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
• 11/7 (R)	20

Due: Part 1 (Concept Design--3 roughs and one refined concept)

• 11/12 (T)	30

Due: Part 2 (Layout and digital elements created in Illustrator)

WE WILL BE PHOTOGRAPHING THIS DAY

• 11/14 (R)	20

Due: Part 3A (Mannikinized Illustration)

• 11/21 (R)	50
	50

Part 3B (Finalized Traditional Illustration)
Part 4 (Finalized Page) (15 pts)
THIS WILL BE A CRITIQUE DAY.

TOTAL: **170 pts.**

SUPPLIES

- Watercolor
- Watercolor paper of your choice
- Pencil, Erasers, etc
- Adobe CC
- Lightbox

  LAURA ROY, CMI

PROJECT 4:
Spot Illustration: Exercise Demonstration

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Description

This project will consist of a single full-color illustration intended to accompany a passage in a book on the subject of exercise. A supplementary inset can be used if it supports your message. Stretching, weight-lifing, yoga, etc. are all great options.

Your illustration will be created in traditional watercolor and added digital elements to clearly tell your story.

You will define the Purpose and Audience.

The Output will be an 8.5" x 11" page.

Project Requirements

- The illustration should communicate **something related to exercise technique.** 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)
- You must use your own photo reference, and the photos must be taken from a distance of at least 6 feet to prevent distortion
- Your human figure must include head, both hands, and both feet.
- Every illustration must include your full signature large and clear enough to be legible
- You must include a typed ©s byline, e.g. "© Laura Roy 2019 • royillustration.com"
- You must include digital illustration elements such as spot color, leader lines + callouts, arrows, etc.
- You MAY NOT include any internal anatomy, although you may reference it in your text if it makes sense.

Process

1. PART 1: Conceptual Design (3 Roughs and one more refined layout)
   - Find a book (or several) at the library or elsewhere for graphic design ideas.
   - Thumbnail 3 illustration concepts illustrating an exercise technique.
     - include page layout
     - For each, identify your audience (clearly) and the purpose of the illustration
   - Select one concept/layout to develop into a final piece. Create an additional, more refined version, with annotations/sketches clearly indicating your concept
2. PART 2: Set up your Illustrator file.
   - Use placeholder sketches (they should approximately indicate what will ultimately be placed there in terms of size/info) for your new illustrations.
     - Add preliminary leader lines, spot color, arrows, etc. so you clearly know your plan
     - Add placeholder text (lorem ipsum) for large text areas (you don't have to write it)
     - Write and integrate a typed word story (i.e., any text you do plan to include).
3. PART 3A: Plan your illustration by drawing a mannikinized preliminary drawing with a general light/dark pattern
   - Photograph your model, paying attention to angles and light on form
   - Use your photo reference to draw from as if you were drawing from life.
     - Study the anatomy in particular in your area of interest
     - Include the Loomis mannikin components (rib cage, pelvis, etc) to start
     - Look for areas of overlapping forms and think in 3D
     - Study the light/dark and look at the edges of where they meet
4. PART 3B: Create your illustration
   - Use your photo reference to draw a clean pencil drawing.
   - Do test colors in watercolor
   - Transfer the drawing to your final paper (suggested: use a lightbox).
   - Watercolor your illustration at 1.5-2x larger than needed.
5. PART 4: Integrate everything in Illustrator.
   - Scan, edit, and embed your illustration
   - Adjust your digital elements
   - Refine your layout as needed
6. PRINT: 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.