

Assignment #1 Brief

I have created a set list of four questions to help you figure out your niche as an illustrator so people can better understand the services you offer.

1. What kind of industry would you like to work in?

An industry can be things like entertainment, apparel, automotive, publishing, and advertising to name a few. These are the kind of clients you would ideally like to provide a service for. Anytime you get confused about which direction to take in your illustration career, ask yourself what you like and why? What do you enjoy doing on your down time, hobbies, sports, music? Make a list of your interests, then analyze what it is that you enjoy about these interests. Ask yourself the why's a few times until your direction becomes clearer. Doing this will not only help you clarify a career path, but it will also keep you in check to make sure that you choose a job you actually enjoy.

2. What's your medium of choice?

Your medium is the tools you choose to create your illustration work whether they're traditional or more digital. Figuring this out can help you explain your process to future clients and employers so they can understand how you do your best work.

3. What kinds of subject matter are you attracted to?

Your subject matter is what you like to draw. Ex. Magic, horror, realism, landscapes, portraits, fashion, sports, cartoons, animals, food, etc...

4. What kinds of services do you like to offer?

Often, artists use very broad terms like animation and illustration to describe what they do, but that's not very specific. You have to find a way to explain what you do to a person who doesn't have an artistic background so they understand what services you are offering.

Additional Points to Consider

- Who/What are the influences in your work?
- What are your strengths?
- What are your interests?
- Review/Critique your best pieces of work.
- Consider how you were influenced, and how that influence is manifested in your current work.
- Consider what you want to do in this industry.

Assignment 1, due next week: Sept. 7

1. In a word document (PDF) please answer the previous four questions. Upload PDF to Dropbox folder labeled Assignment 1.
2. Create a digital “mini-presentation” using the following assets to share with the class:
3. 2-3 works from 3 artists that are a major influence on your work, or whose career you admire.
4. 3 of your best pieces of artwork to discuss. Work should reflect what you want to do in this industry.

Please be prepared to speak about how you were influenced, and how that influence is manifested in your current work. And what you want to do in this industry.

Be prepared for 5 minutes per presentation to be followed by Q&A.

Make flashcard notes or talking points if needed.