

**PART 1: FULL STORY CONCEPT (3 PARTS):  
CONCEPT + RESEARCH + PROPOSAL**

**PART 2:**

**1) COVER • QUALITY: REFINED, FINISHED WORK**

**GOAL: NARRATIVE, DECORATIVE, INFORMATIVE OR CONCEPTUAL ILLUSTRATION**

**2) ESTABLISHING SHOT • QUALITY: REFINED, FINISHED WORK**

**GOAL: FOREGROUND + MIDDLE GROUND + BACKGROUND TO SET SCENE • INCLUDE CHARACTER FOR SCALE/STORY/**

**3) BIG STORY BEAT • QUALITY: REFINED, FINISHED WORK**

**GOAL: ENGAGING & EXCITING, GLIMPSE INTO STORY, CHARACTERS & SETTING**

**4) CHARACTER SHEET • QUALITY: ADVANCED, DETAILED SKETCH AT LEAST**

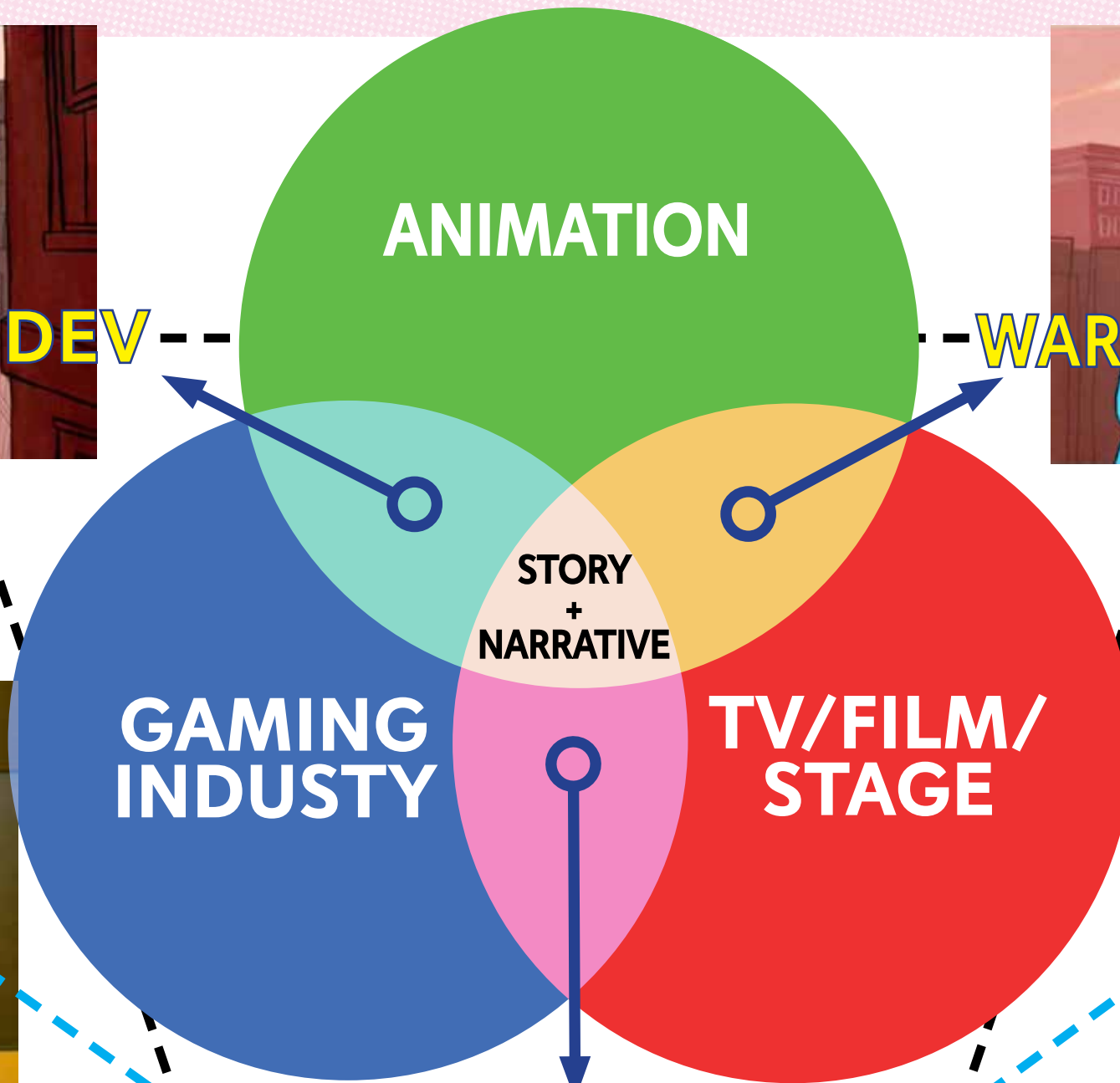
**GOAL: 2 MATCHING TURN-AROUNDS + OBJECT (2 ANGLES) + 3 EXPRESSIONS**



**VIZ DEV**



**WARDROBE**

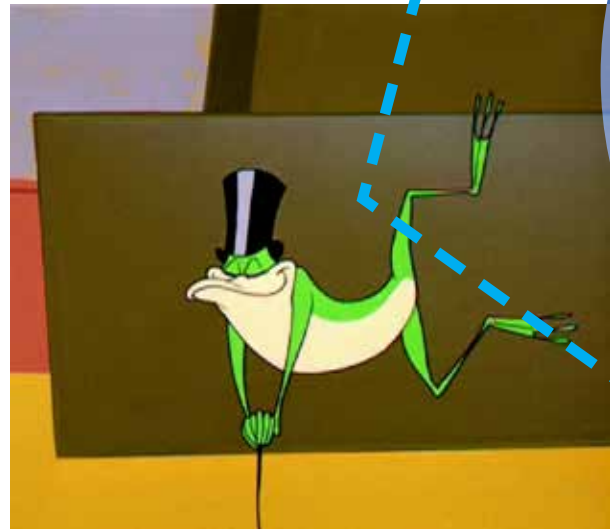


**ANIMATION**

**GAMING INDUSTRY**

**TV/FILM/STAGE**

**STORY + NARRATIVE**



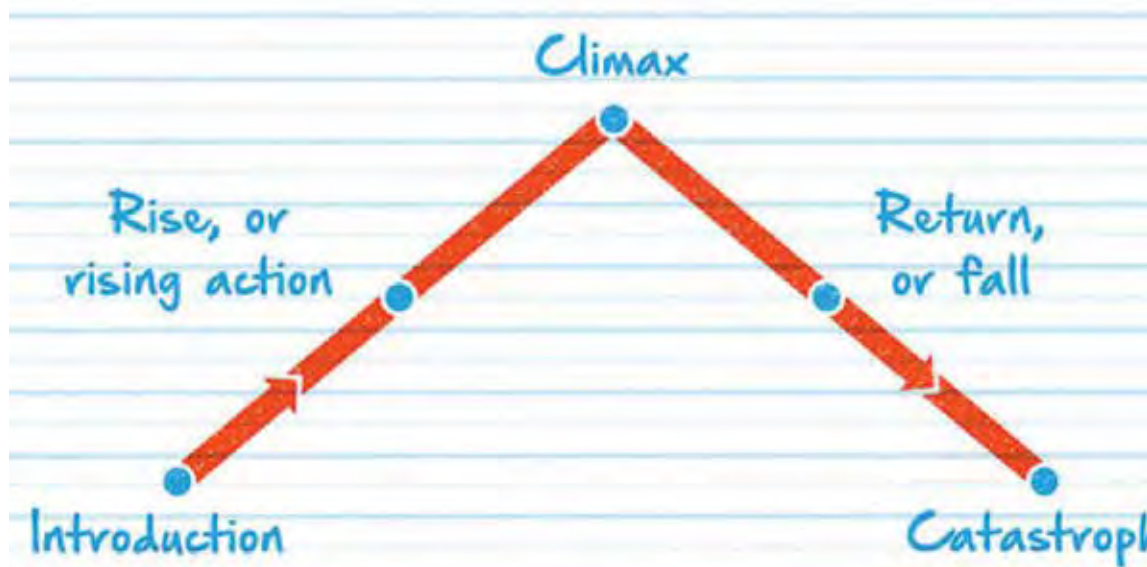
**CHARACTER DESIGNS**

**(COMMON ACROSS ALL FIELDS)**





# BIG IDEA? CONCEPT? STORY BEATS?



## Freytag's Pyramid

A formula for tragedy



## Fichtean Curve

Begins immediately with rising action, followed by a series of fast-paced obstacles.



# PRODUCTION DESIGNER + PROP MASTER + COSTUME/WARDORBE + HAIR/MAKEUP

## PRODUCTION DESIGNER

**Head of the Art Department**

- Responsible for the visualization and generation of set designs/sketches/renderings
- Decides the design concept relating to set decoration, props, special effects, costumes, etc.
- Collaborates closely with the producer(s), director, and cinematographer

## COMPUTER ARTIST

- Designs and produces graphics for use on sets, locations, and general use in productions
- Responsible for the organization and tracking of graphic elements
- Works with 3rd party vendors to produce graphics

## ART DIRECTOR

**Project Manager of the Art Department**

- Facilitate's Production Designer's creative vision for all the sets and locations
- Responsible for the Art Department's budget, scheduling, and hiring
- Problem-solver

## ART COORDINATOR

**Administrator of the Art Department**

- Assists the Art Director and Production Designer in business matters. Oversees the smooth operation of pre-production, principle photography, and wrap-up.

