

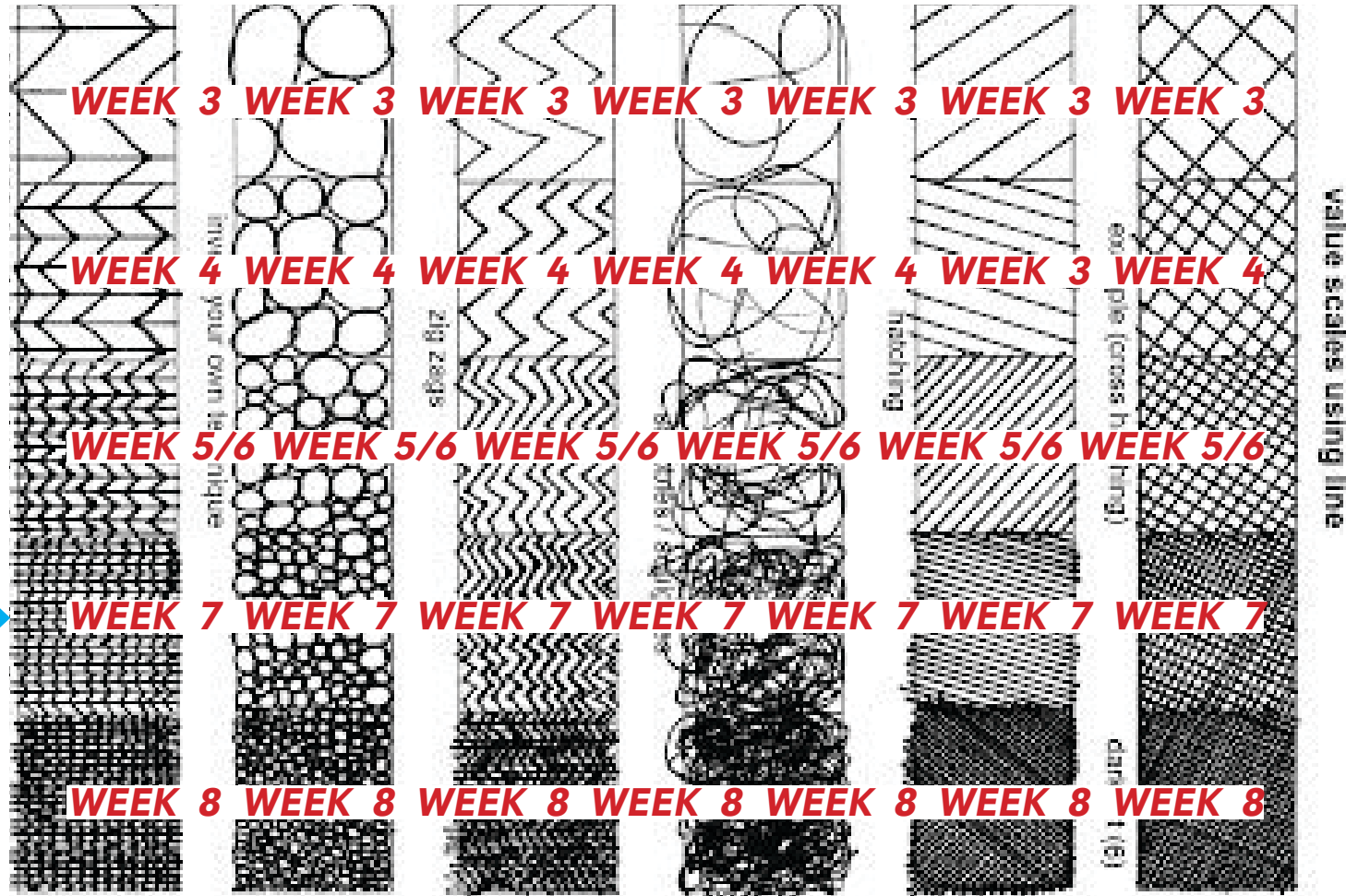
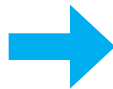
**DUE: 1) FINAL PENCILS 8.5" x 12" ON BRISTOL BOARD + 2) SKETCHBOOK: 5 x VALUE STUDIES + 3) READING**

RECAP + VALUE STUDIES REVIEW + MIDTERM FINAL PHASE

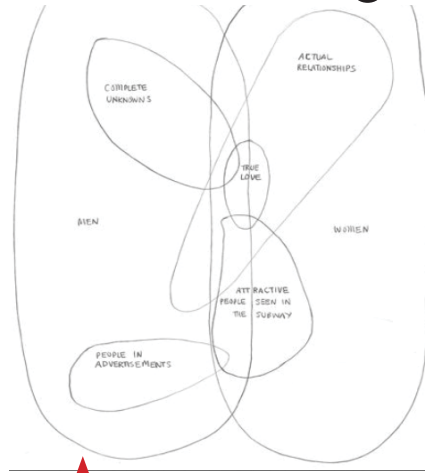
LECTURE: ILLUSTRATION & PRINT: A BRIEF HISTORY

ASSIGNMENTS: READING + FINAL B&W INKS ON BRISTOL BOARD

**YOU ARE HERE**

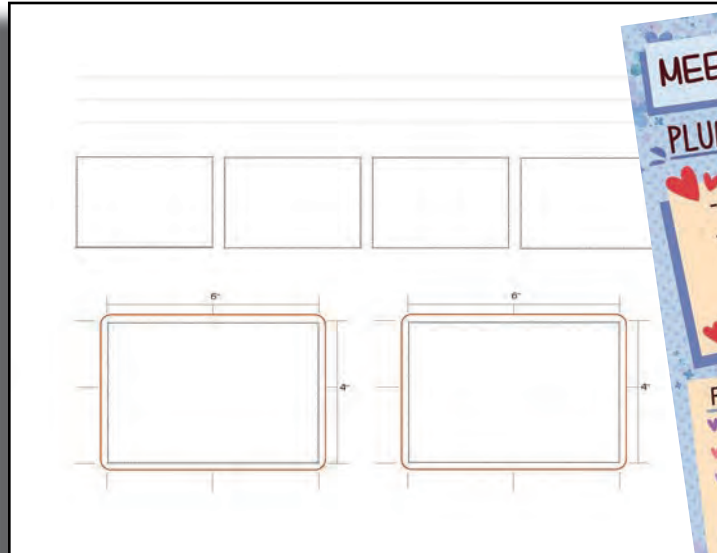


# ¿WHAT'S THE PATH?



1) DEFINE CONCEPT WITH WORDS

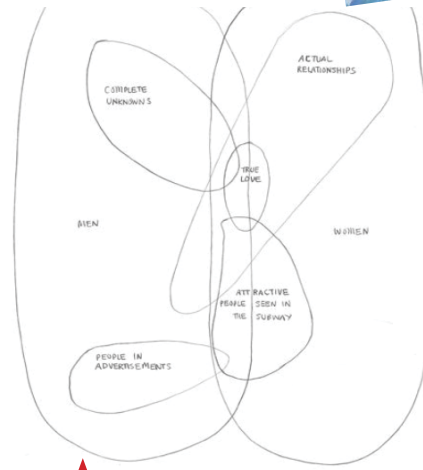
# 1) WE DEFINE THE CONCEPT WITH WORDS: 5 EXAMPLES



GROUP IDEATION PRINT OUT > WORD-IDEATE > WORD-WEBS & WORD-BALLOONS  
FREE ASSOCIATE from the three key words then/or use WORD BALLOONS to get a sense of what's key.  
THERE AREN'T WRONG ANSWERS. DON'T CENSOR YOUR IDEAS, LET THEM FLOW.



Often the ones that seem random end up inspiring the most creative solutions!



1) DEFINE CONCEPT WITH WORDS



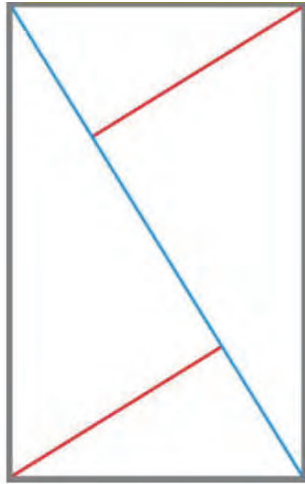






## 2) THUMBNAILED: W3: Making a good idea better w/composition

**CONCEPT IS THE FIRST BUILDING BLOCK; THE FIRST CHOICE MADE.  
COMPOSITION IS THE SECOND.**



**BAROQUE  
DIRECTIONAL  
LINES**

**NEGATIVE SPACE**

**BALANCE:  
SYMMETRICAL/  
ASYMMETRICAL**

**UNITY**

**RHYTHM**

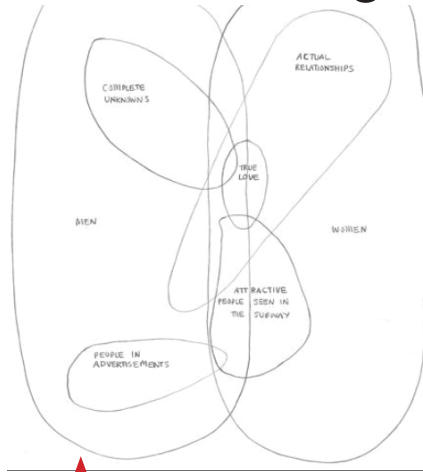
**MOVEMENT**

**FOCAL POINT**





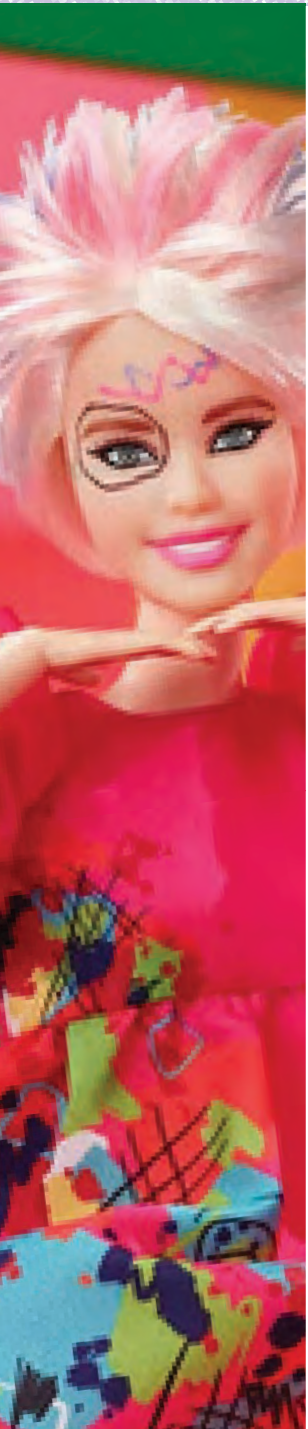
## ¿WHAT'S THE PATH?



