

# Illustration Path

## Program Details

### About

Illustrators are often overlooked but necessary in multiple industries. Our Illustration Path will prepare students for brand identity package design, digital illustration, and graphic artist-producing careers, including motion design, computer-based animation, etc.

Throughout the student's four years at Innovation Academy, they will gain a comprehensive general academic foundation and learn and develop skills in drawing, animation, animated and cartoon characters, and editorial illustrations.

Students will utilize and develop the above skills through their micro-marketing agencies starting in their second year. They will provide free marketing for a small business client in their micro-agency.

Their micro-agencies will help them create and develop professional portfolios and resumes and gain the business acumen necessary to thrive as professional illustrators.

Students will earn high school diplomas and professional industry-required certificates in Adobe Photoshop, Illustrations, and Effects.

### Grading

As a career prep high school, our primary focus is ensuring our students can apply the necessary skills to perform their job duties at the highest level. Therefore, we focus more on providing constructive feedback than on grades. Students will only be graded on their primary projects at the end of each course.

Grading projects can be subjective, so we created a point scale to minimize subjectivity. The grading scale for the projects:

1. 25-23 points A
2. 22-20 points B
3. 19-15 points C
  
4. 11-0 points Incomplete grade
  - a. A meeting with the Path Teacher Guide is required before redoing the project.
5. The point scale is based on the following:
  - a. Creativity - 0-7 points
  - b. Application of knowledge using Adobe Creative Cloud- 0-7 points

- c. Clear storyline - 0-6
- d. Engagement- 0-5

<sup>1</sup>Suppose the student receives an Incomplete more than once. In that case, the instructor will create a learning plan, including before & after-school tutoring, parent-teacher conferences, or meetings with the Head or Assistant Head of School.

## Projects

Students will participate in three types of projects: mini-projects, graded primary final projects, and their principal projects, which are their micro-agencies. All projects are added to their portfolios, and their principal projects will be added to their resumes.

### Illustration Path Curriculum 4 Credits

*2 Fine Arts Credit; 1 Writing Credit*

Below are all the program **courses** each student must complete to finish the program and receive their industry-required certifications/

The courses will prepare students for their micro-marketing agencies. Each course is self-paced and will include mini-projects and a primary project to allow students to demonstrate their knowledge and understanding of the information taught in the course.

- **Photoshop Magic**
- **Art of Drawing**
- **Creating with Adobe Illustrator**
- **Logo Design**
- **Package Mockups**
- **Mico-Agency I-III**
- **Adobe After Effects**
- **Digital Marketing for Graphic Designers**
- **Business Etiquette**

All courses in blue must be completed before the student can participate in a micro-marketing agency.