## SET DESIGNER (AKA ASST ART DIRECTOR)

- Works closely with the production designer and art director to design and draft plans of the numerous sets for film, television, and theatre
- May be tasked with producing a physical or 3D digital model of a set/location

## ART DEPT PA

- Entry-level, learning position
- Tasks include making pick-up-





# Essential Guide: Film Crew Positions



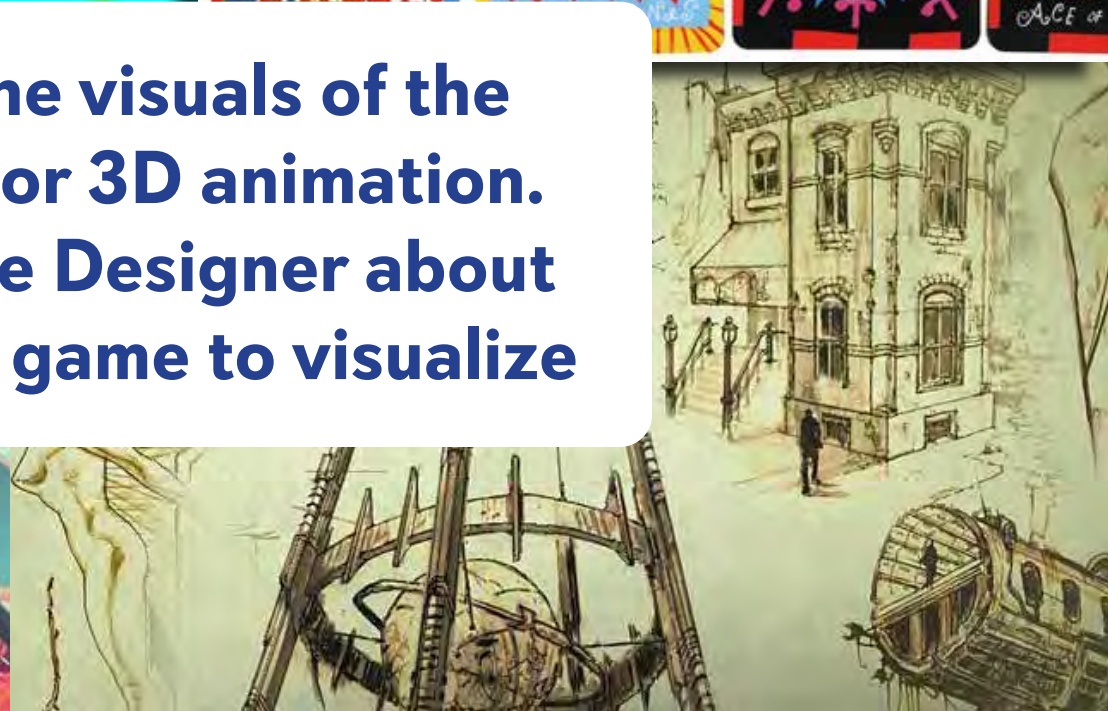
Loring Weisenberger  
February 9, 2021



**A GAME DESIGNER** is a main player in the creation of a game. Game Designers have a substantial creative & managerial hand in its production and are also expected to weigh in on the mechanics how the game is played.



**A GAME ARTIST** works on the visuals of the game from sketch to final 2D or 3D animation. They are given a brief from the Designer about the mood, look, and feel of the game to visualize





# 3 COMPONENTS = ESTABLISHING SHOT: FOREGROUND+MID-GROUND+BACKGROUND



## PART 1: FULL STORY CONCEPT • DUE WEEK 12

- **Part 1 Requirement 1: CONCEPT:** Settle on a concept for your reinterpretation. *The story should still be easily recognizable.* Use these links to select a story in the public domain to re-interpret: [LINK TO PUBLIC DOMAIN STORIES 1](#) • [LINK TO PUBLIC DOMAIN STORIES 2](#) • [LINK TO PUBLIC DOMAIN STORIES 3: Hans Christen Andersen](#)
- **Part 1 Requirement 2: RESEARCH:** Create a [Pinterest Board](#), online mood board, or collect images to collage for this project.
- **Part 1 Requirement 3: STORY PROPOSAL:** Write a brief ~3 paragraph summary of your proposed project to post to the open lab/share with class.



# ILLUSTRATION 1: BASIC PRINCIPLES FINAL

## FOUR (4) x 8.5" x 10.5" ILLUSTRATIONS

- 2+ ILLUSTRATIONS: FULLY INKED + 4 INKING TECHNIQUES VISIBLE
- 1 ILLUSTRATION: OPTIONAL: FINISHED DIGITALLY • SPECS MUST MATCH +500DPI  
NO AI /CLIP/ PRE-EXISTING • OUTLINE SPECS + APPROACH W/PRESENTATION
- XTRA CREDIT: DIGITAL COLOR ILLUSTRATION (2X MAX)

### 1) COVER • QUALITY: REFINED, FINISHED WORK

GOAL: NARRATIVE, DECORATIVE, INFORMATIVE OR CONCEPTUAL ILLUSTRATION

### 2) ESTABLISHING SHOT • QUALITY: REFINED, FINISHED WORK

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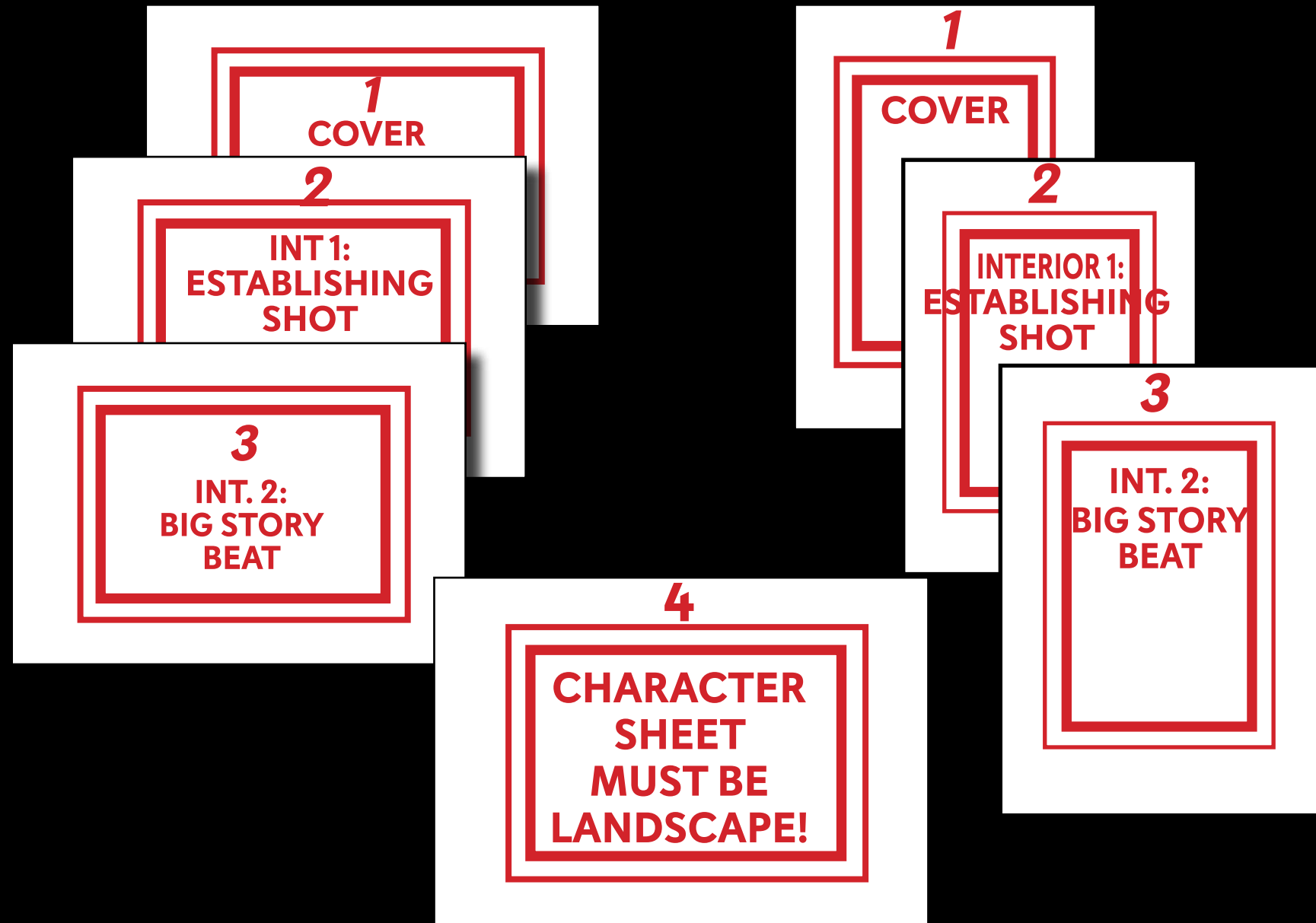
GOAL: 2 MATCHING TURN-AROUNDS + OBJECT (2 ANGLES) + 3 EXPRESSIONS



# ILLUSTRATION 1: BASIC PRINCIPLES FINAL: **ORIENTATION**

**MAKE A  
DECISION FOR  
ILLUSTRATIONS 1-3:  
ALL PORTRAIT  
OR  
ALL LANDSCAPE  
CHARACTER SHEET  
MUST BE LANDSCAPE!**