**1) DEFINE CONCEPT WITH WORDS**

**2) CREATE THUMBNAILS!**

**3) USE YOUR OWN PERSONAL VISION**  
**-YOUR OWN APPROACH & STYLE**



### 3) USE YOUR OWN PERSONAL VISION -YOUR OWN APPROACH & STYLE





### 3) USE YOUR OWN PERSONAL VISION -YOUR OWN APPROACH & STYLE



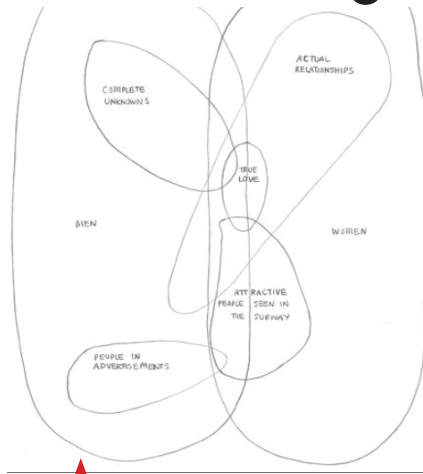
**UNIFORM LINE WEIGHT**



**VARYING LINE WEIGHT**



# ¿WHAT'S THE PATH?

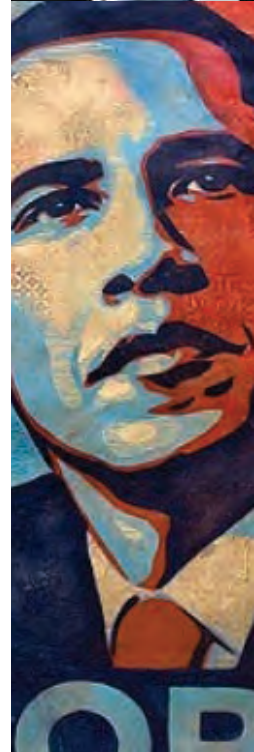
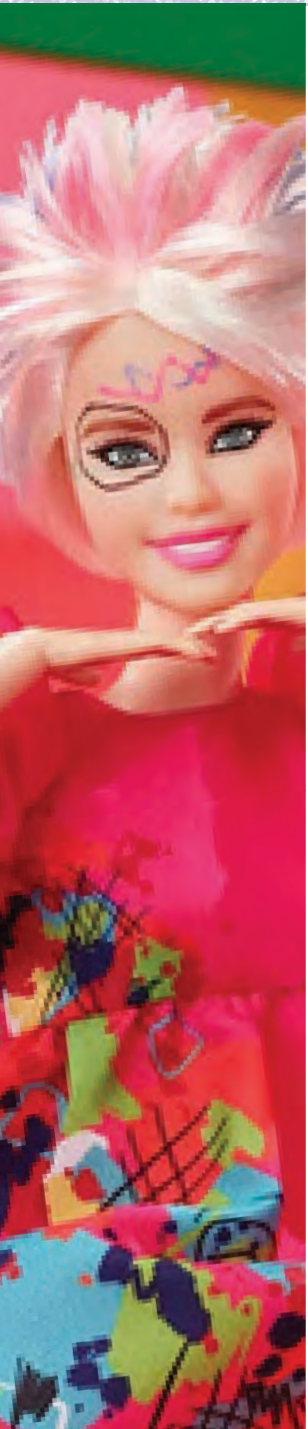


1) DEFINE CONCEPT WITH WORDS

2) CREATE THUMBNAILS!

3) USE YOUR OWN PERSONAL VISION  
-YOUR OWN APPROACH & STYLE

4) USE REFERENCE/BE SMART  
-RESEARCH + PHOTO REFERENCE/SELFIE





## 4) USE REFERENCE/BE SMART



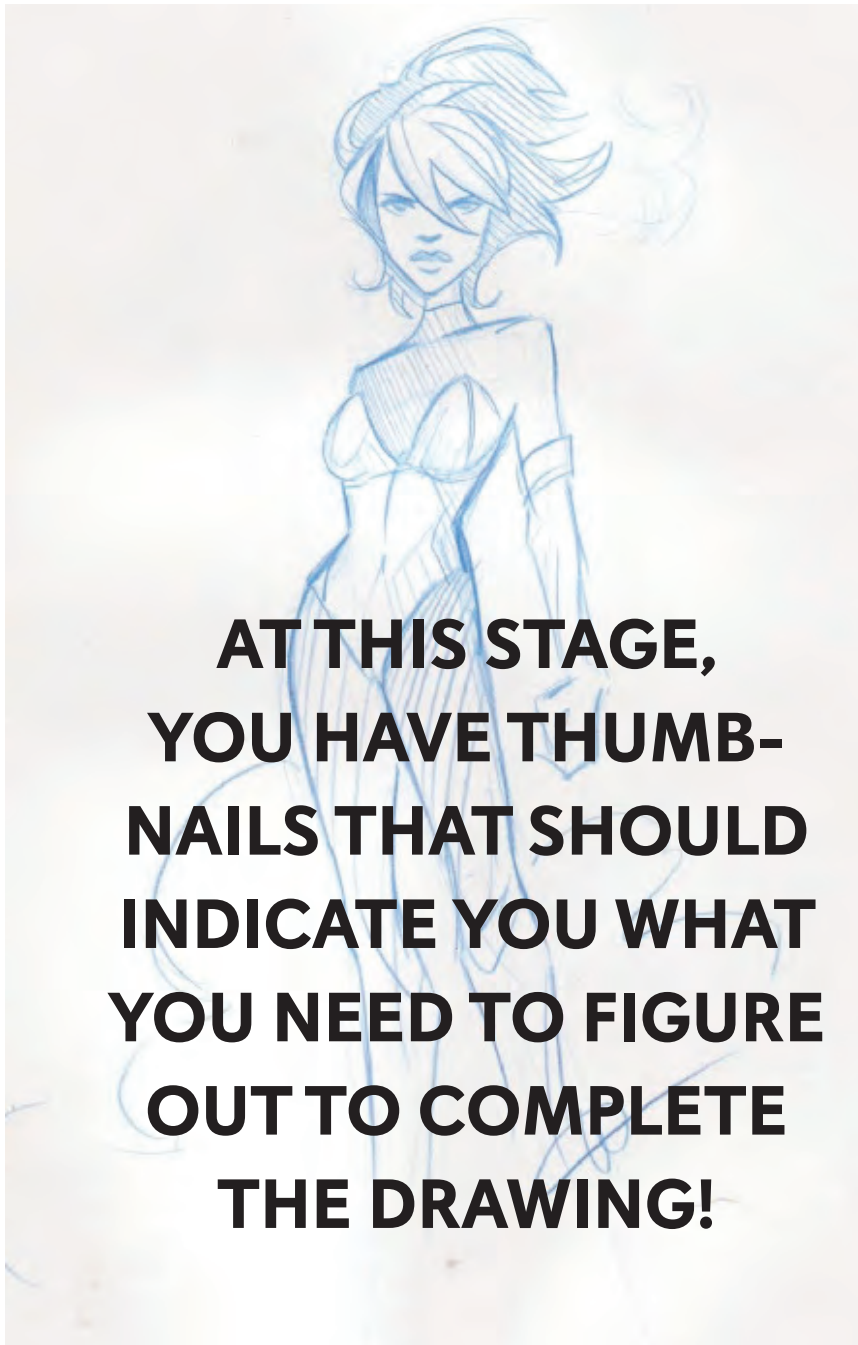
DAVID KRAVETS

SECURITY MAR 11, 2009 12:17 PM

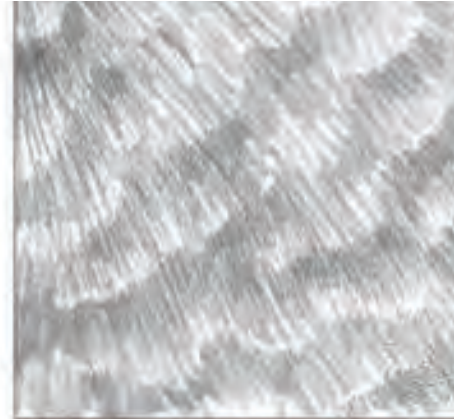
### AP Blasts Obama 'Hope' Artist in Copyright Flap

The Associated Press brought a copyright lawsuit Wednesday, alleging that Los Angeles street artist Shepard Fairey used "computerized paint by the numbers" and "copy-and-paste style" to create the highly recognized "Hope" image of Barack Obama. The nation's oldest and largest operating news-gathering organization sought unspecified damages from Fairey, who the wire service accuses of misappropriating [...]

