

Project #4

SELF DIRECTED PORTFOLIO PIECE

Specs:

11" x 14"- Full Color (can be vertical or horizontal)

Art should tell a visual story that reflects your illustration aesthetic.

Typography is Optional.

ALL media is acceptable.

BRIEF: Create a portfolio piece that you would use to woo your dream client!

- Revisit your Week 1 assignment in which you identified who you are as an illustrator, and the Art Directors and Companies that you'd most like to work with.
- Create an illustration sure to capture their attention!

Subjects can be:

A Person (Historical/Contemporary/Fictional)

A Narrative

An Original Character

An Animal

A Political or Philosophical statement

... OR? YOU TELL ME.

METHOD:

- Revisit *Week 1 Assignment* in which you identified who you are as an illustrator, and the Art Directors and Companies that you'd most like to work with. Also look at your *Midterm Writing Assignment* where you researched these dream clients.
- Make a list of the KEY WORDS that describe the kind of illustration this targeted group is buying. (whimsical, children's, gritty, scifi, horror, multicultural, etc.)
- Using those Key Words as a starting point, create a word web to help you come up with at least 4 original ideas for an art piece that would be attractive to your targeted clients.
- For EACH idea create at least 4 thumbnails. (Total of 16 thumbnails minimum)
- DUE next week. *Please have THUMBNAILS PRINTED for review alongside your MIDTERM WRITING ASSIGNMENT and your KEY WORDS.*
- *OVERALL PROJECT DUE 12/14*