

# 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 Howitz  
Winter Session



Adobe  
Photoshop



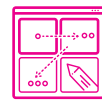
Adobe  
Illustrator



Adobe  
Fresco



Clip  
Studio



Story-  
boarding



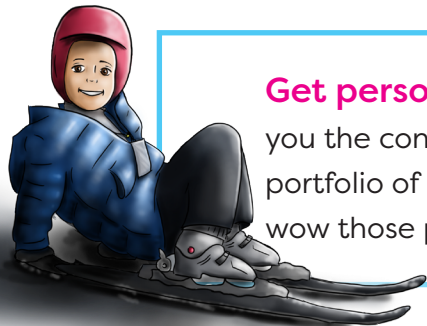
Wacom



Character  
Styling



Color  
Theory



Sara Howitz  
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](mailto: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

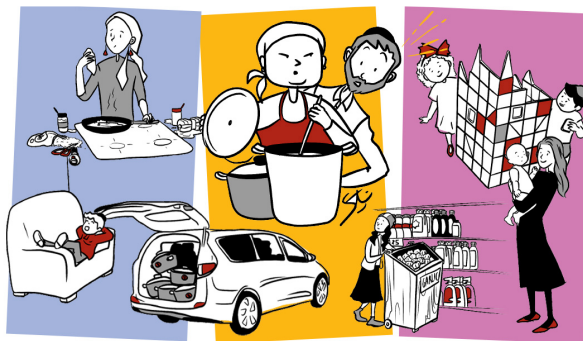
- Familiarize yourself with the software (Ai, PSD, Fresco and Bonus Clip Studio) focusing mainly on Photoshop's drawing tools - brushes, layer modes, masks etc...
- The basic Interface and the differences
- Setting up your Wacom pen - or any digital pen



## 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



*Etty Saposh*

### 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 Akerman*

*Sury Teacher- Winter Session*



*Etli Saposh*

### Section 4

#### Perspective

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

### Section 5

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



*Sury Steiner Winter Session*



*Faigy Jacobovitz Winter Session*



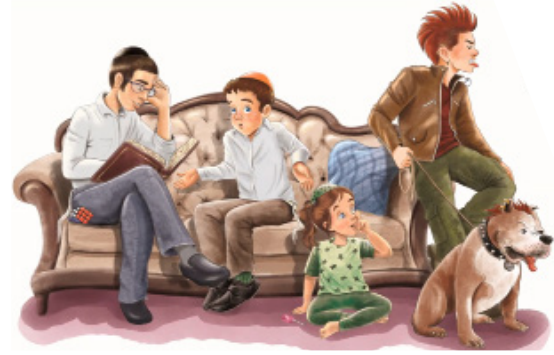


Ricky Heifern  
Winter Session

## 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 completely 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!

Chava Fish Winter Session





Sarah Fischer  
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 26<sup>th</sup>

**Registration deadline:** June 20<sup>th</sup>

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 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.

### ...the investment

**Illustration:** \$2250

**EARLY BIRD SPECIAL:** \$1999

expiry date 05/06/2023

**LIMITED PLACES!!!**



Sarah Steiner  
Winter Session