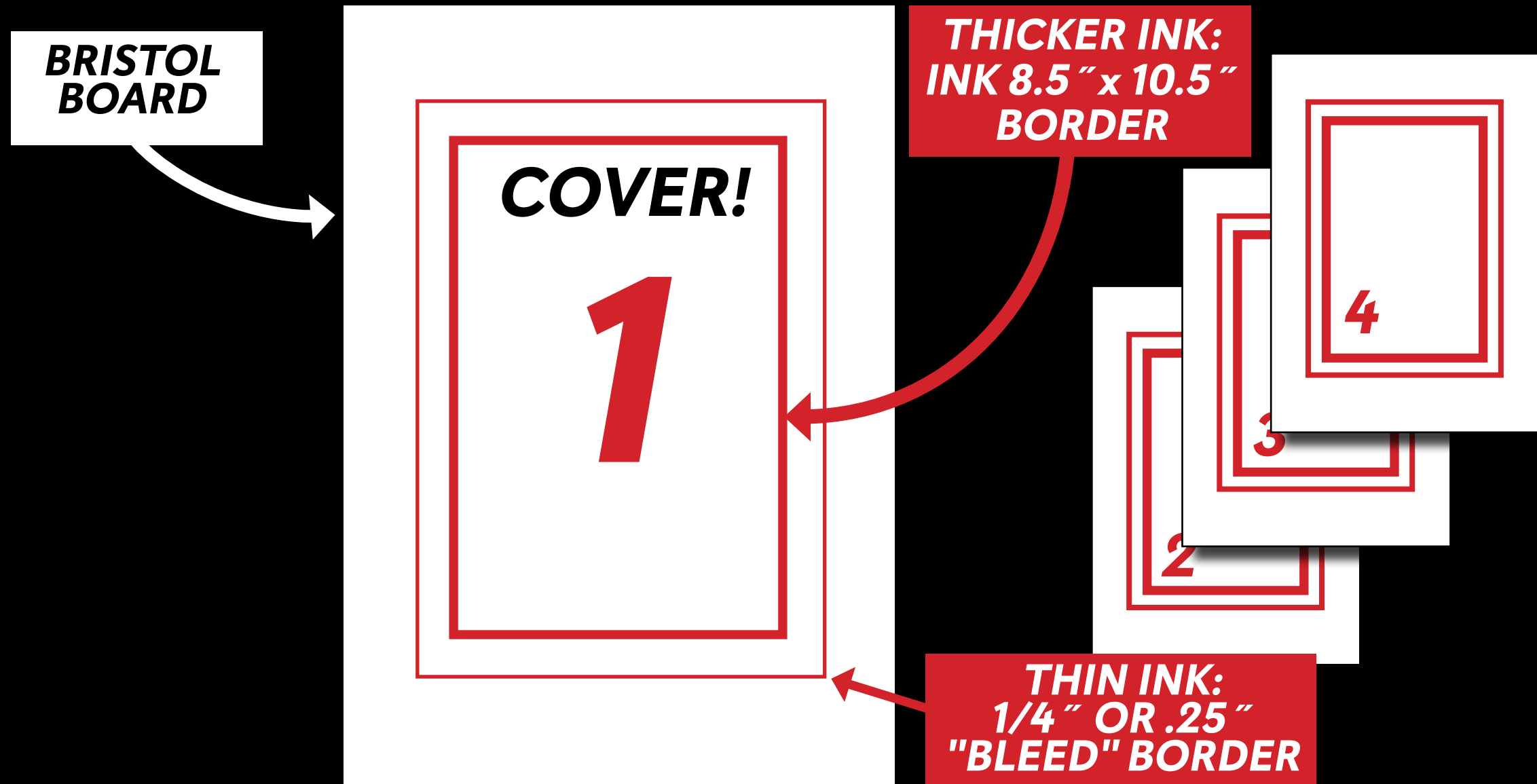
**FIGURE THIS OUT DURING THE  
SKETCH PHASE!/BY WEEK 13**





# ILLUSTRATION 1: BASIC PRINCIPLES FINAL

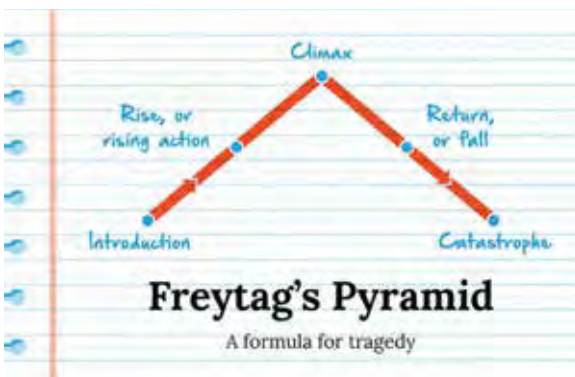
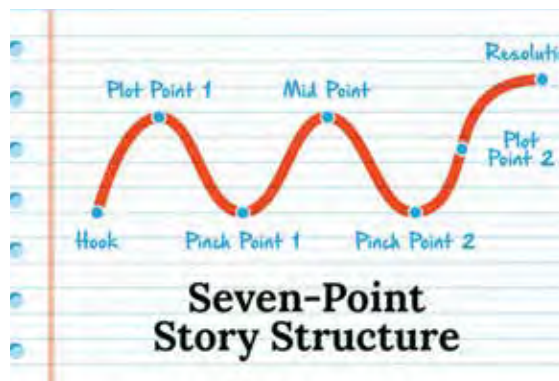
4 (FOUR) x 8.5" x 10.5" ILLUSTRATIONS • 1 OF 4: COVER





# HOW DO I CREATE THE COVER FOR MY STORY?

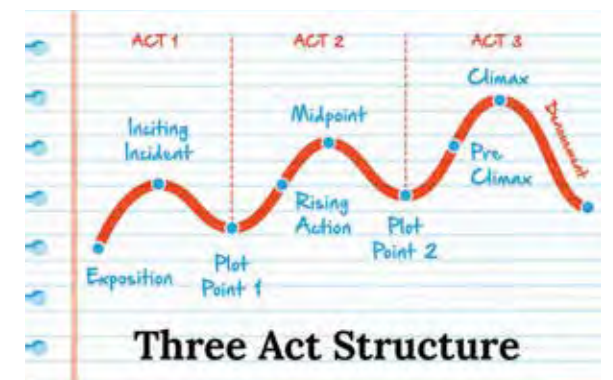
WHAT'S THE CONCEPT OF YOUR VERSION?  
WHAT'S THE STORY'S BIG IDEA?  
WHAT ARE THE STORY BEATS?



+

**4 WAYS TO APPROACH AN ILLUSTRATION:**

**NARRATIVE  
DECORATIVE  
INFORMATIVE  
CONCEPTUAL**

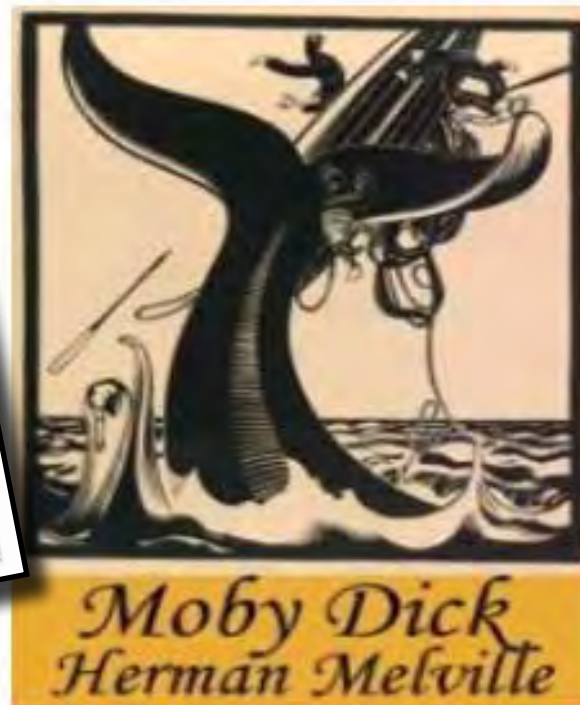


HOW DO I CREATE THE COVER FOR MY STORY?

WHAT ARE THE STORY BEATS?

# NARRATIVE

EMPHASIS ON STORYTELLING, LIKE A STILL FROM A MOVIE





HOW DO I CREATE THE COVER FOR MY STORY?

WHAT'S THE CONCEPT OF YOUR VERSION?

# DECORATIVE

EMPHASIS ON SURFACE DESIGN, ADORNMENT



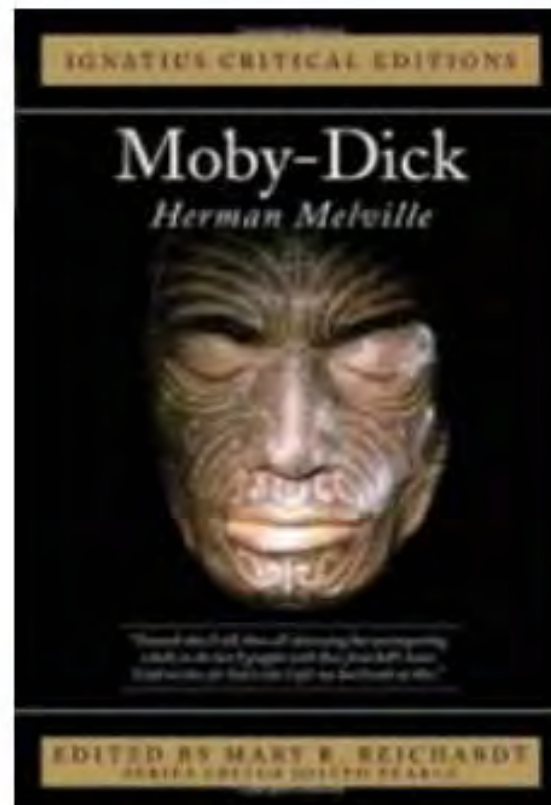
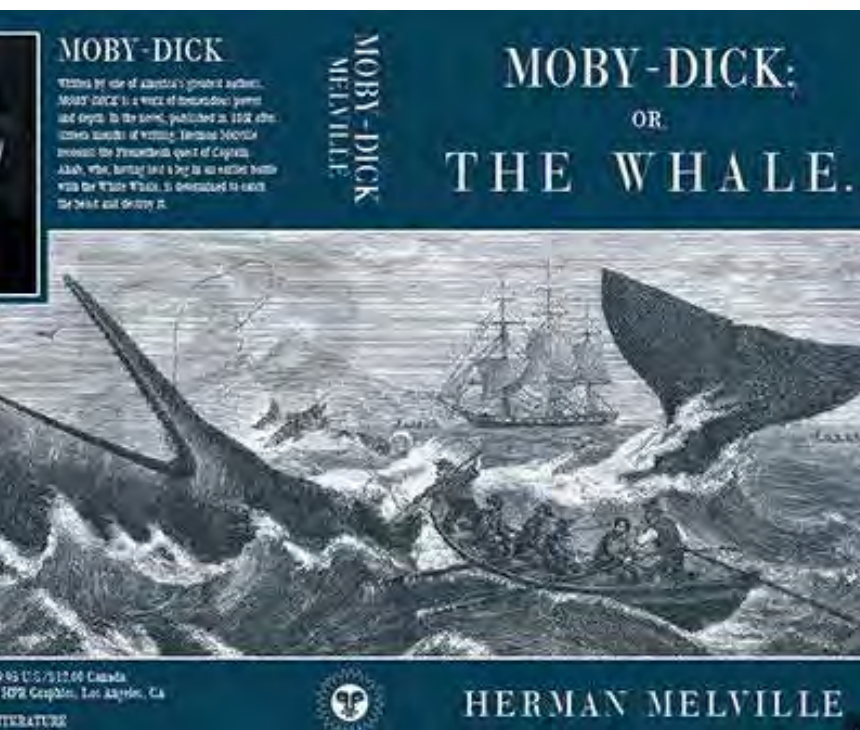


HOW DO I CREATE THE COVER FOR MY STORY?

