing AND GMMD 102 Intro Design OR GMMD 103

J. GOALS (STUDENT LEARNING OUTCOMES):

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<th>Course Objective</th>
<th>Institutional SLO</th>
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<td>a. compare and evaluate the processes and works of storyboarding in advertising, graphic design, interactive design, and video production</td>
<td>2.Critical Thinking</td>
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<tr>
<td>b. learn and apply techniques of digital layering and image building</td>
<td>2.Critical Thinking</td>
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in industry standard design software

c. compose images in linear and non-linear narratives, including composites, conceptual drawing and matte painting

| 1. Communication Skills |
| 3. Professional Competence |

d. Develop personal style and expression through research, critiques and thematic assignments

| 1. Communication Skills |

e. Explore professional applications of drawing (such as storyboarding or graphic novels) and apply their methodologies in class projects

| 1. Communication Skills |
| 3. Professional Competence |

f. Develop a professional portfolio of drawings that demonstrate the breadth of their illustration skills, competence with design process, and ability to effectively meet the needs of client driven media projects

| 1. Communication Skills |
| 2. Critical Thinking |
| 3. Professional Competence |

K. TEXTS: (Suggested)


**Seegmiller, Don**  *Advanced Painter Techniques*  Sybex  2008

L. REFERENCES:


Nicolaides, Kimon  *The Natural Way to Draw*  1941 by Anne Nicolaides printed by Houghton Mifflin Co,
M. EQUIPMENT:

Digital tablets and laptop/desktop computer equipped with Adobe Photoshop and/or Corel Painter. Other digital illustration software may be used additionally.

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

Measurement Methods include but are not limited to:
- Graded Exercises/Drawings/Projects
- Competent demonstration of Composition and Design Process in Critiques
- Evaluation of final portfolio

P. DETAILED TOPICAL OUTLINE:

I. Industry Applications of Storyboarding
   - Research assignment
   - style emulation
   - Adapting to client needs

II. Applying illustration concepts via digital tools
    - Digital Tablets
    - Drawing in Photoshop
    - Drawing in Corel Painter
    - Drawing from a preliminary Photograph

III. Sequencing and Style
    - Picture plane concerns, Friezes, traditional/non-traditional approaches
    - Compositional concerns as per industry
    - Resolution and Content concerns as per industry

IV. Project Development
    - Presentation
    - Digital Portfolios
    - Final Project
Q. LAB OUTLINE:

I. Project I

Digital Oil Self Portrait

- Studio lighting/digital capture review
- Import
- Demonstration using photograph as a layer in digital painting
- Working on Laptops with digital tablets
- In progress critique (on lcd projector)

II. Project II

Fantastical Landscape

- Horizon Line/landscape photography review
- Import
- Demonstration using photograph as a layer in digital painting
- Texturizing
- Building Custom Brushes
- Selective alteration
- In progress critique (on lcd projector)

III. Project III

Character Development

- Emulation drawing of existing characters
- Critique of emulations
- Demonstration of character development elements
- Brainstorm sketch development of student characters
- Composite view of student developed characters in digital media

IV. Project IV

Storyboard

- Sequencing and Frieze research
- Stylistic emulation
- Critique of emulations
- Using photographic models for action and landscape
- Storytelling and industry standards for stage/camera directions
- Develop storyboard concept and subsequent storyboards

V. Project V

Advertising Campaign

- Research Advertisements, Advertising Campaigns
- The role of Illustration in Advertising
- Student developed proposals around existing product
- Critique Proposals
- Develop Storyboards and illustrations for student campaign

VI. Project VI

Final Project

- Creative Briefs submitted, Proposals considered
- Studio work time on computers and tablets
- Final Critique