

## Project 4: Cross-Section/Cutaway Illustration of an Object(s) using Didactic Color

### Project Overview

This purpose of this project is to use illustration techniques to focus attention and teach something using internal views and color. You have the ability to create added value and information for the viewer by using illustration techniques to create additional layers of information.

We are specifically going to be focusing on two techniques for this illustration: **cross-section/cut-away** and **didactic color**. You may also choose to integrate ghosting to integrate your cross-section/cutaway, but it is not required. You will choose an object or objects and render it in a photorealistic manner. You must choose a story you want to visually convey about the relationship between the object's interior and exterior, and you will use didactic color to further tell that story. The piece will be created in Adobe® Photoshop™ in a highly-detailed/photorealistic rendering style.

You may also choose to incorporate other illustration techniques for this project such as inset(s), an exploded view, etc. You may use arrows, labels, etc., to tell your story.

Be creative and challenge yourself!

### Requirements

**Your illustration must include:**

- 1) Object rendered photorealistically, with consideration given to clearly differentiating structures
- 2) Cross-section and/or cutaway view of the object.
- 3) Use of color to clearly tell a story
- 4) Well-designed arrows, numbering, and/or other graphic design elements as needed
- 5) Rendering in Adobe® Photoshop with labels, etc. done in Adobe® Illustrator
- 6) Include your signature and a credit line reading “© (Your name) 2020”

### Subject Matter

You may choose a man-made object or an organic object. Consider your choice carefully. Choose something that will be useful for your portfolio. **Whatever you choose, you will need sufficient access to resources and reference material so you can understand your subject well enough to make a strong illustration. Objects must be available to you for direct observation. You may need to supplement the object with your own photos and additional reference material. You may not trace from images that are not your own. The better your reference, the better your project will be.** You will need to supplement the object with your own photos and additional reference material.

You don't necessary have to be able to cut your object to see the cross-section, but you must have enough reference material and understanding of the object to make a believable drawing.

For Biological/Pre-Medical Illustration majors, it is suggested that you choose imagery that relates to biology, science, or natural history.

### Purpose, Target Audience, & Output

You will define the purpose and target audience based on your personal interests and subject matter.

The output will be an 8.5” x 11” illustration created at 300 ppi so that it is high enough resolution for printing, but can also be used for web. You will use Adobe RGB 1998 for the Document Color Mode and color profile.

### Critique

This project will involve a critique at every draft stage. Think of spending the time considering others' work as an opportunity to problem solve and learn ways that you can apply the skills your classmates are using to your own work in the future. The more you collaborate and ask questions, the more you will gain both individually and as a class.

You are expected to provide feedback on your own work on what you think is working and on the difficulties you are having. You are expected to provide the same feedback for others. Critique need not be thought of as “positive” or “negative”, but as a way to understand what is and is not working. Comments should always be provided respectfully and professionally.

### PROJECT KEY DATES & DESCRIPTIONS

- 1) W 3/25 • **Draft 1: Subject Matter Research & Preliminary Sketching/3 Thumbnails**
  - 1) This is the stage to try out multiple concepts, angles, lighting ideas
  - 2) Prepare 3 ideas, even if you are leaning toward one
  - 3) Include a written Purpose, Target Audience, & Output for each concept
- 2) M 3/30 • **Draft 2: Illustration Proposal & Additional Research**
  - 1) This is the stage where you will select one idea and hone in on it.
  - 2) Continue playing with angles and lighting. Think about the overall tonal design of the page.
  - 3) Start collecting reference material and **make sure you have access to your object**
  - 4) You should include one or more page design/layout ideas
  - 5) Consider the types of labels and other text to include. Roughly include them.
  - 6) Include a finalized written Purpose, Target Audience, & Output.
- 3) W 4/1 • **Draft 3: Pencil Sketch with Digital Word Story/Layout**
  - 1) This is a tight sketch that will be scanned for use in the final piece
  - 2) All text and placement should be finalized at this stage as much as possible
  - 3) This must be loose enough that you can still incorporate changes but tight enough to use as the basis to start painting digitally
  - 4) Start considering color schemes
- 4) W 4/8 • **Draft 4: Preliminary Draft**
  - 1) Color/tonal patterns should both be established
  - 2) All text should be placed
  - 3) The final page layout should be established
- 5) M 4/13 • **Draft 5: Final Draft**

### Project deliverables

Projects must be delivered before 6pm on the deadline day to Canvas as follows:

- 1) In Progress Files (Drafts 1-4):
  - 1) Flattened .jpg. Low resolution is fine. (NOT in presentation template)
  - 2) Updated google slideshow
- 2) Final files:
  - 1) Flattened .jpg at the same dimensions @ 300 ppi
  - 2) Note: also update your google slideshow with title slide, images of each draft and a written description of the Purpose, Target Audience, and Output