## 4) USE REFERENCE/BE SMART -RESEARCH + PHOTO REFERENCE/SELF!



**AT THIS STAGE,  
YOU HAVE THUMB-  
NAILS THAT SHOULD  
INDICATE YOU WHAT  
YOU NEED TO FIGURE  
OUT TO COMPLETE  
THE DRAWING!**



Apply short strokes in the direction of fur growth. Then apply darker strokes in irregular horizontal bands. Pull out highlights with an eraser.

Smooth Coat



Use sweeping parallel pencil strokes, leaving the highlighted areas free of graphite. Alternate between the pencil tip and the broad side for variation.



Use longer, sweeping strokes that curve slightly, and taper the hairs to a point at the ends.

Wavy Coat



Stroke in S-shaped lines that end in tighter curves. Leave the highlights free of graphite and stroke with more pressure as you move to the shadows.



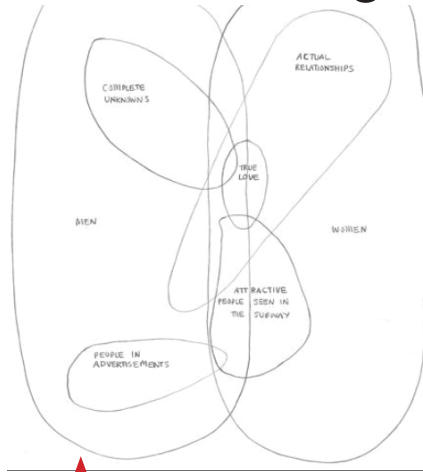
## 4) REFERENCE: CREATING YOUR OWN PHOTO REFERENCE/ARTIST SELFIES

*Paolo Rivera posing as reference for his comics cover*





# ¿WHAT'S THE PATH?

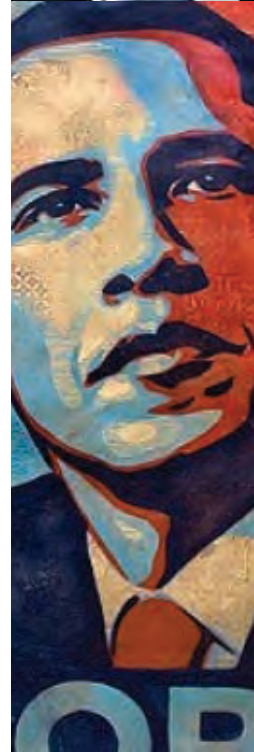


1) DEFINE CONCEPT WITH WORDS  
 2) CREATE THUMBNAILS!

3) USE YOUR OWN PERSONAL VISION  
 -YOUR OWN APPROACH & STYLE

4) USE REFERENCE/BE SMART  
 -RESEARCH + PHOTO REFERENCE/SELFIE

5) REVISE, REWORK, REFINE  
 -PUSH YOURSELF TO BETTER IDEAS & MAKE SURE THEY WORK





# 5) REVISE, REWORK, REFINED

-BELIEVE IN YOURSELF TO PUSH YOURSELF FURTHER



↑  
Footprints lead  
to the roof  
house is covered  
snow  
house is sunken  
in the snow a bit.



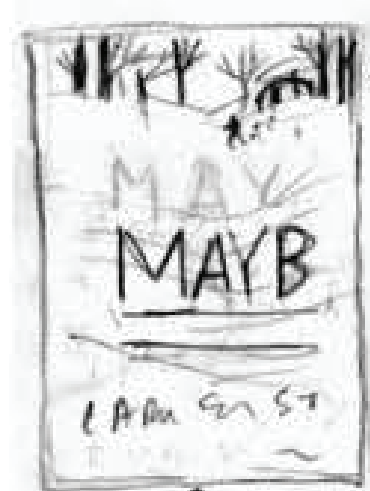
VIEW from top  
of hill. Book title  
on top of image  
for title  
SNOWY



SILHOUETTE in  
background.  
SNOWY



FOOTPRINTS  
FROM DOOR LEAD  
TO SILHOUETTE  
OF MAY HIDING  
BEHIND "A"



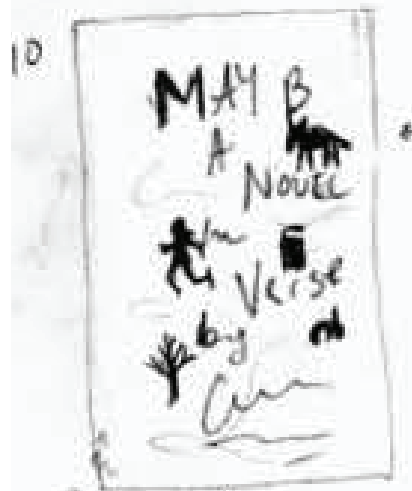
NO MORE IN  
BACK MAYB  
RUNNING



LOOKING OUT  
WINDOW (HOLE)

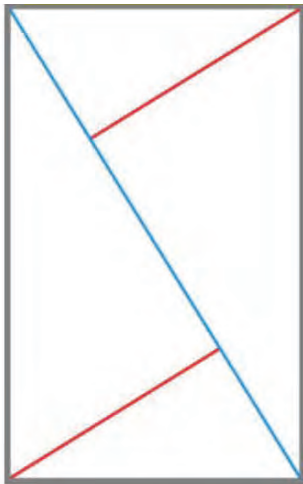
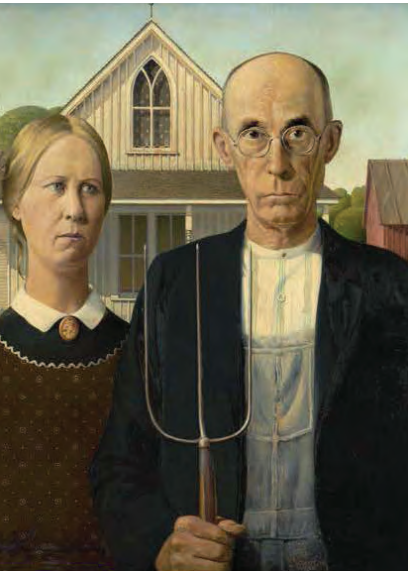


VICTORIAN TYPE  
TREATMENT



# 5) REVISE, REWORK, REFINED Double-Check Composition

CONCEPT IS THE FIRST BUILDING BLOCK; THE FIRST CHOICE MADE.  
COMPOSITION IS THE SECOND.



**BAROQUE  
DIRECTIONAL  
LINES**

**NEGATIVE SPACE**

**BALANCE:  
SYMMETRICAL/  
ASYMMETRICAL**

**UNITY**

**RHYTHM**

**MOVEMENT**

**FOCAL POINT**





**Q: WHY IS VALUE SO IMPORTANT?**

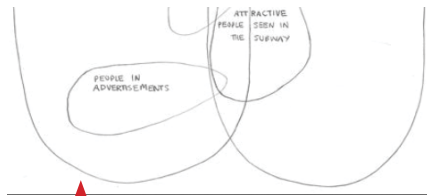
**A: BECAUSE VALUE CAN...**

- **CREATE MOOD**
- **DEFINE LIGHT SOURCES**
- **CREATE FOCAL POINTS**
- **GUIDE THE EYE THROUGH THE IMAGE**
- **DESCRIBE THE TIME OF DAY**
- **EXPRESS DEPTH**





# ¿WHAT'S THE PATH?



1) DEFINE CONCEPT WITH WORDS

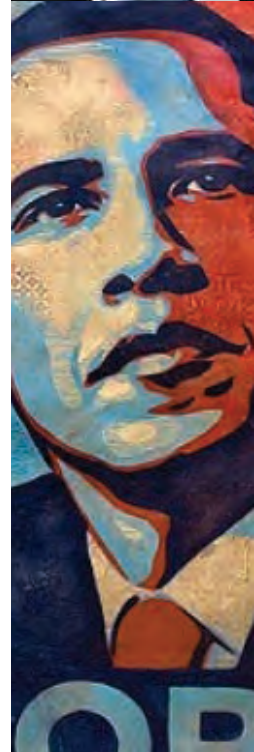
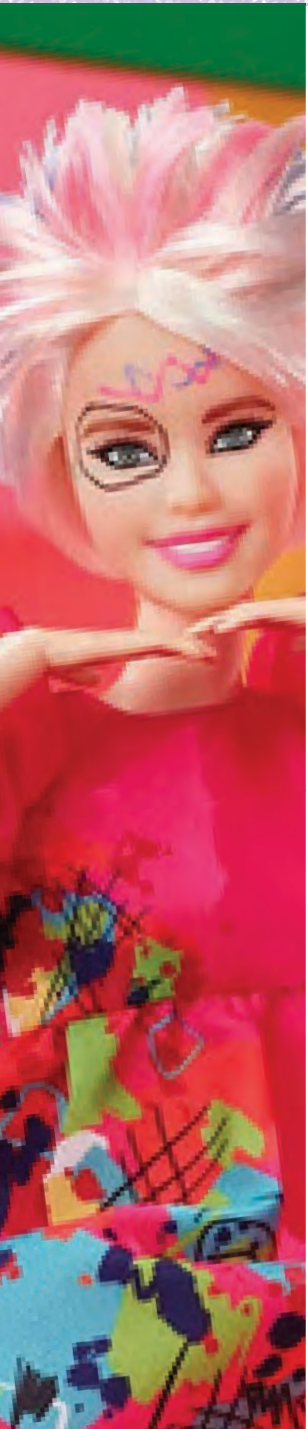
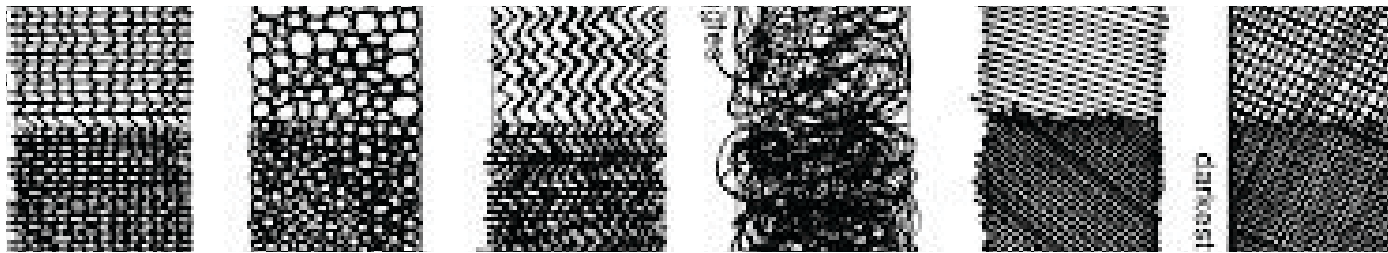
2) CREATE THUMBNAILS!

