

ASSIGNMENT SHEET

DESN 115 – Illustration I

ASSIGNMENT – Editorial Illustration

OBJECTIVE

Create an illustration suitable for use in a magazine or newspaper as part of feature article. The illustration will visually represent a common, well-known idiom that may relate to a typical editorial topic. The main goal of the illustration is to have visual impact based on creativity and visually communicate the idiom.

REQUIREMENTS

- The idiom must be visually communicated. Inclusion of the actual idiom in type is optional.
- The illustration could be a literal visual interpretation of the idiom. It could also be related to a specific current issue in our society/culture. Visual puns, visual metaphors and humor may also be used. Regardless of what method is used, the underlying meaning of the idiom must be communicated.
- The illustration should use scale for high impact and get the attention of the reader.
- It should also include an unusual juxtaposition of objects or you may use one object for another.
- The illustration can be created in any illustration style you feel would help communicate your message – from primitive to cartoon, to realistic to retro to anything else.
- The goal is stop the reader from turning to the next page by making the illustration stand out and interesting to make that happen. The communication of the idiom should be immediate.
- The illustration must be vector-based.

COLOR/SIZE

Full color possible, but you could use a limited palette. The illustration should fit onto a portrait letter paper.

METHOD

1. Research idioms. Define what they are by checking out sites such as:
<http://www.smart-words.org/quotes-sayings/idioms-meaning.html>.
2. Choose an idiom and create thumbnail sketched to work on a variety of ways of communicating the chosen idiom. Meet with instructor to discuss the possibilities and to chose the best direction to proceed.
3. Proceed to create the illustration in Illustrator. You may use a clean rough sketch as a template to help you with the drawing of the shapes and proportions.
4. Print the completed illustration on letter paper and mount to index stock for critique.

GRADING

The illustration will be evaluated by how well it meets the requirements listed above.

- The concept and creativity of the illustration will be 25% of the grade.
- The use of color, shape, line, texture, value, space, and possibly type, will be 25% of the grade.
- The technique used will be 25% of the grade.
- The final quarter of the grade will be completion of the illustration on time and participation in the critique.