PROJECT GOALS

• Use visual hierarchy to focus the viewer to clearly communicate an idea (e.g., size, color, saturation, font. etc.)
• Explain a process using 2-3 illustrations
• Appropriately create an illustration series for an advertisement setting
• Light and photograph a model/props using the concept of clear division between light and dark
• Use photograph reference as supporting information to create realistic illustrations
• Integrate traditional and digital media

KEY DATES & POINTS

DATES/OUTPUT	POINTS
• 12/3 (T)	20

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

• 12/5 (R)	30

Due: Part 2 (Finalized layout, word story, and digital elements created in Illustrator)

• 12/10 - 12/ 12

Nothing due. Suggested workflow should follow that established in previous projects from the semester. Do preliminary studies and sketches as needed to refine your idea prior to starting the final.

• 12/17 (T) 7-9 PM	120

Part 3 (Finalized Page with illustrations)
THIS WILL BE A CRITIQUE DAY.

TOTAL:	170 pts.

SUPPLIES

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

BPMI/ARTIS 327 · FALL 2019 · **LAURA ROY, CMI**

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PROJECT 5:
Multi-Step Process: Advertisement

Description

This project will consist of 2-3 illustrations to show a 2-3 step process. This should be conceptualized as part of an advertisement. At least one of the illustrations will feature a human figure.

You will define the Purpose and Audience.

You will define the output, but the minimum final height and width is 8".

Project Requirements

• The illustration series should communicate **some process or technique as it might be seen in an advertisement.** Be prepared to answer the question: "What does this communicate"?
• You do not need to create an entire advertisement, but you should be able to explain how the illustration series would be used for advertisement purposes.
• 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 an appropriate distance (e.g. at least 6 feet for human figures) to prevent distortion
• You must include half or more of a human figure in at least one illustration (using your own photo reference).
• Every illustration must include your full signature large and clearly 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 integrate ghosting, cross-sections, or other didactic elements.
• You MAY NOT include any internal human anatomy, although you may reference it in text if it makes sense.

Process

1. PART I: Conceptual Design (3 Roughs and one more refined layout)
    • Thumbnail 3 illustration concepts illustrating an 2-3 step process
        • Consider all potential didactic approaches to identify the best form(s) of communication
            • 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 3: Execute and integrate your illustrations
    • Plan your illustration:
        • Photograph your human model, paying attention to angles and light on form
        • Photograph any other props you need, paying attention to 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
    • Create your illustrations
        • Use your photo reference to draw a clean pencil drawing.
        • Do test colors in watercolor
        • Transfer the drawings to your final paper (suggested: use a lightbox).
        • Watercolor your illustration at 1.5-2x larger than needed. Integrate everything in Illustrator.
        • Scan, edit, and embed your illustration
        • Adjust your digital elements
        • Refine your layout as needed
4. 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.