WHAT'S THE STORY'S BIG IDEA?

**INFORMATIVE**

EMPHASIS ON FACTS (MAPS, DIAGRAMS, SETTINGS, EXAMPLES)



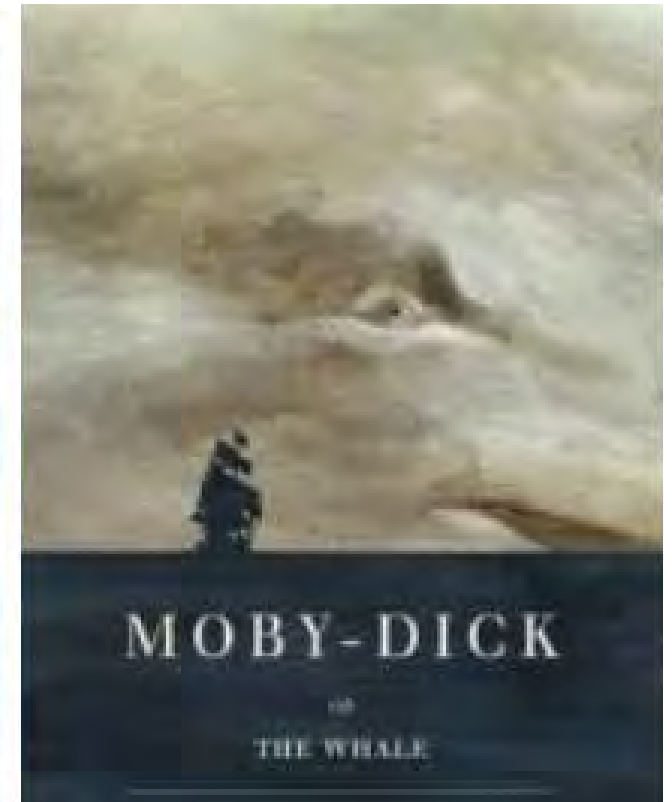
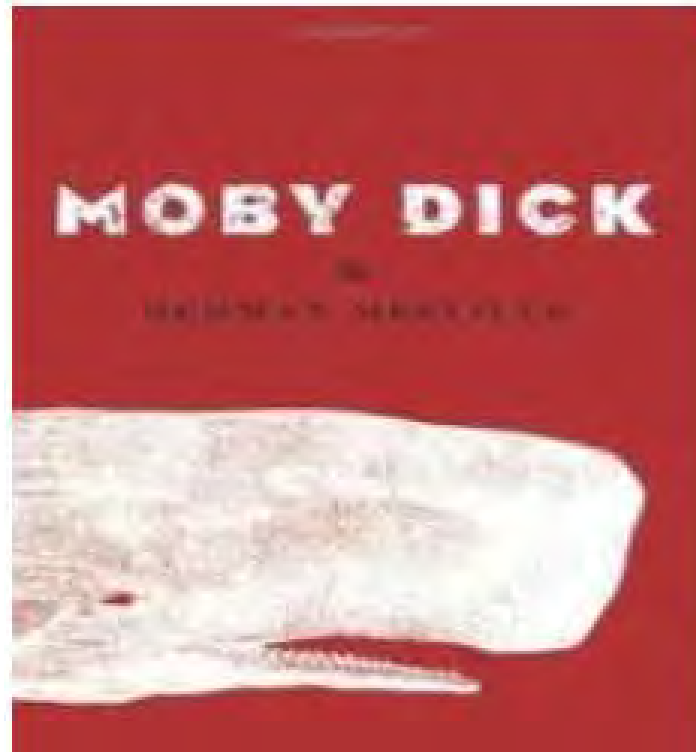
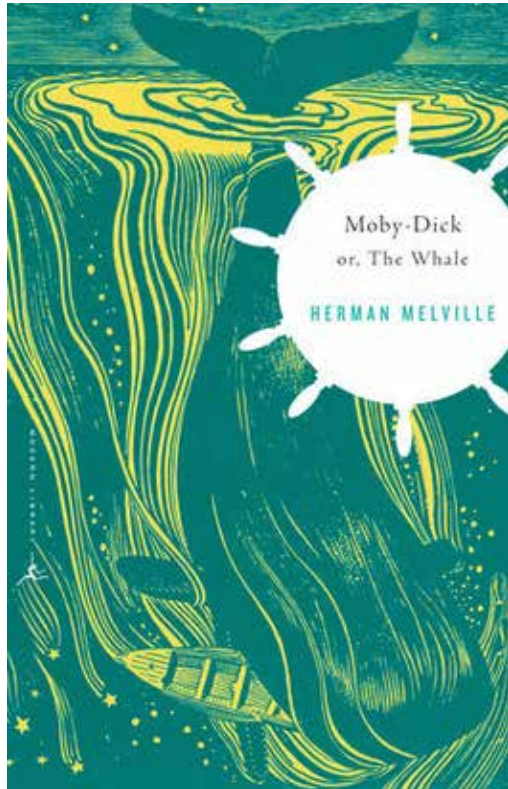


HOW DO I CREATE THE COVER FOR MY STORY?

WHAT'S THE CONCEPT OF YOUR VERSION?

# CONCEPTUAL

EMPHASIS ON IDEA (OVER REALITY) USING CONTENT,  
FORM OR BOTH, CONSTRUCTED IMAGES

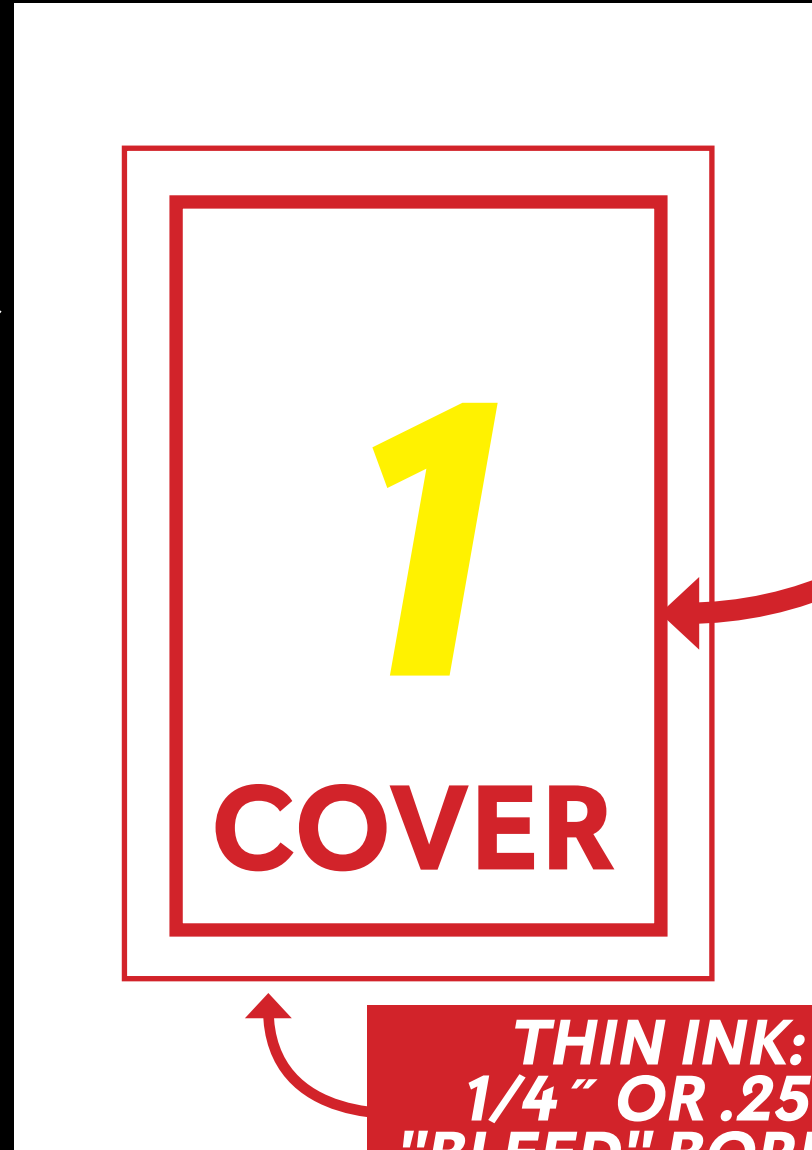


# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

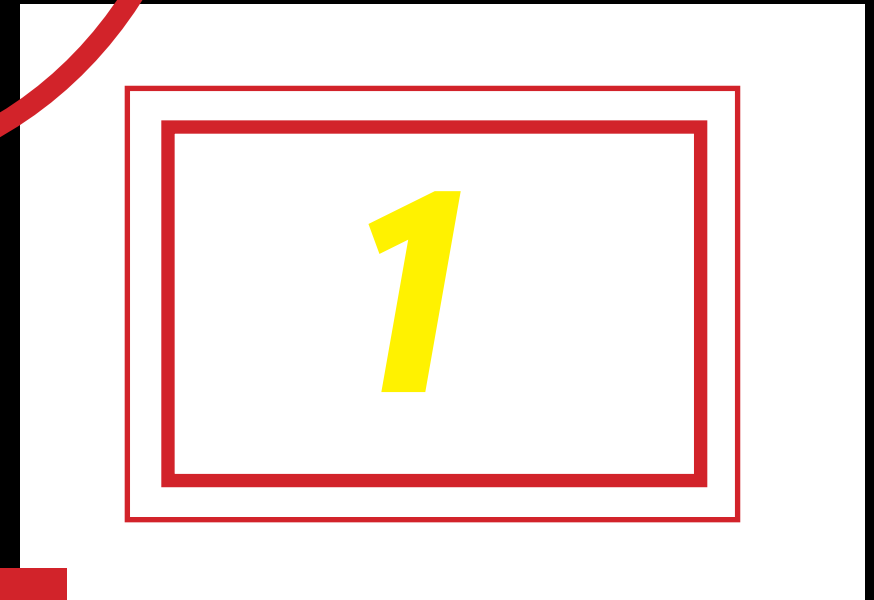
## 8.5" x 10.5" ILLUSTRATIONS • 1 OF 4: "COVER"