3) USE YOUR OWN PERSONAL VISION  
-YOUR OWN APPROACH & STYLE

4) USE REFERENCE/BE SMART  
-RESEARCH + PHOTO REFERENCE/SELFIE

5) REVISE, REWORK, REFINE  
-PUSH YOURSELF TO BETTER IDEAS & MAKE SURE THEY WORK

6) USE TECHNIQUES TO ACHIEVE VALUE  
HATCHING + CROSS-HATCHING + SCUMBLING + STIPPLING





## 6) USE TECHNIQUES TO ACHIEVE VALUE

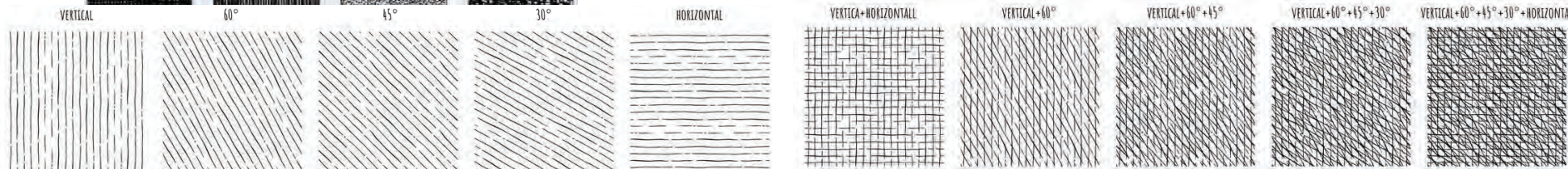


- HATCHING REFERS TO LINES DRAWN IN ONE DIRECTION.

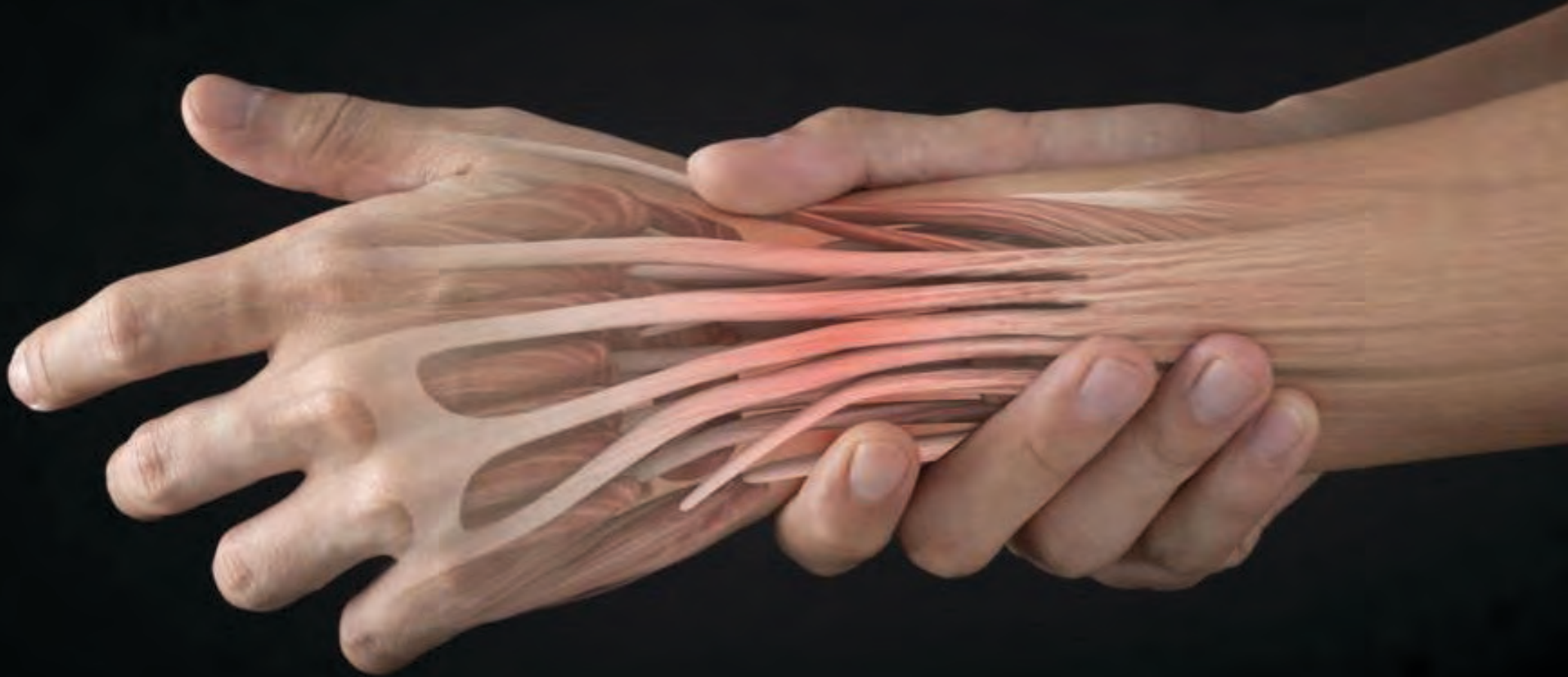
- CROSSHATCHING REFERS TO LINES DRAWN IN TWO DIFFERENT DIRECTIONS.

- STIPPLING REFERS TO A PATTERN OF DOTS.

- RANDOM MARKS SHOW HOW A CHANGE OF DENSITY OF ANY KIND OF PATTERN WILL READ AS A CHANGE IN VALUE.



**YOU KNOW ALL OF THIS *AND* TO TAKE CARE OF YOUR HANDS!**

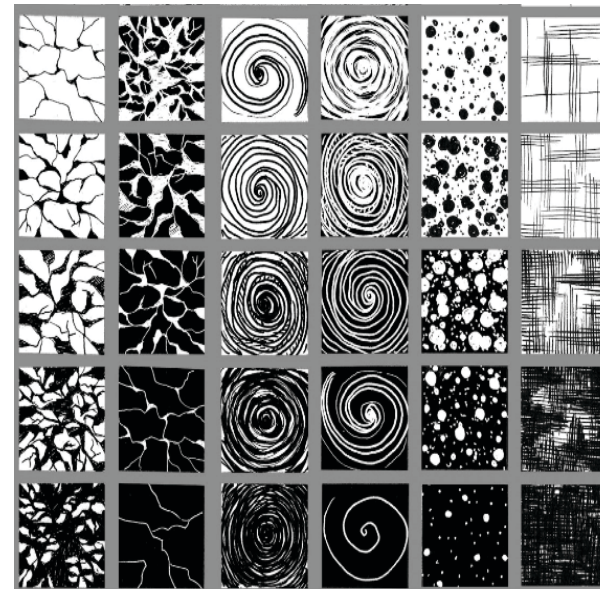
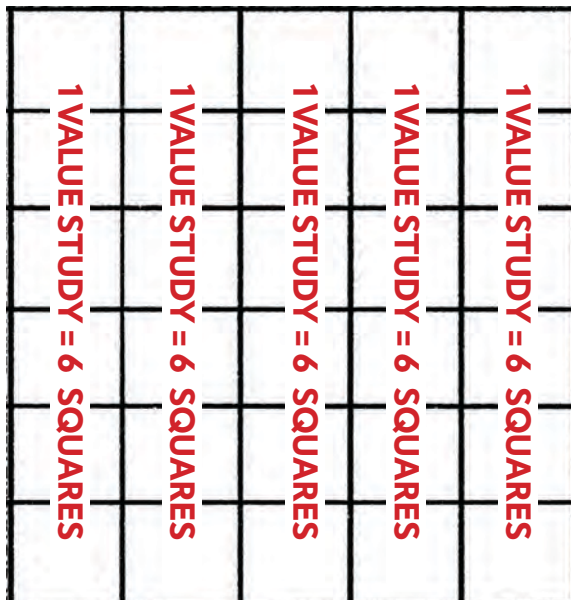




- 1) [Albrecht Durer](#), master of ink and value.
- 2) [Composition Basics: Value Structure](#) by Dan Don Santos
- 3) [Fundamentals of Light and Form](#) by [Gvaat](#)
- 4) [How Do You Hatch With a Pen](#) by Smashing Pencils
- 5) [Understanding Value and Tone for Better Painting](#) by [Lori McNee](#)
- 6) [Beginners Guide to Alternative Shading](#) by Erika Lancaster
- 7) [The History of Print from 1900 to 1949](#)
- 8) [How America's First Popular Comic Shaped the 19th Century Newspaper Wars](#)

# WEEK 6 SKETCHBOOK ASSIGNMENT

- **5 “ACCEPTABLE” VALUE STUDIES DONE THROUGH SHADING TECHNIQUES.** (LINE-WEIGHT/STIPPLE/HATCHING/ETC—NOT GRAYSCALE!)
- **ACCEPTABLE = 1 VALUE STUDY INCLUDES 6 PROGRESSIVE SQUARES**
- **ACCEPTABLE = NO SMUDGING!** • **ACCEPTABLE = NO LARGE GAPS IN VALUE!**
- **5 IS NOT THE LIMIT—5 IS THE REQUIREMENT.** PRODUCE AS MANY VALUE STUDIES AS NEEDED TO GET 5 GOOD ONES!



