

# ILLUSTRATION

## project two

**DUE:** 02/08 (words, research, thumbnails)

**DUE:** 02/10 NO CLASS

**DUE:** 02/15 (finalized sketches due)

**DUE:** 02/17 (work on finalized versions in class)

**CRITIQUE:** 02/22

## EDITORIAL

**EDITORIAL ILLUSTRATION.** The general term “editorial illustration” is not the same as editorial cartooning. Editorial illustration is artwork for any story in printed matter (usually a magazine or newspaper, but also Web) that relates to the text. It does not include artwork that is part of a publication’s advertisements (though it does need to compete with the advertisements within the publication, both conceptually and visually). The smallest editorial illustration is called a spot illustration.

**Specifics:** Follow the instructions on your project brief. Turn in one of each type of illustration specified. You will create the illustration at twice the size specified in the brief.

What you will need to do:

- List of 10 descriptive words you hope to achieve/communicate to your audience with your illustration
- Research: 5 examples of illustrations that you will use as inspiration
- Research: 5 examples of illustrations from your publication
- 15 thumbnail sketches, approx. 2” x 2” (size variable depending upon format)
- Circle the option you wish to pursue and discuss with me (in class or during office hours)
- 5 finalized sketches of your chosen illustration. Each sketch should be slightly different and each sketch should utilize a different color palette (those with black and white briefs can ignore the different color palette requirement)
- 2 finalized, presentable and protected versions of your illustration. One should be the original artwork at twice the size and the other the size it would appear in the publication

**Objectives:** Work with a clearly delineated audience and to create an illustration that fits into already specified dimensions.

**Client:** Who is your client? Me. Ask me any questions you wish as if I were the client. I will do my best to act as a client would to give you the full client/illustrator relationship experience.

**Presentation:** Both illustrations are to be mounted together onto the same board. For you graphic designers in the class, it may be useful to take that extra step and recreate the article in InDesign or Illustrator and drop your illustration in as it would appear when printed -- this would make for a stellar presentation and possibly portfolio-worthy!

**Things to consider:**

- Am I creating a strong composition within given dimensions?
- What style of illustration does the magazine usually employ?
- Will my illustration compete visually and conceptually with the other illustrations and advertisements in this issue of my publication?
- Does my illustration not attract enough attention? Does it attract too much and possibly detract from the words/article associated with it?
- Please DO NOT look up the exact article for which you will be illustrating. Seeing that actual illustration that was chosen for that article will affect your illustration no matter what! I do not want you to be influenced positively or negatively by it.