

ASSIGNMENT SHEET

DESN 115 – Illustration I

ASSIGNMENT – Vehicle Graphics Illustration Project

OBJECTIVE

Practice vector illustration tools and techniques by creating two portfolio-quality illustrations to match the style of the U-Haul vehicle SuperGraphics. Also practice the research process, stylization and simplification of realistic subjects and the creativity of producing illustrations within limitations.

REQUIREMENTS

- **Illustration I:** U-Haul **Classic** SuperGraphics style. To follow the campaign already established, the subject of the illustration must be a state or city in the United States or Canada. The style must be highly stylized and simplified to match the style of the existing graphics. Limited colors (3 to 5) will be used and the red-orange stripe will be indicated. The city graphics will follow the established style of being boxed and rotated with the city name at the bottom of the box.
- **Illustration II:** U-Haul **Modern** SuperGraphics style. To follow the theme of “Venture Across America and Canada” already established, the subject of the illustration must be a state the United States or Canada, but the subject will be presented around mystery and mystery revealed. The illustration will deal with subject matter that is less well known nationally and internationally, yet which plays an important role in the local area where it is based. The style will be more colorful and detailed than the classic style. The top banner and logotype must be replicated and included as part of the graphic.

METHOD

1. Got to www.uhaul.com/SuperGraphics/ to more information and examples of the existing graphics. Choose a location as a subject and do research on the area for the locations (they do not have to be the same for both illustrations). Find visual references for the chosen theme of your illustrations.
2. Sketch out ideas for the illustration. Trace over visual reference to work out simplification of the images.
3. Create an Illustrator document for each illustration and begin creating the illustrations. You may use template layers as an aid in tracing.
4. Print illustrations and mount to index for critique.
5. E-mail link to AI files to instructor for grading.

SIZE/COLORS/FORMAT

Reference previous graphics for color, size and proportions. Final illustrations must fit onto tabloid size paper.

GRADING

- 25% – Proper style and subject choice. Follows established format and would be functional.
Proper research is demonstrated. Appropriate communication of subject is accomplished.
- 25% – Overall composition and use of design elements and principles, which includes color, value, shape
- 25% – Use of Illustrator tools, alignments, shape accuracy, etc.
- 25% – Completion of project on time and participation in critique.