

PROJECT GOALS

- Use visual hierarchy to focus the viewer (e.g., size, color, saturation, font, etc.)
- Conceptualize and develop themes
- Integrate traditional and digital media

KEY DATES & POINTS

DATES/OUTPUT	POINTS
• 10/3 (R)	15
<i>Due: Part 1 (3 Annotated Concept Thumbnails on 3 Different Themes)</i>	
• 10/8 (T)	15
<i>Due: Part 2 (3 Annotated Pencil Layout Concepts on a Single Theme)</i>	
• 10/10 (R)	15
<i>Due: Part 3 (Layout and Word Story created in Illustrator)</i>	
• 10/15 (T)	15
<i>Part 4 (Finalized Pencil Drawings for Large Watercolor and Ink Illustrations)</i>	
• 10/17 (R)	15
<i>Due: Part 5A (Finalized Complex Ink Illustration)</i>	
• 10/22 (T)	75
<i>Part 5B (Finalized Complex Watercolor Illustration) (15 pts)</i>	
<i>Due: Part 6 (Finalized Magazine Page - Print and Electronic) (60 pts)</i>	
THIS WILL BE A CRITIQUE DAY.	

TOTAL: 150 pts.

SUPPLIES

- See supply lists from Projects 1 & 2
- Adobe CC
- Lightbox

PROJECT 3: Magazine Page Layout

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Description

You will select one of the weekly themes from Project 1 or 2 to develop into a magazine page layout. You are required to further develop the concept of TWO of those illustrations into larger, more-detailed, didactic, illustrations to use in your page layout. One should be created in ink and the other in watercolor. You must also integrate graphic digital elements to better communicate your story with at least one illustration (e.g., labels, arrows, etc.). Additional smaller illustrations from your selected theme should also be integrated in the page design.

You will define the Purpose and Audience. The Output will be an 8.5" x 11" page.

Project Requirements

- Each illustration should communicate **something**. Be prepared to answer the question: "What does this communicate"?
- The page should exhibit an overall hierarchy of information (use image size, color, saturation, font, etc. to focus and lead the eye)
- Objects must be drawn from observation; you may not use photos
- Every illustration must include your signature
- You must include some digital illustration elements in at least one of your new, complex illustrations, such as spot color, leader lines + callouts, arrows, etc.

Process

1. Choose three of your weekly themes from Projects 1 and/or 2 to explore as potential project concepts.

NOTE: Be sure you still have access to your objects from that week so you are able to reference them for new illustrations as needed.

2. Create annotated rough thumbnail sketches for page layouts based on the concepts of three of your themes. Each should feature two illustrations that will be further developed to more clearly communicate/teach (e.g., features of an oak leaf). Anticipate that at least one of those illustrations will include graphic digital elements (arrows, labels, etc.) Identify for each a Purpose and Audience.
3. Select one thumbnail concept and further refine three pencil layouts. Annotate with notes that explain and clarify your concept.
4. Select one concept to develop into a final piece. Set it up in Illustrator using your existing illustrations. Use rough placeholder sketches for your new illustrations.
5. Add preliminary leader lines, spot color, arrows, etc.
6. Write and integrate a typed word story (i.e., the accompanying text).
7. Create your more complex illustrations to fit your piece (create clean pencil drawings, then transfer them to your final paper using a lightbox).
8. Scan, edit, and embed your illustrations.
9. Refine your layout
10. Submit to Canvas (see file specs on Canvas), respond to questions on Canvas, and update your Progress Slideshow
11. Print a version for in-class Critique.

NB: Keep copies of your files

I highly suggest you keep all illustrations in your own files at both high and low resolution formats for your portfolio and future use. It is your responsibility to keep your files for the future.