



## Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: <https://catalog.uvu.edu/>

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**Semester:** Spring

**Course Prefix:** ART 3220

**Course Title:** Conceptual Illustration

**Year:** 2025

**Course and Section #:**01

**Credits:** 3

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### ***Course Description***

Introduces conceptual illustration and problem solving through the use of visual symbols, metaphors and icons.

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### ***Course Attributes***

This course has the following attributes:

- General Education Requirements
- Global/Intercultural Graduation Requirements
- Writing Enriched Graduation Requirements
- Discipline Core Requirements in Program
- Elective Core Requirements in Program
- Open Elective

Other: *Click here to enter text.*

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### ***Instructor Information***

**Instructor Name:** Christopher Thornock

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### ***Student Learning Outcomes***

- 1 Relate key illustration readings to image making;
  - 2 Develop processes of conceptual illustration problems;  
Evaluate and assess effectiveness of processes and techniques through regular
  - 3 critiques;
  - 4 Apply advanced understanding of drawing and painting processes;
  - 5 Define visual concepts in personal work;
  - 6 Explore illustration processes as a means of self expression.
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### ***Course Materials and Texts***

None Required

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### ***Course Requirements***

**Course Assignments, Assessments, and Grading Policy**

Project 1 – Visual Metaphor and Cliché - For illustrators and visual storytellers, the goal is not necessarily to avoid clichés but to *transform* them. Reinventing a cliché involves presenting these familiar symbols in unexpected or nuanced ways, imbuing them with originality while preserving their inherent meaning.

Project 2 – Abstraction – Music - Create a compelling illustration inspired by the tone and feeling of a musical group or album, using abstract concepts to guide your design.

Project 3 – Portrait/Caricature - Create a symbolic representation or caricature of a notable figure from the field of science—this could be from areas such as biology, chemistry, medicine, anthropology, physics, mathematics, astronomy, or other scientific disciplines. Your illustration should move beyond a traditional portrait and explore more creative, conceptual, or exaggerated interpretations of the subject.

Project 4 – Editorial - Editorial illustration plays a crucial role in modern publishing by transforming complex ideas into accessible, engaging visuals. It is no longer just about complementing text but actively engaging with it to enhance understanding and create a dynamic, thought-provoking reader experience.

Project 5 – Illustrated Essay - While illustrators are most often asked to visualize the ideas of others, they also have the potential to shape and express their own observations through their work. When an illustrator adopts both the role of author and artist, they bring a unique and vital perspective to the conversation, enriching the cultural and intellectual dialogue of our time.

## Course Expectations

This course is designed to equip you with essential techniques in conceptual image-making. You will develop core competencies that will enhance your artistic confidence and provide a solid foundation for a variety of illustration markets, including editorial illustration. The skills you acquire in this course will also serve as a basis for developing potential BFA projects.

You are expected to dedicate a minimum of **9 hours per week** to your artistic development: **5 hours in class** and approximately **4 hours for homework**. Effective time management is critical to your success—stay focused during class, meet all deadlines, and actively engage in the learning process. Take comprehensive notes during individual meetings with your instructor and critiques to track your progress. Always come to class prepared, with all required materials and completed projects ready for review.

While there is no specific media assigned to this course, you are expected to demonstrate proficiency in key areas such as drawing, composition, value and color arrangement, as well as conceptual thinking and problem-solving. This is an advanced course, and you are expected to meet a high standard of professionalism and skill development.

## Grading Policy

1. **Late Work:** Late assignments will not be accepted for grading. All projects must be completed and presented during the class critique to receive full credit.
2. **Assignment Deadlines:** Deadlines for each assignment are provided when projects are discussed in class. Completed homework is due **at the beginning of the class period** on the assigned due date, which is defined as the time when roll is taken.

Submissions after this time will be considered late and will not receive full credit. Project due dates are posted on **Canvas**.

3. **Canvas Submission Window:** You have one week from the project due date to submit your work on Canvas for grading. After one week, the assignment will be locked, and no further submissions will be accepted.
4. **Post-Critique Revisions:** Students are encouraged to revise and improve their work after the class critique. This reflects professional practice and can positively influence your learning process.
5. **Extension Policy:** If extenuating circumstances prevent you from meeting a deadline or if changes are required by your instructor that delay your project, an extension may be granted **only with prior approval** from the instructor.
6. **Grading Criteria:** Your grade on each assignment will be based on your ability to meet the specific criteria outlined in the project grading rubric. These criteria will guide your progress and final evaluation.
7. **Grading Summation:** 35% - Project work-in-progress, 65% Completed projects.

Each unit is divided into two groups. The first is Work In Progress. This includes preparatory work for each project along with meetings with the professor. - 35% of final grade. Project Completions is where you present your finished pieces. - 65% of final grade.

Projects are worth 100 points.

A	94-100
A-	90 - 93
B+	87 - 89
B	83 - 86
B-	80 - 82
C+	77 - 79
C	73 - 76
C-	70 - 72
D+	67 - 69
D	63 - 66
D-	60 - 62
E	below 59

## Required or Recommended Reading Assignments

N/A

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## General Description of the Subject Matter of Each Lecture or Discussion

See assignments.

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## *Required Course Syllabus Statements*

### Generative AI

AI programs are not a replacement for your human creativity, originality, and critical thinking. Drawing, painting, thinking, ideating, and researching are crafts that you must develop over time to develop your voice. At the same time, you should learn how to use AI and in what instances AI can be helpful to you.

The use of generative AI tools (e.g. ChatGPT, Google Bard, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Finding information on your topic;
- Organizing your thoughts

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts/responses assigned to you or content that you put into a Teams/Canvas chat.
- Completing work that has been assigned to you.
- Composing, drawing, or digitally painting entire parts of your project including thumbnail sketches, comp sketches, or completed work.

You are responsible for the information and creative output you submit based on any AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited to stay within university policies on academic honesty.

Any student work submitted using AI tools should indicate what work is the student's work and what part is generated by the AI. In such cases, no more than 25% of the student work should be generated by AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting.

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### Using Remote Testing Software

This course does not use remote testing software.

□ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

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## ***Required University Syllabus Statements***

### **Accommodations/Students with Disabilities**

Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

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### **Academic Integrity**

At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: Student Code of Conduct](#).

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### **Equity and Title IX**

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment,

admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – [TitleIX@uvu.edu](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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### **Religious Accommodation**

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.

To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at [accessibilityservices@uvu.edu](mailto:accessibilityservices@uvu.edu). If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a [specially dedicated space](#) for meditation, prayer, reflection, or other forms of religious expression.