



Master Course Syllabus

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

Semester: Spring

Course Prefix: ART 421R

Course Title: Advanced Illustration

Year: 2025

Course and Section #:01

Credits: 3

Course Description

Provides advanced studies in producing a senior level portfolio. Encourages students to find a personal style and voice in communicating images. Requires advanced problem solving skills and advanced abilities in the creation of images. May be repeated for a maximum of 6 credits toward graduation.

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.*

Instructor Information

Instructor Name: Howard Fullmer

Student Learning Outcomes

- 1 Create masterfully executed images.
 - 2 Develop significant personal work.
 - 3 Learn self assessment in the picture making process.
 - 4 Identify improvement in drawing, painting and technical expertise.
 - 5 Successfully conceive concepts appropriate to text material.
 - 6 Become proficient in visual journalism.
Develop a body of work that could be used to attract potential
 - 7 clients.
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Course Materials and Texts

None Required

Course Requirements

Course Assignments, Assessments, and Grading Policy

Course Objectives

In this course you will be taught professional practices needed to establish a career in illustration. It is important that you attend every class as we will be talking about pricing and fee negotiation, promotion, legal issues, taxes and the day-to-day challenges of the industry. We will be meeting professionals at all stages in the industry and learning about different career opportunities. Finally, Students will be required to develop an online portfolio, research and develop a database of potential clients/opportunities, promote their work and otherwise establish day-to-day practices that you will have to confront in the industry.

Assignments

Sketchbook | 150Pts

Each day you will be receive a prompt to explore in the pages of your sketchbook. You must have one page filled for each day that addresses this prompt. It must be in pen

Online Presence | 150Pts

You are to have an online presence exclusive to your artwork. It may be a website, social media, online art store/portfolio site or any one of several sites.

Database | 150Pts

You will create a database of 90 potential client you wish to work for. This must include names, titles, contact information and a brief background explanation. This will be divided into three segments of 30 contacts per segment.

Self-promotion | 150Pts

Each week for the final ten weeks of the semester, you will be required to send/email/submit five self-promotional images to potential clients from your respective databases.

Grading

Students often complain about the grades they get. Students are not given grades, they are earned.

Grades in this course are determined just as survival in the industry is meted out. If you do the work, you reap the rewards. If you do 100% of the assignments, you will receive 100% credit.

It is a truth of the industry that skill and drawing ability rarely are determinates of success. In fact, it has been my experience that hard work, ideas, discipline, continued learning and follow through are directly correlated to career longevity as an illustrator. I have seen many average artists succeed because they worked hard and conversely, observed many at the top of their class who never made it because they were lazy and assumed talent would carry them.

Illustration is a deadline driven, results oriented vocation. All assignments will have a due date and time with no one assignment being more important than the other. Late assignments will NOT receive a grade. The industry demands this, as will I.

600 – 561 points: A

560 – 511 points: A-

550 – 531 points: B+

530 – 511 points: B

510 – 491 points: B-

490 – 471 points: C+

470 – 451 points: C

450 – 431 points: C-

430 – 411 points: D+

410 – 391 points: D

390 – 371 points: D-

370 and below: E

If you are dissatisfied with your final grade you may contest it with the instructor. If you still feel the grade is not a fair representation of your work, a committee consisting of Illustration faculty (not including the instructor) will be given the assignment parameters as well as the completed student work and will assign a grade. This grade may be the same, better or worse than the original assigned grade and it will be final.

Required or Recommended Reading Assignments

N/A

General Description of the Subject Matter of Each Lecture or Discussion

Very rarely do illustrators understand the true value of their work for a client. They are the reason the advert was funny or successful, the reason why mommy or daddy picked up that children's book, and the reason why I ate at that horrible restaurant last week (it had a cool menu with fish on it!). Illustration communicates ideas, connects with audiences and makes sales to the public in a way that nothing else can. This is the true value of illustration to the client, and this is the value of your fee. However, being business-minded often doesn't come naturally for illustrators. Out of all the creative industries, they may be the most likely candidates to work for

free and/or undervalue themselves. Illustrators can lack client and contract negotiation skills, industry knowledge, and confidence. On top of this, the vast majority don't understand the factors that go into pricing and licensing.

This class is about learning and preparing for a career and practice as a professional illustrator. Now, you may have been paid for illustration jobs. And yes, those are professional jobs. But you are not yet a professional illustrator in that your full time and effort is going into developing that career.

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.

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.

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 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

DHH is located on the Orem Campus in BA 112.

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](#).

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 – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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. 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.