**BRISTOL BOARD**

- YOUR STORY, WHAT'S:**
- THE CONCEPT?
  - THE BIG IDEA?
  - THE BIG STORY BEAT?
- +**
- 4 APPROACHES:**
- NARRATIVE
  - DECORATIVE
  - INFORMATIVE
  - CONCEPTUAL



**THICK INK:  
INK 8.5" x 10.5"  
BORDER**



**THIN INK:  
1/4" OR .25"  
"BLEED" BORDER**



# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

## 8.5" x 10.5" ILLUSTRATIONS • 2 OF 4: "INT1-EST"

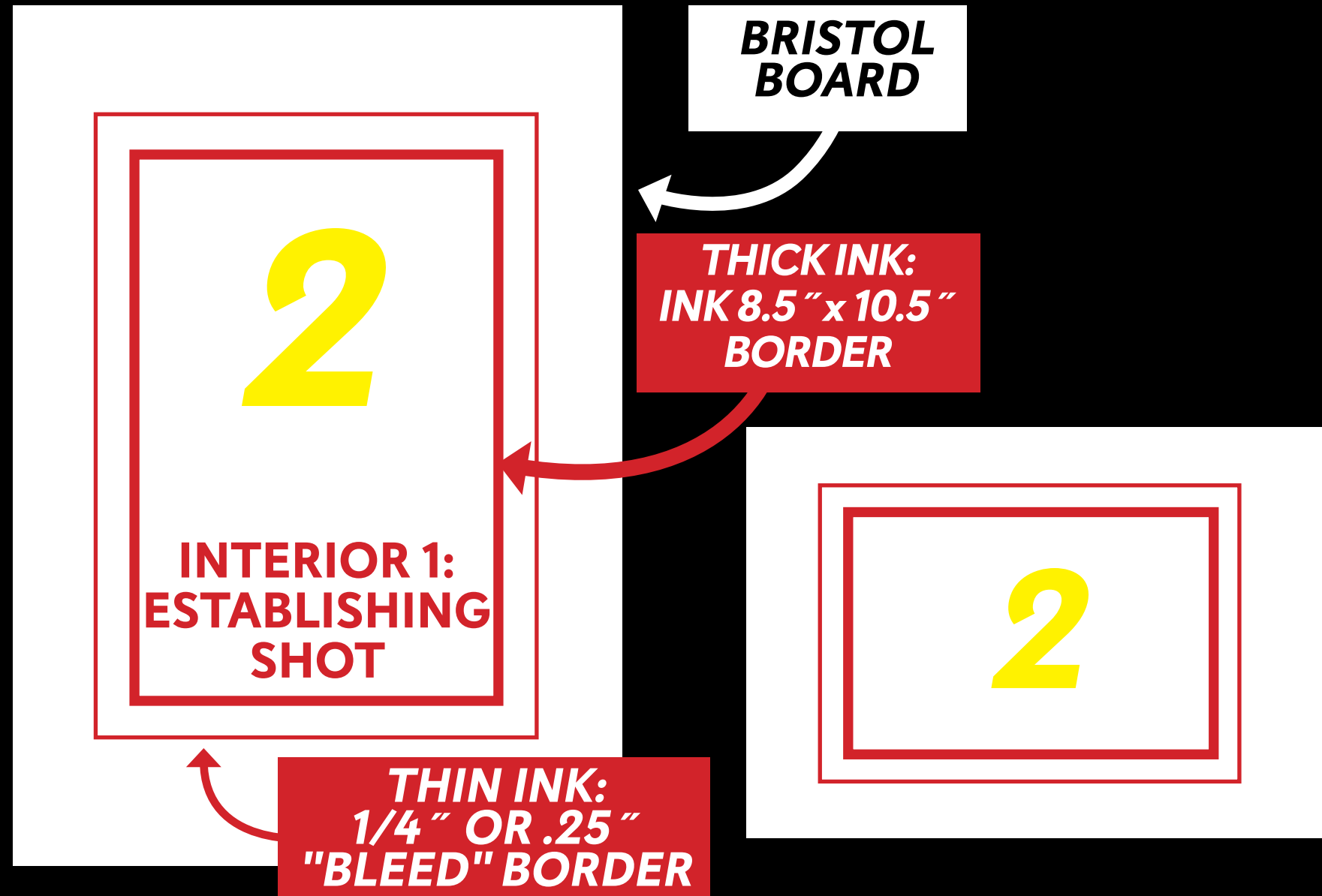
### INTERIOR 1: ESTABLISHING SHOT

+FORE GROUND  
+MIDDLE GROUND  
+BACKGROUND

+INCLUDES  
KEY CHARACTER

+NARRATIVE?  
+INFORMATIVE?  
+BIG STORY BEAT?