**RECAP: LAST WEEKS SKETCHBOOK ASSIGNMENT**



# INKED POSTER MIDTERM

~~MARCH 8, 2023 | WEEK 7~~ MARCH 15, 2023 | WEEK 8 • Midterm Presentations

**END RESULTS: 1 x BLACK & WHITE/INKED 8.5" x 12" POSTER!**

**• ON 11" x 14" BRISTOL BOARD • ALL HAND-DRAWN/NO DIGITAL**

## WK 6 ASSIGNMENT 1: CONVERT!

CHOOSE AN ADV. THUMBNAIL > CONVERT TO 8.5" X 12"

**-IN PENCIL, YOU ARE LAYING THE PATH FOR INK**

**-DON'T STRAY TOO FAR FROM WHAT YOU HAVE IN THE SKETCH — CREATE A BETTER VERSION CONSIDERING HOW YOU WILL INK IT. NEW PUZZLES WILL SURFACE TO SOLVE AS YOU BUILD OUT YOUR THUMBNAILS TO ACTUAL SIZE.**

**-CONSIDER HOW YOU WILL INK THE FINAL VERSION.**

**-THE CONCEPT OF YOUR POSTER IS FINALIZED.**

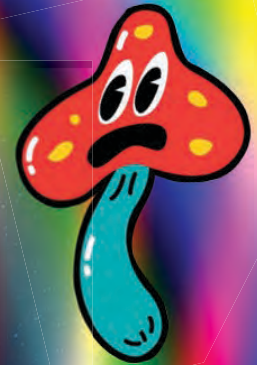
**-TEXT IS OPTIONAL. IF USED, TEXT CAN ONLY TAKE UP 20% OF ENTIRE IMAGE.**

**-USE X'S FOR LARGE SWATHES OF BLACK**

**-DOCUMENT THE PHASES!!!!**







**LET'S TAKE  
A TRIP!**





66 MILLION YEARS BCE

"BEFORE COMMON ERA"

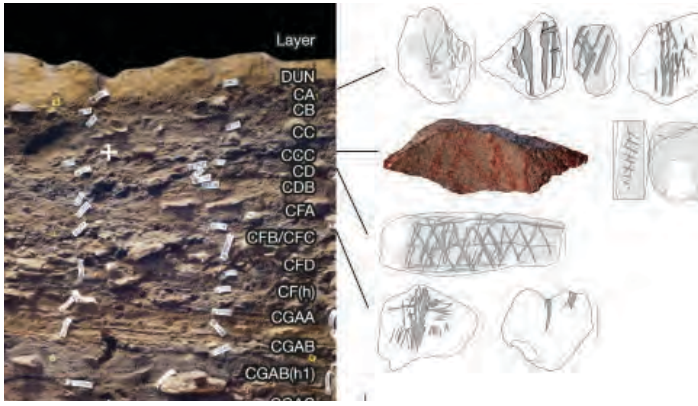
"COMMON ERA"

2024 CE

PANGAEA DESTROYED

MODERN HELLSCAPE

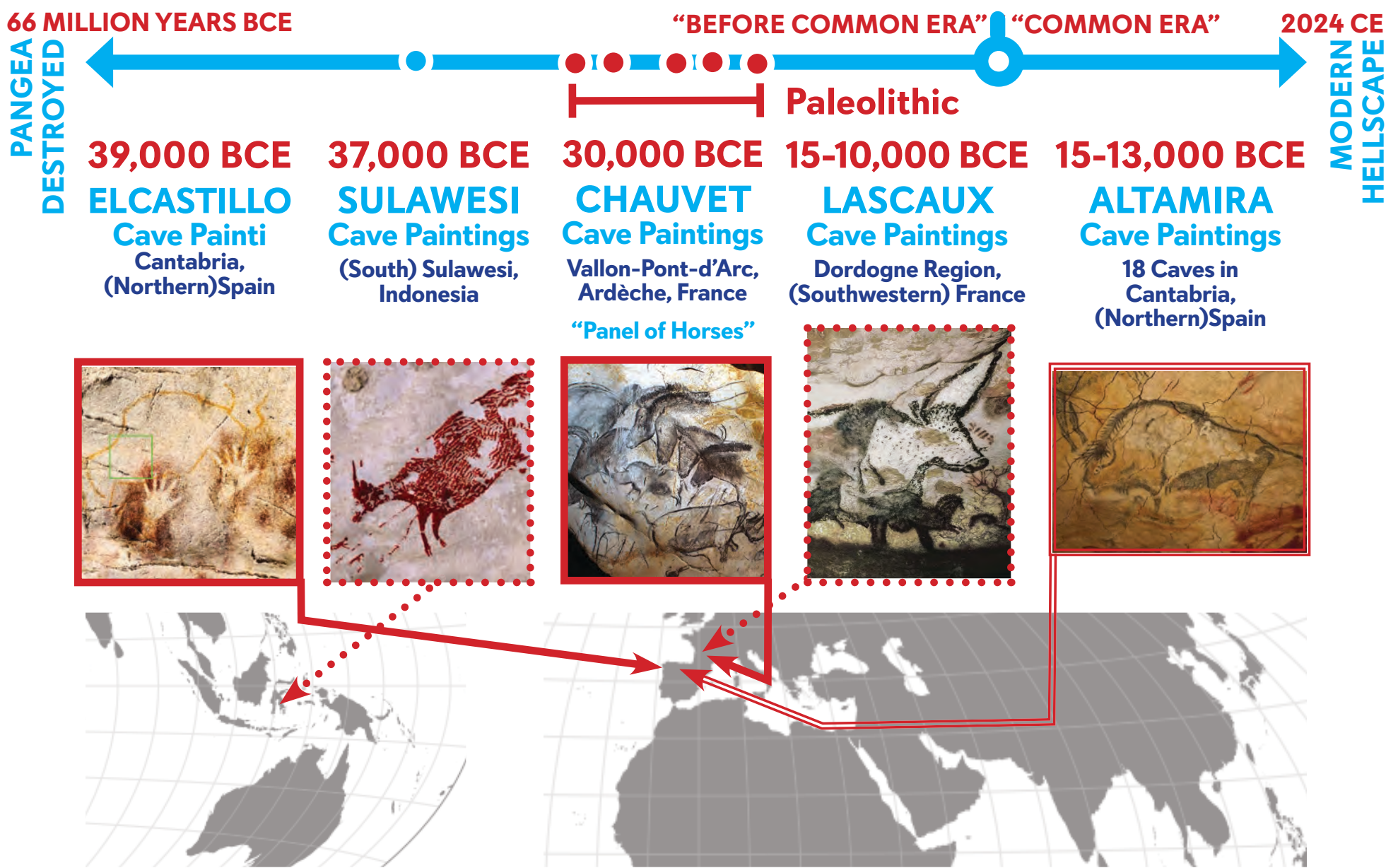
70,000 BCE ish • Middle Paleolithic



### BLOMBOSS CAVE: SOUTHERN CAPE COASTLINE OF SOUTH AFRICA

Known as the cradle of human culture. Famous for contributing to our understanding of symbolism and cognition in early modern humans. Home to the world's oldest human drawings engravings with ochre, and shell bead jewelry.





**Paleolithic Era marked the use of tools to make marks, including the first creation/use of brushes.**

**LANDMARK QUALIFIERS: HUMANS USING TOOLS TO APPLY EITHER A MEDIUM OR MARKS TO TELL AN IMAGE/ A STORY/ OR BOTH.**



66 MILLION YEARS BCE

"BEFORE COMMON ERA"

"COMMON ERA"

2024 CE

PANGAEA DESTROYED

MODERN HELLSCAPE

### 105 CE CHINA

Invention of the paper-making process credited to Ts'ai Lun, a palace advisor during the Han Dynasty of China.



### 800 CE IRELAND

Book of Kells: Written & Illustrated by 3 scribes. An illuminated manuscript / Celtic Gospel book in Latin containing the four Gospels of the New Testament.



### 868 CE CHINA

Diamond Sutra: "Cut like a diamond blade through the illusions of reality that surround them." The earliest surviving printed book, wood print started 300yrs prior.



### 1298 CE CHINA

Marco Polo reported seeing the printing of paper money in China when visiting Kublai Khan in the 13th century. The note, called a kua, started in the Ming Dynasty.



### 1403 CE LONDON

The Guild of Stationers consisted of Booksellers, Scribes, Illustrators and BookBinders. "Stationers" were legally empowered to seize "offending books" that violated the standards of content set down by the Church and state.



# WOOD ENGRAVING EXISTED 1400-1900, INDUSTRIALIZATION RENDERED IT OBSOLETE

66 MILLION YEARS BCE

"BEFORE COMMON ERA"

"COMMON ERA"

2024 CE

PANGAEA  
DESTROYED

MODERN  
HELSCAPE



## 1440 CE STRASBOURG, FRANCE

In 1436 **JOHANESS GUTENBERG**, a German goldsmith, began designing a machine capable of producing pages of text at an incredible speed.

The printing press was built around the traditional screw press, a precursor to today's drill press, with an added matrix on which individually-cast letters and symbols could be arranged to form the desired text.



1563: PRINTING IN FRANCE FORBIDDEN WITHOUT ROYAL PERMISSION UNDER PENALTY OF DEATH.

