DV2002
Illustration for Designers
Eligibility: ADM

- Lisa Winstanley (Assistant Professor)
  G01 (63081): Mondays, 1300 - 1600 at ART-01-02
- Hans-Martin Rall (Associate Professor)
  G02 (63082): Thursdays, 1300 - 1600 at ART-B1-4A

Learning Objectives
By the end of the course, you should be able to:

1. Identify and evaluate techniques used to create stylistic and conceptual illustrations.
2. Develop creative illustrative responses using a range of media and techniques.
3. Effectively apply conceptualisation strategies to express ideas.
4. Employ clear and well-structured presentation skills to communicate concepts within illustration.
5. Critique visual ideas and illustration techniques employed by peers in a constructive manner.

Content
What makes a good illustration?
In this course you will explore the role of illustrations in communication design. The concepts of style and concept will be analysed and defined, as you explore visual narratives that depict personality and context.

Planning, Creative Process and Critical Evaluation
All illustration has a context and an audience. You will explore the role of the target audience, and how this affects decisions made in illustration, both in subject matter and style. A range of strategies will be explored, such as target audience analysis, ideation, visual problem-solving, strategies to innovate, inform, persuade and entertain.

Applied Illustration
Craft and attention to detail will be explored in both 2 dimensional and 3 dimensional applications, as you apply your visual responses to communicate in context with your audience.

Illustrations by ADM Student, Reuben Tay Si Wen, 2019
(Images above provided by Prof Winstanley)

Illustrations by ADM students Celia Yew, Chng Ziyin and Nadiah 2019
(Images above provided by Prof Rall)

To find out more, please contact: ADM_Undergrad@ntu.edu.sg