-CAN TAKE PLACE  
DURING ANY POINT  
IN THE STORY

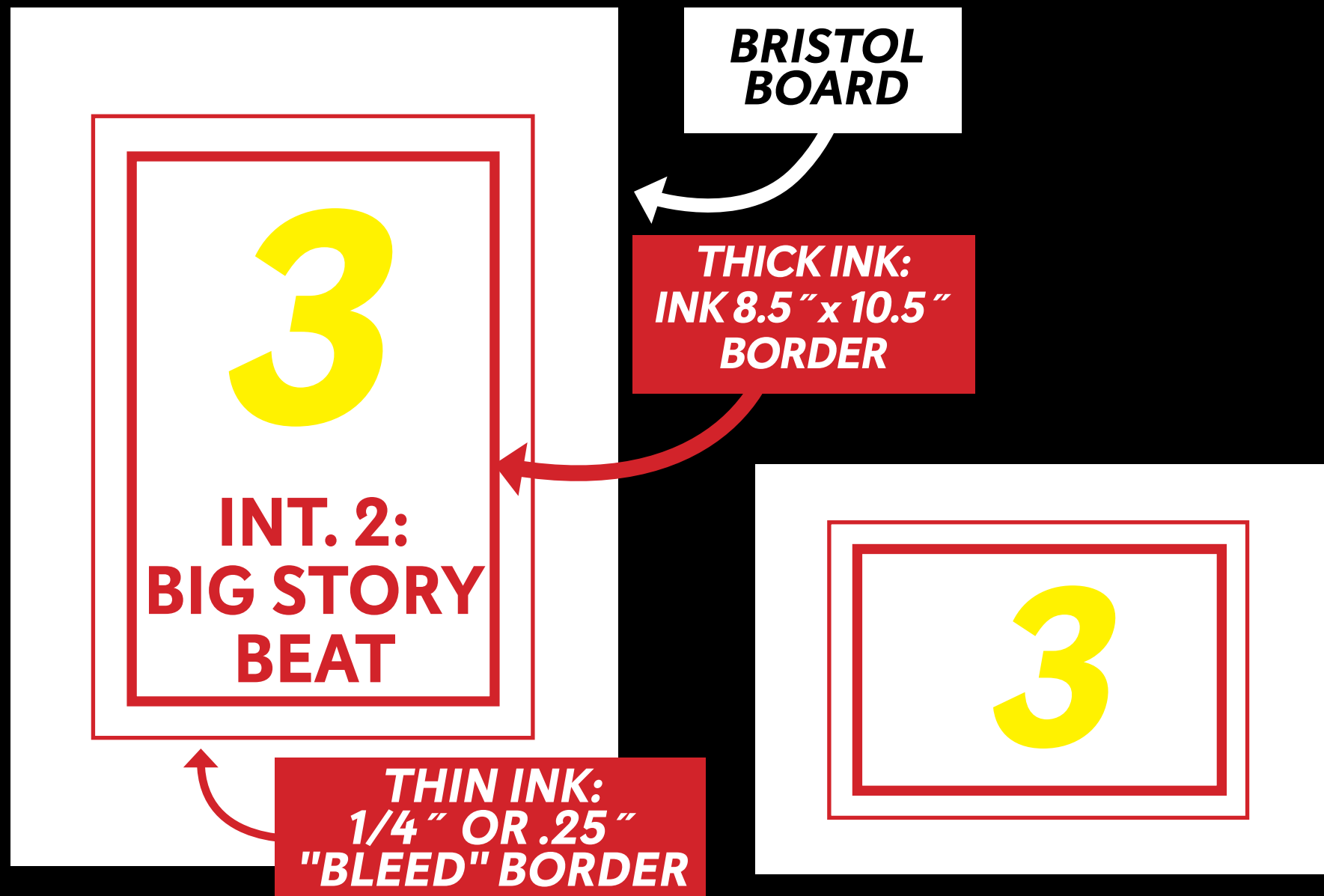


# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

## 8.5" x 10.5" ILLUSTRATIONS • 3 OF 4: "INT2-STORYBEAT"

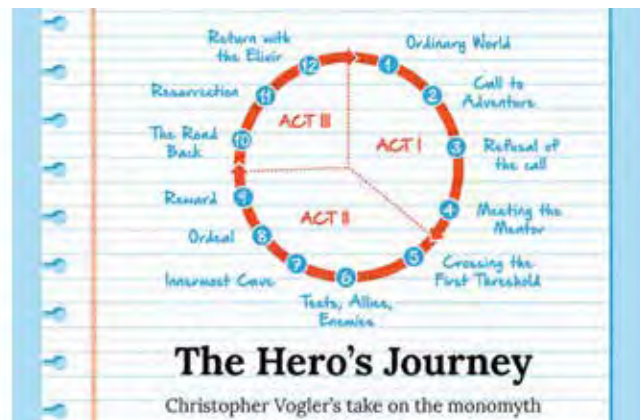
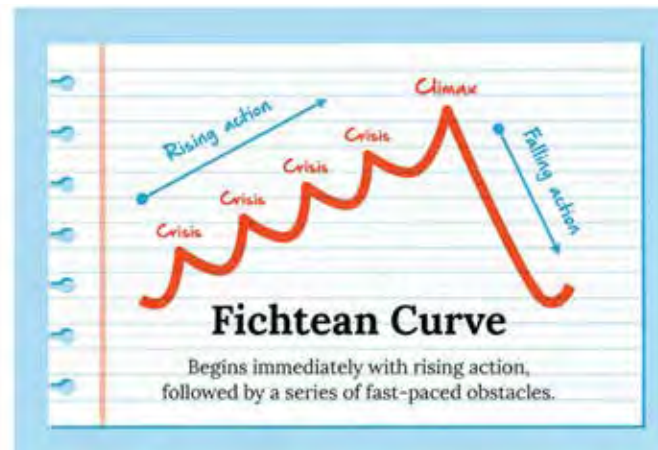
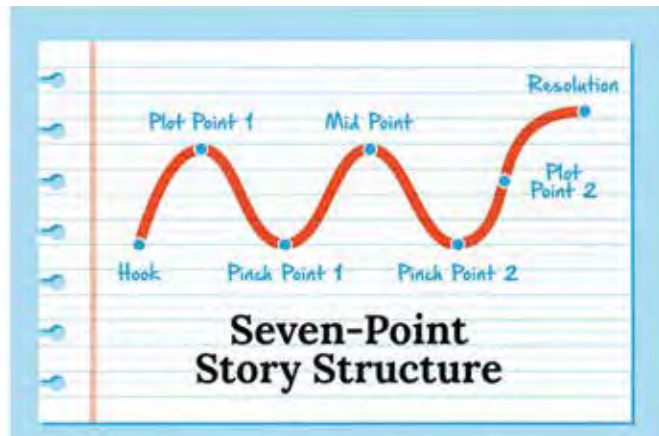
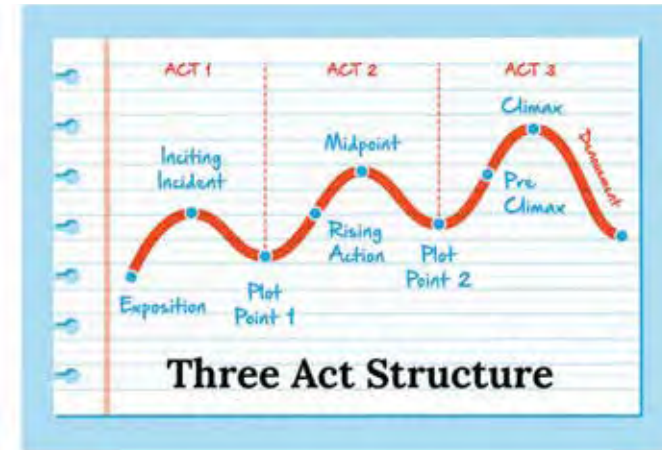
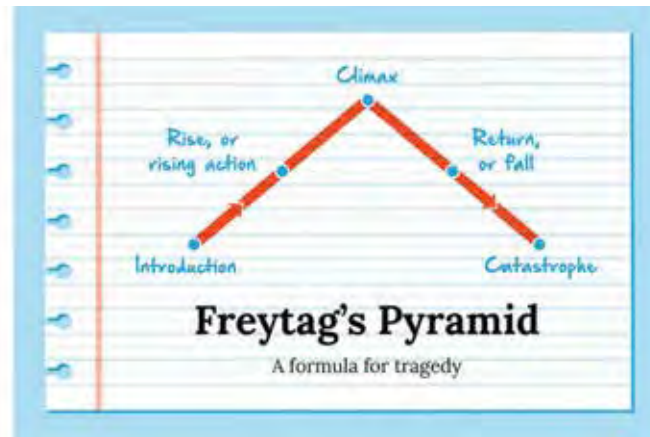
### INTERIOR 2: BIG STORY BEAT

- KEY CHARACTER(S)  
PROMINENTLY  
FEATURED
- CAN TAKE PLACE  
DURING ANY POINT  
IN THE STORY
- NARRATIVE
- VERY EXCITING
- ENGAGING
- EXPRESSION





