

CREATIVE BRIEF

PROJECT: Tecumseh Review Story Illustrations

OVERVIEW: The Tecumseh Review is a literary magazine published annually by the Vincennes University's English department. It includes student submitted short stories, essays, poetry, black and white photography and art. The Tecumseh Review, a tradition at V.U. for decades, is distributed around the V.U. campus for free in late April of each year. In most years, it is introduced at the annual Poetry on the Green event. Ewing Printing in Vincennes prints the publication commercially.

TACTIC: Enhance the 2015 Tecumseh Review publication by including specific illustrations for submitted literary work.

TARGET AUDIENCE: All students and faculty at Vincennes University. The publication is always seen together with similar publications from other schools around the State, such as Purdue and Indiana University, in the statewide Indiana Collegiate Press Association competition of school publications, meaning students and faculty at many other universities across the state would potentially see the design. As a secondary audience, high school students from around the Indiana may see the publication in V.U. Recruitment efforts, such as PreVU. The publication is also included in START VU packets for incoming freshmen.

STRATEGY: Develop a series of black and white illustrations to correspond with stories and poems submitted by students for approval to be published in the 2015 Tecumseh Review.

The illustrations are not intended to be merely decoration of the page, although they should make the page more visually appealing and interesting. Their true purpose is to help to tell the story or reinforce the point that the author of the literary work is making in a visual manner. The illustrations should also serve as an enticement for the potential reader by drawing them in to learn more about the subject of the piece.

To illustrate a story or poem, first the work must be read to understand the themes and viewpoints of the author. The illustrator must interpret the work to make the illustration become a visual representation of the writer's vision. It should help tell the story visually, but could also be a more abstract representation of the themes.

The illustrations must be capable of being reproduced in black and white printing, since the page of the publication are printed with only black ink. Any illustration style or method may be utilized in the creation of the illustrations, although they must eventually be in a digital format for submission to the instructor. The chosen style should help with setting the mood and with communication of the themes. The placement and size of the illustrations should also be considered and indicated in the final versions.

REQUIREMENTS:

- Three illustrations from three different submitted works in the PDF file.
- Black and white only – no color
- Illustrations must be submitted in digital form to the instructor – Packaged InDesign files and High-quality Print PDF files are required.
- The relationship of the type and the illustrations must be considered and indicated on the files.
- Illustrations must also be submitted in print form at actual size of printing in the publication.
- Copies of references and images used and/or their sources must be submitted with the final illustrations
- All illustrations must be original and do not infringe on any copyrights.
- Deadline for work to be graded will be Wednesday, Dec. 10, but work may be submitted before that time. Illustrations will be further critiqued in January.

GRADING: 300 points – 100 points for each illustration

- Each illustration will be graded according to the effectiveness of the illustration to enhance the story or poem by helping to communicate its themes –
25 points
- Each illustration will be graded according to the creativity in concept –
25 points
- Each illustration will be graded according to impact of the illustration on the page – its ability to stop the viewer from browsing and start them reading –
25 points
- Each illustration will be graded according to the quality of production of the illustration and its ability to be reproduced well in the publication –
25 points

This project is worth 25% of the final grade for this course!

Final illustrations may be submitted directly to Neely Held, student editor of the 2015 Tecumseh Review at ***nheld1@myvu.vinu.edu*** before the February 14, 2015 deadline. Submission for publication is optional, but publication of work in the Tecumseh Review looks good on your resume and published work will gain more exposure.