**A MOST FABULOUS, THOROUGH, CLEARLY-TAUGHT COURSE! -RIVKY HEILPERN**

Everything you need to know about the

# Illustration Course

## ...the rundown

**Learn the foundations of Digital Illustration!** Master the four steps to any illustration: **Sketching, Inking, Color Blocking, Depth and Texture.** Learn how to create characters, work with color, and the science of perspective and storyboarding.

Master the computer software used by illustrators through enjoyable clearcut lessons. **Plus** learn the business side of being an Illustrator!

Sara Alowitz
Winter Session

- Adobe Photoshop
- Adobe Illustrator
- Adobe Fresco
- Clip Studio
- Story-boarding
- Wacom
- Character Styling
- Color Theory

Sara Alowitz Winter Session

**Get personal feedback and helpful critique** that will give you the confidence and know-how to succeed. And, you'll create a portfolio of illustrations as you progress through the course, that'll wow those potential clients.

Miri Rokowsky
Winter Session

Sara Gitty Rosenberg Winter Session

## ...the prerequisites

**You need to be able to draw prior to joining this course as the course requires artistic skill.**

All applicants will have to send some sample work to adina.designalive@gmail.com before being accepted.

We will then assess your level and advise if you are ready for the course.

"Learn the rules like a pro,
so you can break them like an artist"
-Pablo Picasso

Meet our

# Instructors

**Lea Kron**

Theory Instructor / Illustrator

**Adina Cahn**

Software Instructor

**Dena Ackerman**

Illustrator / Comic Instructor

**Ron Segalovitz**

Comic Instructor

**Esti Saposh**

Illustrator

**Teva Ungar**

Illustrator

Students will learn more than just the software and tools, Students will learn all the tricks to the trade!

Information-packed webinars with top illustrators, clear cut lessons and focused exercises, students will graduate with the knowledge, skills and confidence to start their own illustration business!

Faigy Jacobowitz Winter Session

## Section 1

**Software**

- Familiarize yourself with the software (Ai, PSD, Fresco and Bonus Clip Studio) focusing mainly on Photoshop's drawing tools - brushes, layer modes, masks etc...
- The basic Interface and the differences
- Setting up your Wacom pen - or any digital pen

Eti Saposh

## Section 2

**Drawing skills:**

- Breaking down to basic shapes
- Process of illustration - from thumbnail sketches to final drawing
- Storyboarding
- The secrets to stylization
- Sketching, Sketching and Perfecting

## Section 3

**Color**

- Understanding the Color Wheel
- Using color to create a mood
- Blocking color on your illustration
- Choosing color for storytelling
- Shading and lighting

Dora Ackerman

Sury Teacher- Winter Session

Eti Saposh

## Section 4

**Perspective**

- 1,2 and 3 point perspective
- Aerial Perpective
- Isometric Perspective
- Drawing objects in perspective
- Drawing environments

## Section 5

- Lights, Camera, Action!
- Shadows, Highlights and Lighting
- How to Effectivly use Textures
- Reflection- its more than just in the water

Sury Steiner Winter Sesion

Faigy Jacobwitz Winter Session

Ruby Heilpern
Winter Session

## Section 6

### Characters

- Research what your client has in mind!
- How to draw and design characters
- How to work with a reference image
- Building personality in your character
- The details, details and the details again

Lea Kron

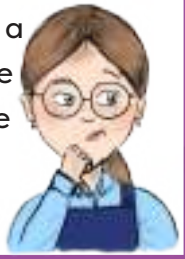
## Section 7

### Business

- Perfecting your portfolio
- Business of illustration, estimates and pricing jobs, finding work.

**During the course our students already began working with these companies:**

I completly enjoyed the DI Course! I received my first digital illustration job only a few weeks into the course, through Adina's referral. Adina and Lea are available for guidance while I start out working- both for business and illustration advice. It's amazing how I can have a job making money while doing my hobby at the same time!



Chavee Fink Winter Session

Suzy Tesher
Winter Session

## ...the nitty-gritty

***How long?***

6 months / 1-2 classes a week.

***Time commitment?***

Average 6-8 hours weekly on classes and homework

***When?***

Self paced with monthly video feedback sessions.

***Course launch:*** June 26th
***Registration deadline:*** June 20th

Note: Registering for a self-paced course starts your time limit. This course has a limit of 6 months. If you are not ready to begin, please ***wait to register.***

## ...the investment

**Illustration:** $2250
**EARLY BIRD SPEACIAL:** $1999

**LIMITED PLACES!!!**

Suni Steiner
Winter Session

## ...the jobs & salaries you can expect

You can work for a book publisher, magazine, or you can go the freelance route and build your own business.

Hourly wages typically start at $35 and move up really quickly once you build your experience.