# #1) CVR + #2) INT 1: EST. SHOT + 3) INT 2: BIG STORY BEAT =



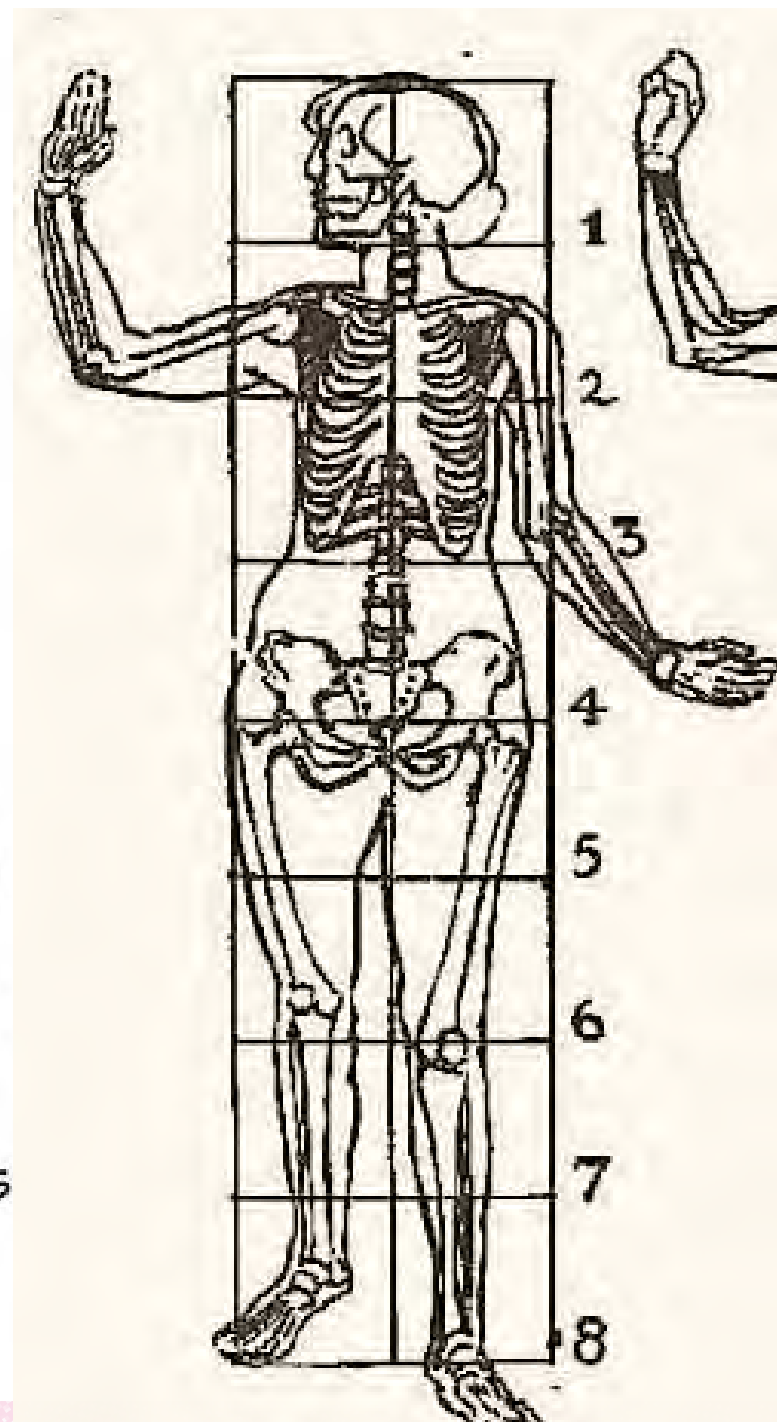
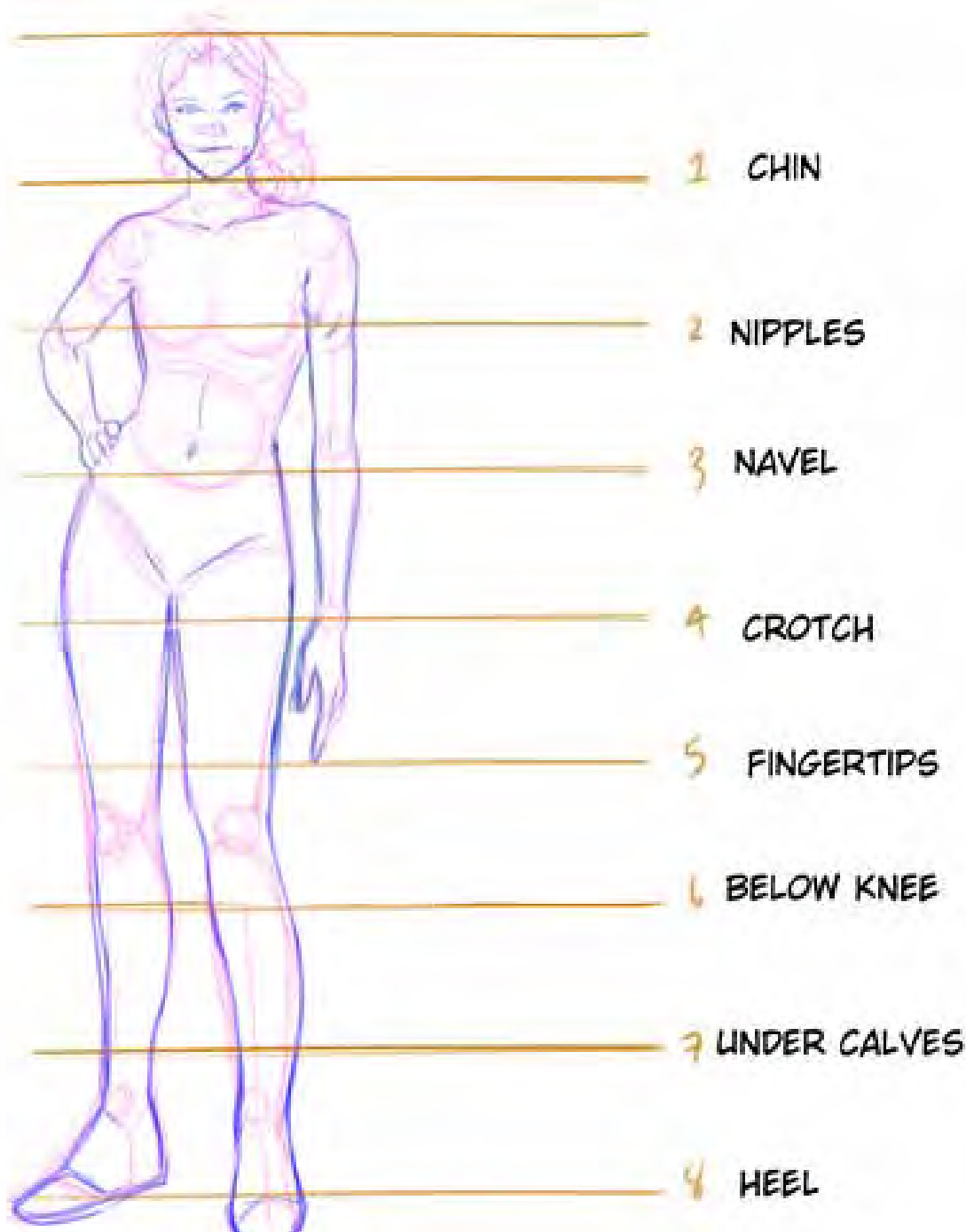
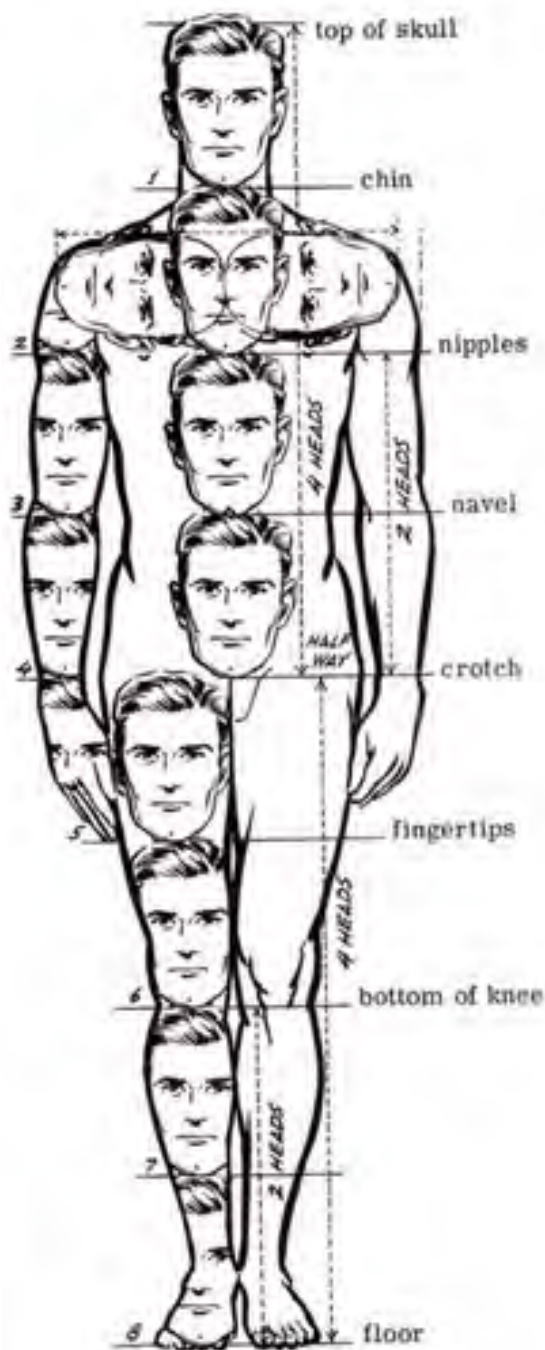
## WEEK 11 READING: STORY STRUCTURE STORY BEATS > BIG IDEA? CONCEPT?

<https://blog.reedsy.com/guide/story-structure/>

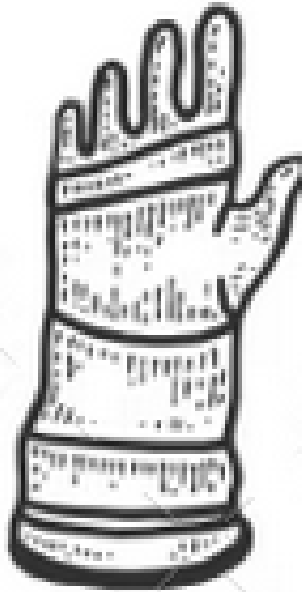
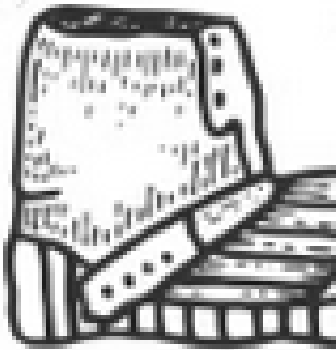
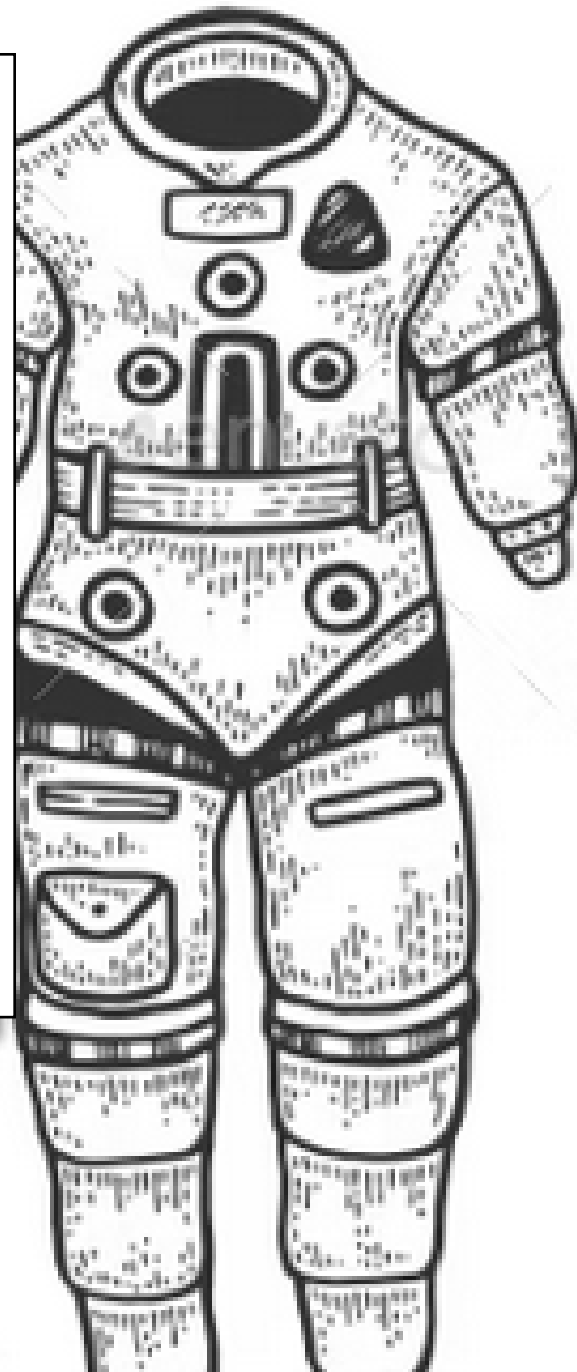




# STANDARD RULE OF THUMB SAYS 8 (~8.5) HEADS IS A TRADITIONAL PROPORTION















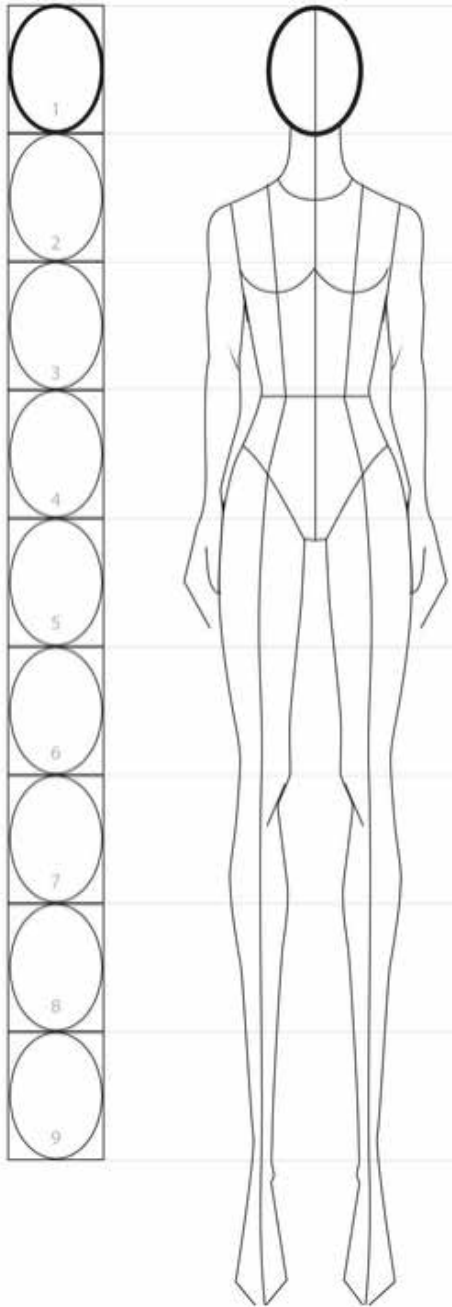




*Croquis* means “sketch”  
in French.