66 MILLION YEARS BCE

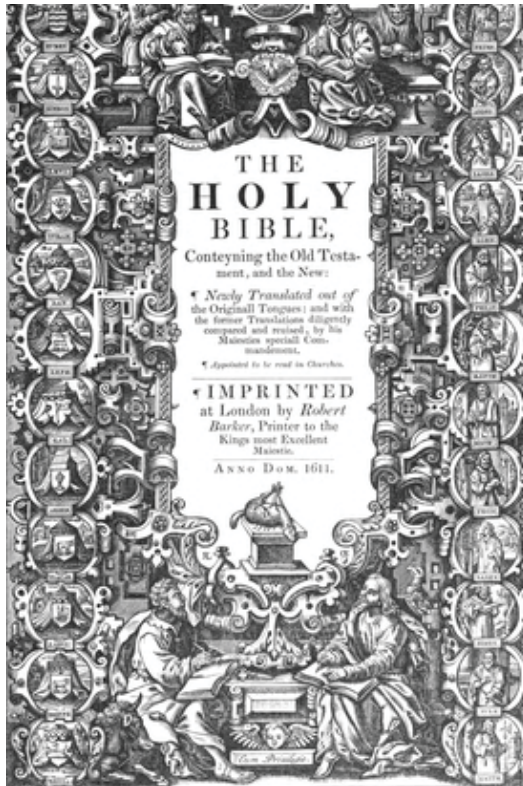
PANGAEA  
DESTROYED

"BEFORE COMMON ERA"

"COMMON ERA"

2024 CE

MODERN  
HELSCAPE



1611 CE

LONDON: THE KING JAMES BIBLE PT.1

King James abolished the death penalty attached to reprinting the English Bible translation, and commissioned over 50 scholars who created a new version to “be free of biased footnotes and commentaries.” widely published text in the English language.

66 MILLION YEARS BCE

PANGAEA DESTROYED

"BEFORE COMMON ERA" "COMMON ERA"

2024 CE

MODERN HELLSCAPE



**JOSEPH PULITZER**, (April 10, 1847—Oct 29, 1911). American newspaper editor and publisher who helped to establish the pattern of the modern newspaper. In his time he was one of the most powerful journalists in the United States.



**THE YELLOW KID** (aka Mickey Dugan) created by F. Outcault. The comic strip character that appeared from 1895 to 1898 in Joseph Pulitzer's New York World, and later William Randolph Hearst's New York Journal.



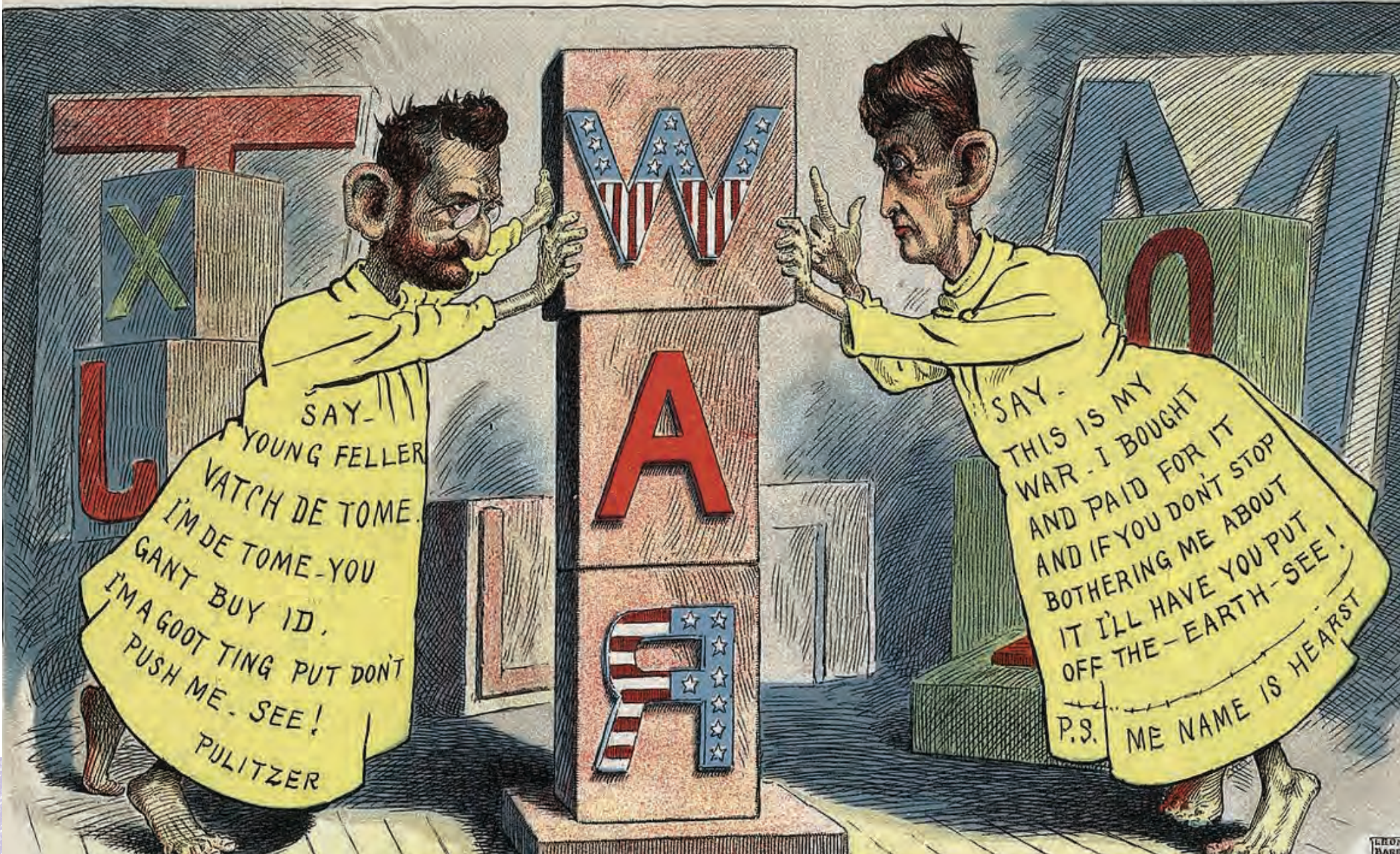
**WILLIAM RANDOLPH HEARST**, (April 29, 1863—Aug 14, 1951) American newspaper publisher who built up the nation's largest newspaper chain and whose methods profoundly influenced American journalism.



**Determined to compete with Pulitzer in every way, William Randolph Hearst copied Pulitzer's sensationalist style and even hired artist R.F. Outcault away from the World.**



In response, Pulitzer hired another cartoonist to create another Yellow Kid. Soon, the sensationalist press of the 1890s became a competition between the “yellow kids,” and the journalistic style was coined “yellow journalism.”









# WHAT DOES IT



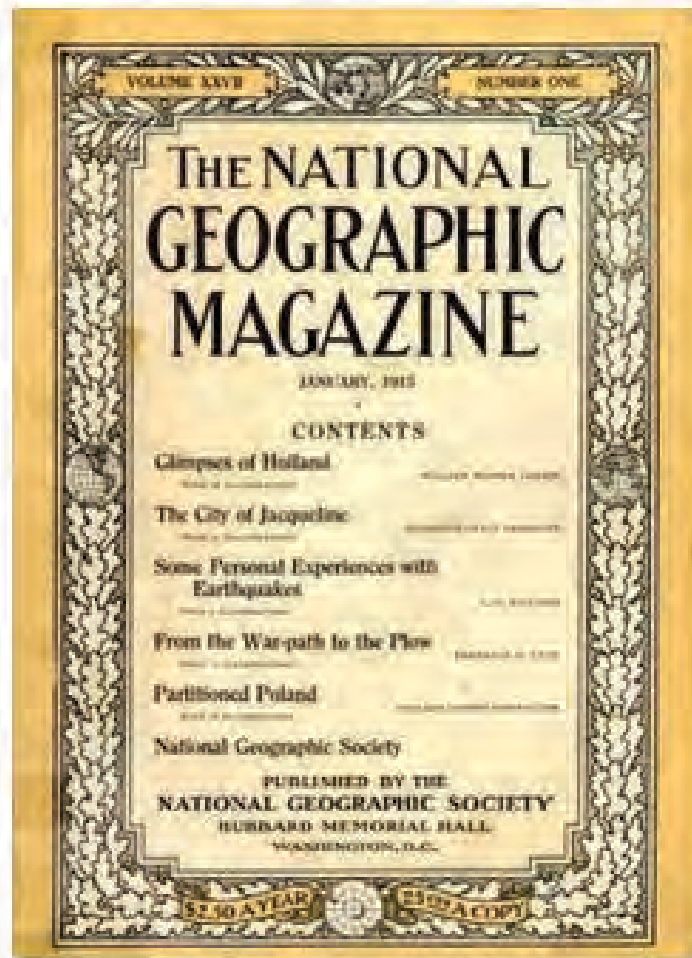
# ALL MEAN?!?!?!?



