

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: Bachelor of Arts (Honours) in Creative and Digital Arts/ Bachelor of Arts (Honours) in Creative and Digital Arts and Bachelor of Education (Honours) (Visual Arts)
Programme QF Level	: 5
Course Title	: Digital Illustration
Course Code	: ART2234
Department	: Cultural and Creative Arts (CCA)
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: English
Course Level	: 2

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

1. Professional Excellence;
2. Ethical Responsibility; &
3. Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

This Digital Illustration course is designed to provide students with the skills necessary to create visually striking illustrations that can tell a compelling story. The course focuses on developing creative digital drawing and painting skills and styles that are essential within related contemporary creative industries, with students exploring and learning how to use various digital tools and professional illustration software. Designed to be hands-on in nature, students will receive practical training in digital illustration techniques, in the process learning about the different types of digital brushes, how to use layers, and the creation of textures and patterns. They will also be introduced to colour theory, composition, and perspective, all of which are essential in creating a visually appealing illustration. Narrative is another important aspect of the course, as students learn how to utilise it to develop and convey a message or a story. Character development, settings, and storylines, all leading towards the creation of cohesive visual stories, will also be explored.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ Demonstrate proficiency in digital illustration techniques, to create visually striking and narratively compelling illustrations.
- CILO₂ Apply principles of characters design, composition and color Theory to effectively convey narratives and emotions through their digital illustrations.
- CILO₃ Create cohesive visual stories by effectively utilizing character development, settings, and storylines within their digital illustrations.
- CILO₄ Utilize digital narrative elements in illustration / visualization elements to develop and convey messages or stories through their digital illustrations, enhancing their storytelling capabilities.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Introduction to Digital Illustration	CILO _{1,3}	• Lecture • Group discussion • Case studies • Understanding the role of digital illustration in storytelling • Introduction to digital drawing and painting techniques
Exploring Digital Brushes and Layers	CILO _{2,4}	• Lecture • Group discussion • Case studies • Research and presentation • Understanding the different types of digital brushes and their applications
Textures, Patterns, and Color Theory	CILO _{3,4}	• Lecture • Group discussion • Case studies • Research and presentation Textures, Patterns, and Color Theory
Composition and Perspective	CILO ₁	• Lecture • Group discussion • Case studies • Research and presentation

		- Understanding the significance of composition in visual storytelling - Exploring different perspectives and their impact on illustrations
Narrative Development	<i>CILO_{2,4}</i>	- Lecture and reading on selected theories; literature review on digital illustration - group discussion and presentation - Utilizing narrative elements to convey a message or story
Final Projects and Presentation	<i>CILO_{1,2,3,4}</i>	- Presentation and critique of final projects - Reflection on the learning journey and individual progress

4. Assessment

Assessment Tasks	Weighting (%)	CILOs
(a) Group presentation (History & Case studies) Each group will be asked to conduct a series of research on illustration through case studies and analysis	20	<i>CILO_{1, 2}</i>
(b) Individual presentation (Exercises based) An individual presentation on exercises (Design, professionalism, practice, artistic development on illustration)	40	<i>CILO_{1, 4}</i>
(c) Individual presentation (Digital Content development and execution)	30	<i>CILO_{1, 2, 3, 4}</i>
(d) Class Participation The level of participation in class discussion and quality of views expressed	10	<i>CILO_{1, 2, 3, 4}</i>

5. Use of Generative AI in Course Assessments

Please select one option only that applies to this course:

☐ **Not Permitted:** In this course, the use of generative AI tools is not allowed for any assessment tasks.

☒ **Permitted:** In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

6. Required Text(s)

Nil

7. Recommended Readings

Bancroft, T. (2006). *Creating Characters with Personality: For Film, TV, Animation, Video Games, and Graphic Novels*. Watson-Guptill.

Gurney, J. (2010). *Color and Light: A Guide for the Realist Painter*. Andrews McMeel Publishing.

Hockney, D. (2018). *A History of Pictures: From the Cave to the Computer Screen*. Thames & Hudson.

Mateu-Mestre, M. (2010). *Framed Ink: Drawing and Composition for Visual Storytellers*. Design Studio Press.

Williams, F. E. (2009). *The DC Comics Guide to Digitally Drawing Comics*. Watson-Guptill.

3dtotal Publishing. (2015). *Digital Painting Techniques: Practical Techniques of Digital Art Masters*. 3DTTotal Publishing.

8. Related Web Resources

Nil

9. Related Journals

Nil

10. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

11. Others

Nil

Last update: 23 Jul 2025