

## ARTIS/BPMI 326 Spring 2020 Project 5: Multi-Step Illustration

### Project Overview

This purpose of this project is to use multiple illustrations to tell an informative story about a process or technique. You have the ability to use your creativity to provide extra insight into an ordinary process. You will create added value and information for the viewer by using illustration techniques. You may choose to only do a subset of a more complex process.

Multi-step illustrations of processes are used in a variety of real-life formats such as textbooks, journals, consumer magazines, product packaging, etc. You will have the opportunity to tailor this project to your own interests. For those students interested in pursuing medical illustration, this project can be thought of as an introduction to the same skills and techniques you will eventually use in surgical and other medical illustration.

Be creative and challenge yourself! Work hard!

### Requirements

**Your illustration must include:**

- 1) 2-4 Illustrated steps (do not exceed 4 steps)
- 2) Well-designed arrows, numbering, and/or other graphic design elements
- 3) Use of both Adobe® Illustrator™ and Adobe® Photoshop™
- 4) Include your signature and a credit line reading “© (Your name) 2020”
- 5) Citations for any referenced information

### Subject Matter and Reference Material

**Consider your choice carefully. Choose something that will be useful for your portfolio.**

**Depiction of internal human anatomy is strictly forbidden and will receive a zero.**

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 should be available to you for direct observation. You will need to supplement the object with your own photos. **You may not use images that are not your own. The better your reference, the better your project will be.** Consider posing a roommate or family member to take your photos if you need a human model. Have fun!

#### Subject Matter Examples:

- Washing hands
- Sewing a mask
- Tying a knot
- Preparing a solution

#### Questions to consider:

1. How will you apply hierarchy to your overall page design? Should some illustrations be larger and/or more developed than others? Why?
2. Could you incorporate other illustration techniques for this project such as cross-section(s), cut-away(s), inset(s), exploded view(s), etc?
3. Could you more clearly show your process with arrows?
4. What can you simplify? What can you leave out and still keep the story clear?
5. What additional resources will you need?
6. Consider who/what is involved in the process
7. Who will you use for your model/reference material?
8. Think about how little you need to show to tell the process.  
e.g. do you need a whole arm? Just the hand? Just the finger? Just the fingernail? etc...
9. Choose a style based on your audience of choice  
e.g. a fashion magazine illustration of applying lipstick would be styled differently than a guide for nurses helping a patient brush their teeth, or for teaching proper hand-washing to cooking students.

## **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 RGB 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) 4/15 • **Draft 1: Subject Matter Research & Preliminary Sketching/Thumbnails**
  - 1) This is the stage to try out multiple concepts, angles, lighting ideas
  - 2) Prepare 2-3 ideas, even if you are leaning toward one
  - 3) Include a written Purpose, Target Audience, & Output for each concept
- 2) 4/20 • **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
  - 3) Start collecting reference material and make sure you have access to your object
  - 4) **Research any info you need to create a strong piece.**
  - 5) **Gather reference objects.**
  - 6) **Present any other research required to tell your story**
  - 7) You should include one or more page design/layout ideas
  - 8) Consider the types of labels and other text to include
  - 9) Include a finalized written Purpose, Target Audience, & Output
- 3) 4/22 • **Draft 3: Pencil Sketch with Word Story**
  - 1) Gather photo reference and objects for your illustrations
  - 2) Sketches should be tight enough for use in the final piece
  - 3) All text and image placement should be finalized at this stage
  - 4) This must be loose enough that you can still incorporate changes but tight enough to move to the next draft
  - 5) Start considering color schemes
- 4) 4/27 • **Draft 4: Preliminary Draft (Optional, for 10 points extra credit. Must show significant progress.)**
  - 1) Color/tone patterns should both be established
  - 2) All text should be in place and proofed
  - 3) The final page layout should be established
- 5) 5/4 • **Draft 5: Final Draft**
  - 1) Finalized and professional layout
  - 2) Layers organized as discussed in class

## **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
  - 2) Note: also update your Project google slideshow
- 2) Final files:
  - 1) ZIP file including layered .ai + .psd file with all links embedded or in zip file
  - 2) Flattened .jpg at @ 300 ppi
  - 3) Completed Project google slideshow