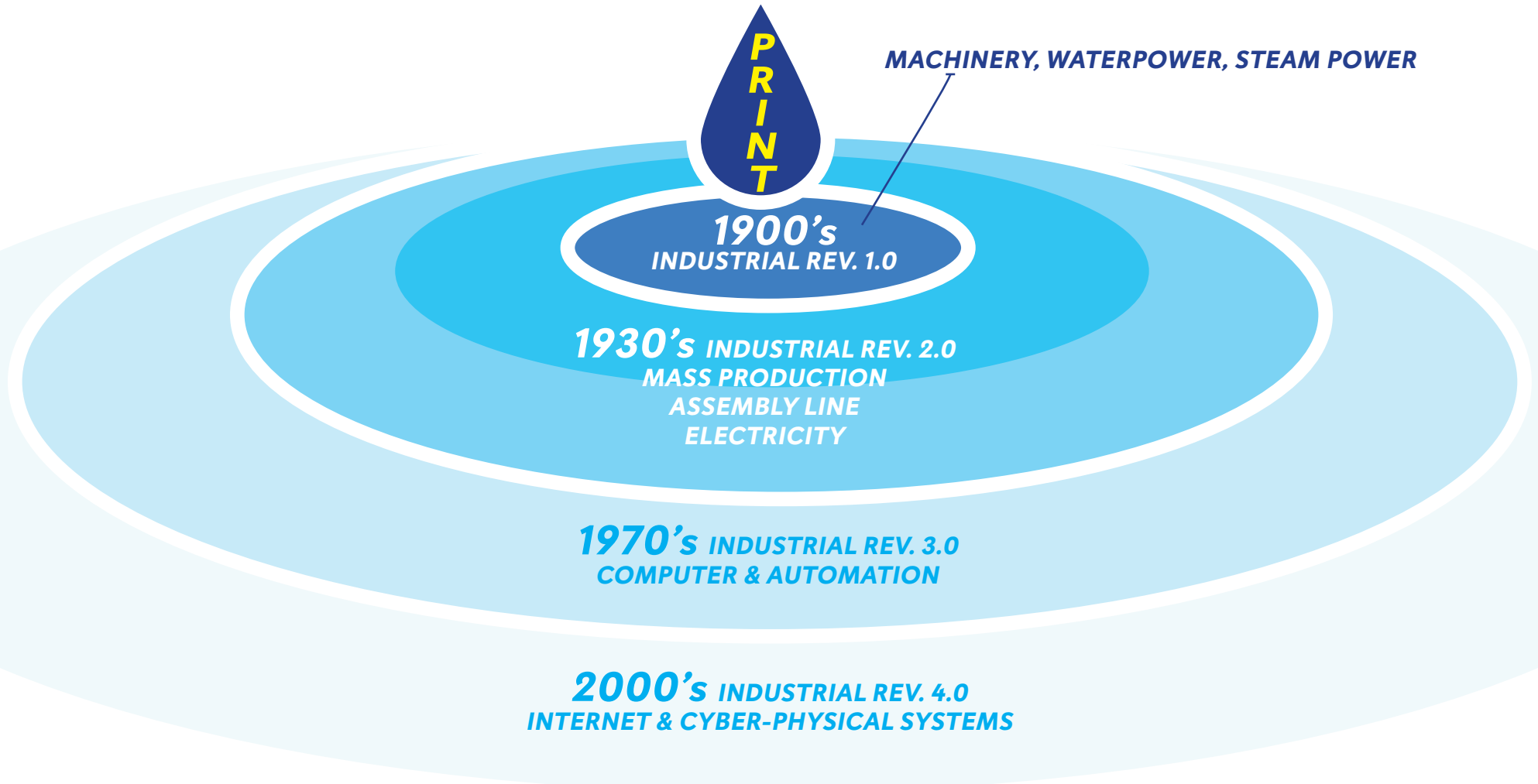


7) The History of Print from 1900 to 1949

8) How America's First Popular Comic Shaped the 19th Century Newspaper Wars



**THIS ERA DEFINES ILLUSTRATION as a graphic piece, or work of visual art, created for integration in print and digitally published media, such as posters, flyers, magazines, books, animations, video games and films.**

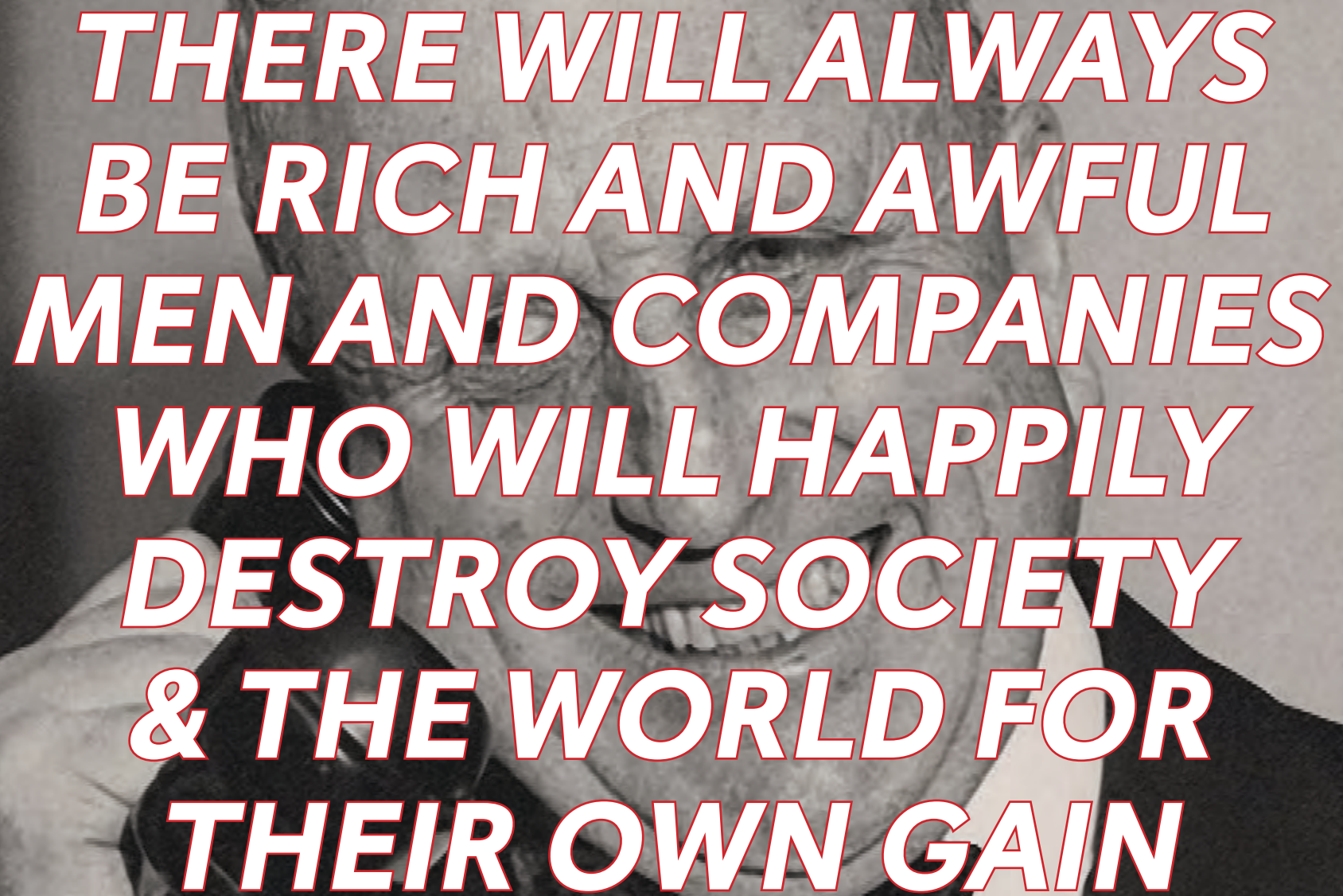






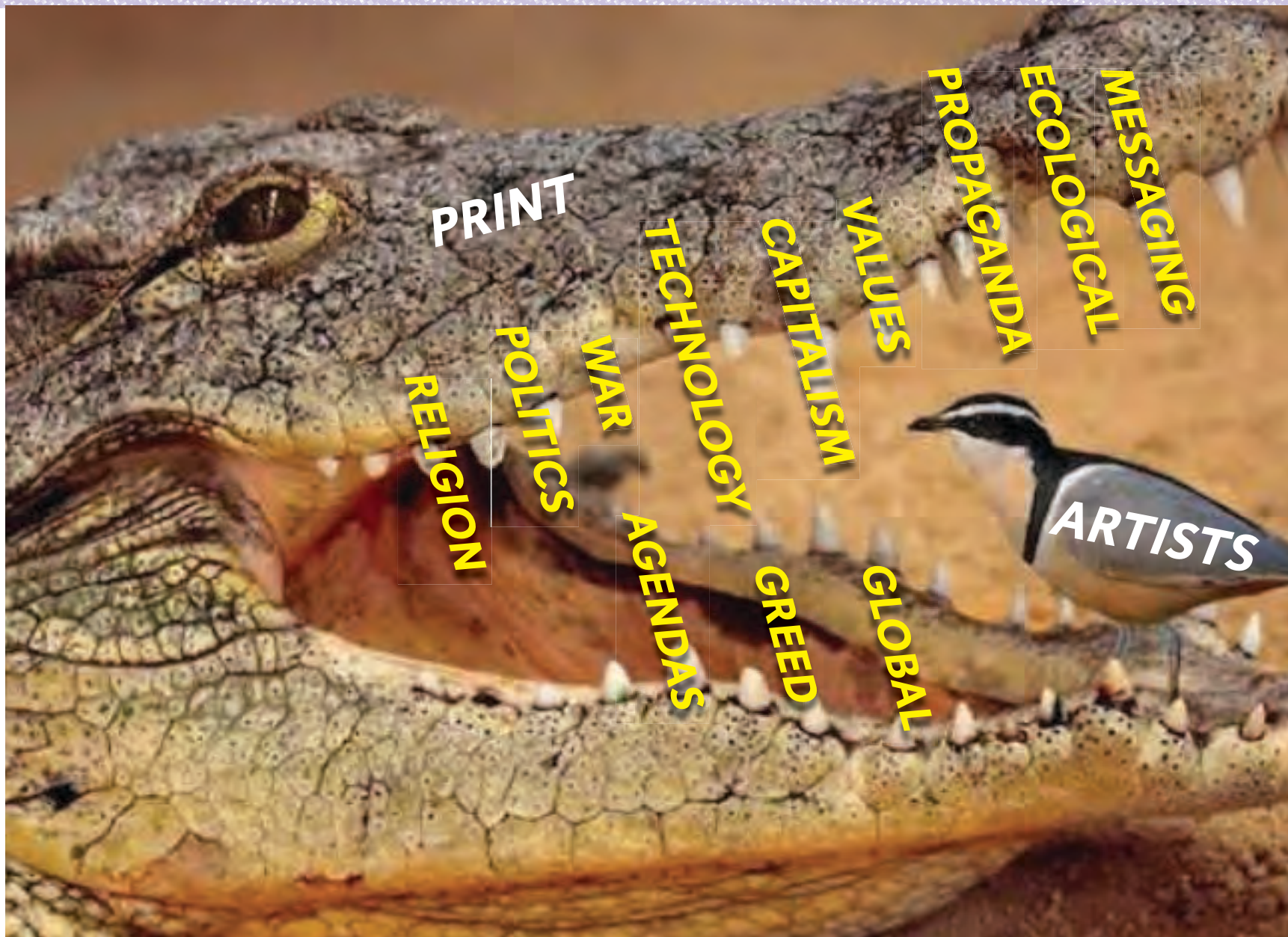
**1900's: ILLUSTRATORS WERE THE ARTISTS BEST KNOWN TO THE GENERAL PUBLIC.**

- *Illustration was beginning to be seen by publishers as a necessity.*
- *Competition between publications for the limited number of fine illustrators available led to increased budgets for art, meaning higher fees and greater recognition for the artists.*
- *Illustrators were talked about in gossip columns, pursued by the press and fans, even sought after for brand-endorsements*



***THERE WILL ALWAYS  
BE RICH AND AWFUL  
MEN AND COMPANIES  
WHO WILL HAPPILY  
DESTROY SOCIETY  
& THE WORLD FOR  
THEIR OWN GAIN***





# WEEK 7 READING

- Art Licensing: Is it for you? How does it work? <https://jennarainey.com/art-licensing-if-its-for-you-and-how-it-works/>
- Illustration Licensing 101 By Maggie Enterrios: <https://www.littlepatterns.com/blog/illustration-licensing>
- A guide to copyright, licensing and illustration fees: <https://www.lisamaltby.com/blog/a-licence-to-bill-understanding-copyright-licensing-and-illustration-fees>
- Licensing vs. Work for Hire: <https://diymfa.com/writing/licensing-vs-work-for-hire/>



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- Illustration Licensing 101 By Maggie Enterrios: <https://www.littlepatterns.com/blog/illustration-licensing>
- A guide to copyright, licensing and illustration fees: <https://www.lisamaltby.com/blog/a-licence-to-bill-understanding-copyright-licensing-and-illustration-fees>
- Licensing vs. Work for Hire: <https://diymfa.com/writing/licensing-vs-work-for-hire/>
- History Matters: A History of Ink in Six Objects: <https://www.historytoday.com/history-matters/history-ink-six-objects>
- Timeline of Printing: <https://printinghistory.org/timeline/>
- Printing Newspapers 1400-1900: <https://blogs.loc.gov/headlinesandheroes/2022/04/printing-newspapers-1400-1900>

# INKED POSTER MIDTERM

FRIDAY MARCH 14, 2024 | WEEK 8 – Midterm Presentations

END RESULTS: 1 x BLACK & WHITE/INKED 8.5" x 12" POSTER!

• ON BRISTOL BOARD • ALL HAND-DRAWN/NO DIGITAL

## WEEK 7 ASSIGNMENT: INK!

• FINALIZE YOUR 8.5" x 12" PENCILS > DOCUMENT IT!

**-REQUIREMENT: I WANT TO SEE (AT LEAST) 3 INKING TECHNIQUES**

• IDEALLY, YOUR PENCILS HAVE SHOWN YOU HOW TO FINALIZE AND ENHANCE YOUR PENCILLED VERSION.

-FILL PENCIL X'S WITH LARGE SWATHES OF BLACK

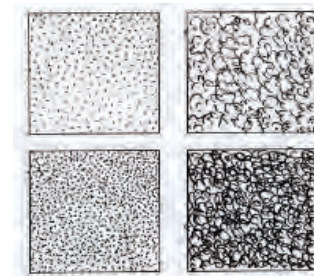
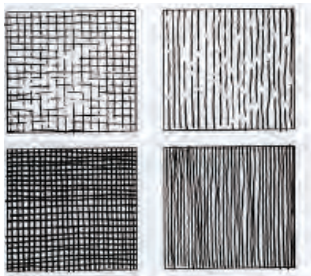
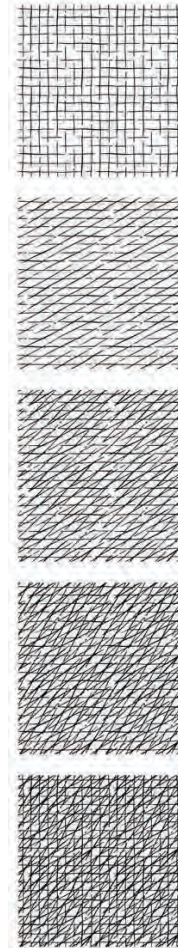
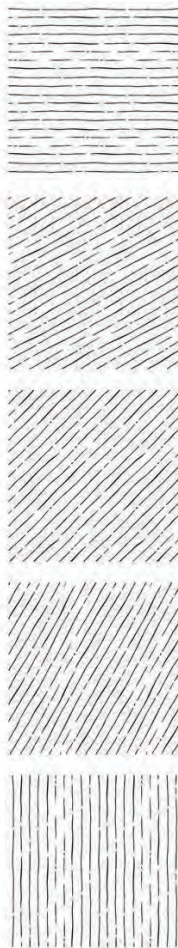
-TEXT IS OPTIONAL. **IF USED, TEXT CAN ONLY TAKE UP 20% OF ENTIRE IMAGE.**

*-MASKING TAPE?!?!?!?!?*

*-ERASING PENCILS?!?!?!?!?*

*-DOCUMENTING EACH PHASE?!?!?!?!?*

*-WHEN WILL THIS END?!?!?!?!?!?!?!?!?!?!?!?!?!?!?!?*





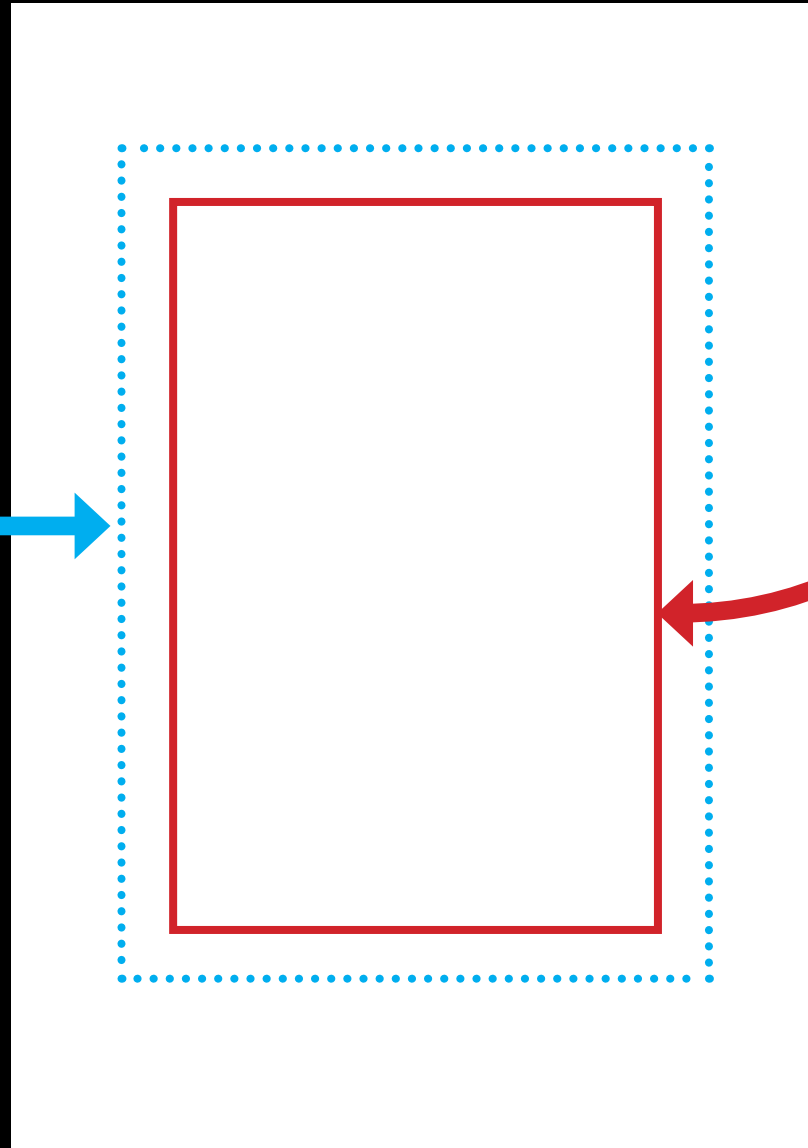
# POSTER MIDTERM

CONVERT ADVANCED THUMBNAIL TO 8.5" x 12" + SET UP

**BRISTOL BOARD**

**INK 8.5" x 12" BORDER**

**PENCIL 1 INCH "BLEED" AROUND BORDER**



# INKED POSTER MIDTERM

MARCH 14 | WEEK 8 – Midterm Presentations

**TODAY/WEEK 7:  
YOU HAVE 8.5" x 12"  
SIZED POSTER FULLY  
PENCILLED IN (TO BE  
INKED FOR WEEK 8!)**

**NEXT WEEK (W8):**

**-MIDTERM  
PRESENTATIONS!**

**FULLY INKED 8.5" x 12" POSTER  
WITH 3 DIFF. TECHNIQUES!**