**In fashion design, a croquis is a quick sketch of a fashion figure.**

**Croquis drawings are minimalist in style and serve as a blank canvas for drawing clothing.**

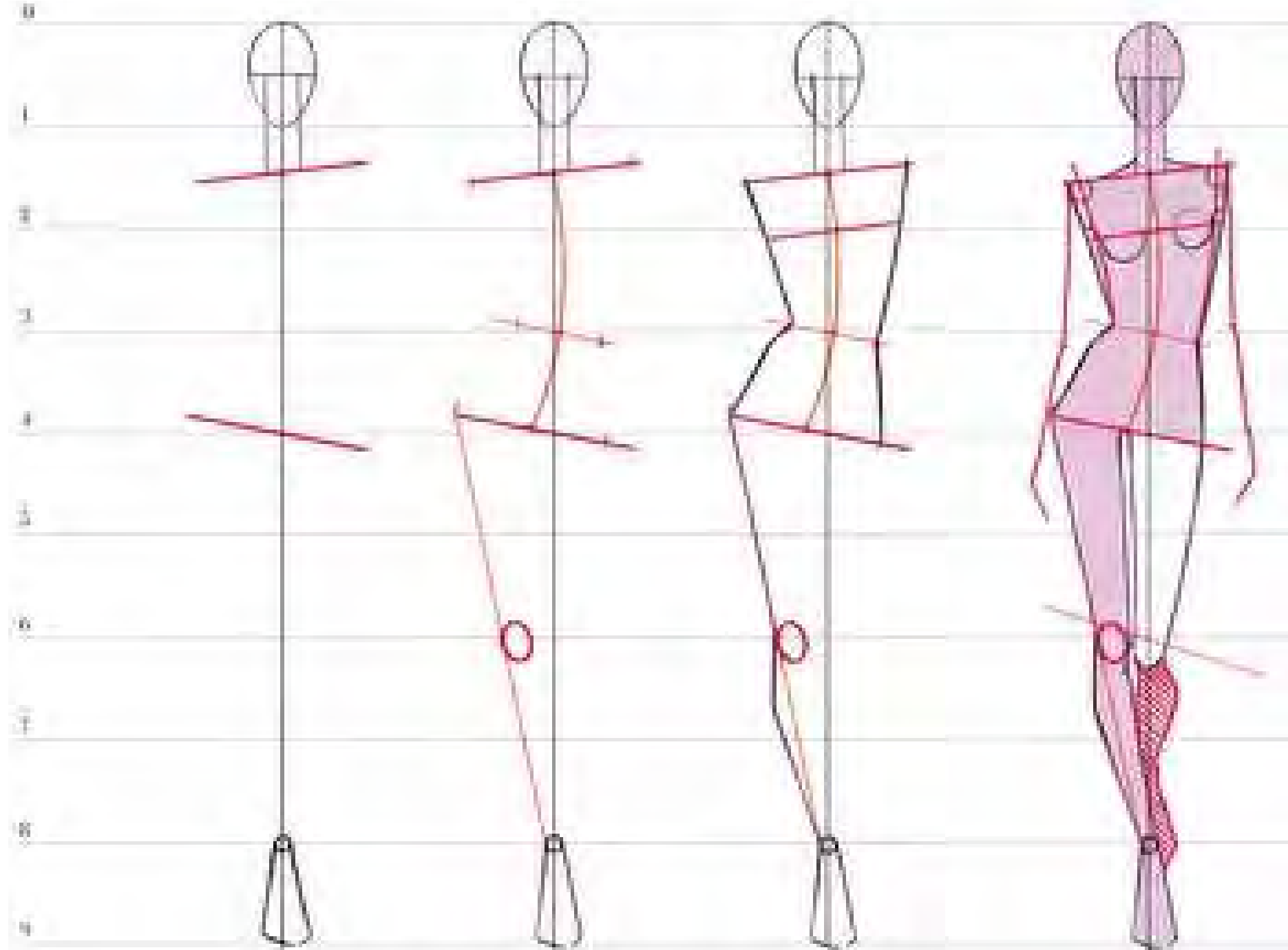


**+SHOULDERS**

**+HIPS**

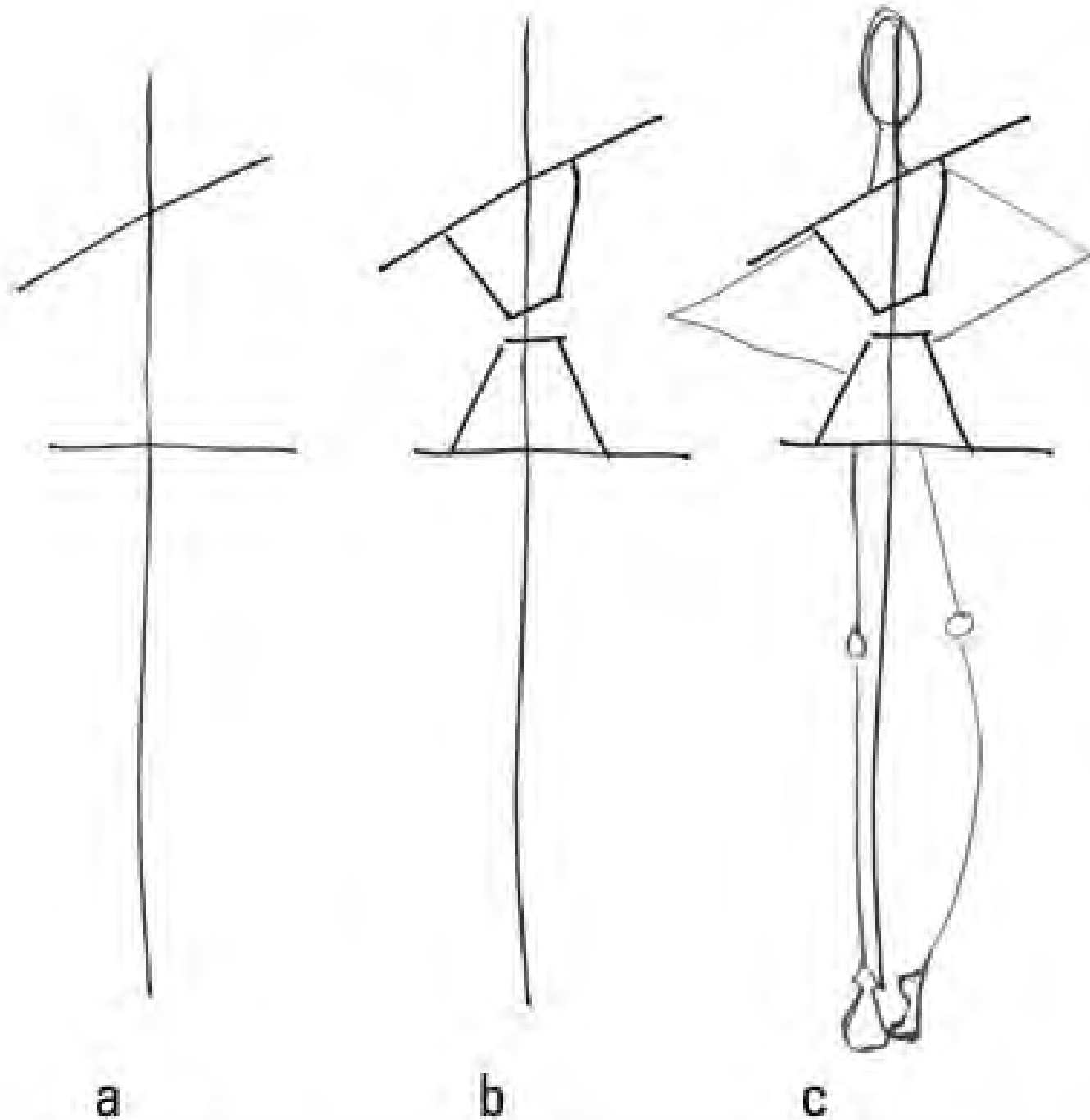
**+STANCE**

**Croquis drawings  
are minimalist in  
style and serve as  
a blank canvas  
for drawing  
clothing**





# nous dessinons des croquis



LIGHTLY  
PENCIL  
croquis with  
marks for:  
**+SHOULDERS**  
**+HIPS**  
**+STANCE**

**BUILD THE  
REST OFF  
OF THAT**

**+SHOULDERS**

**+HIPS**

**+STANCE**

**BUILD OFF  
OF THAT**





**SHOULDERS**

**+HIPS**

**+STANCE**

**BUILD OFF  
OF THAT**





# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

8.5" x 10.5" ILLUSTRATIONS • 4 OF 4: "CHARACTER SHEET"

## CHARACTER SHEET

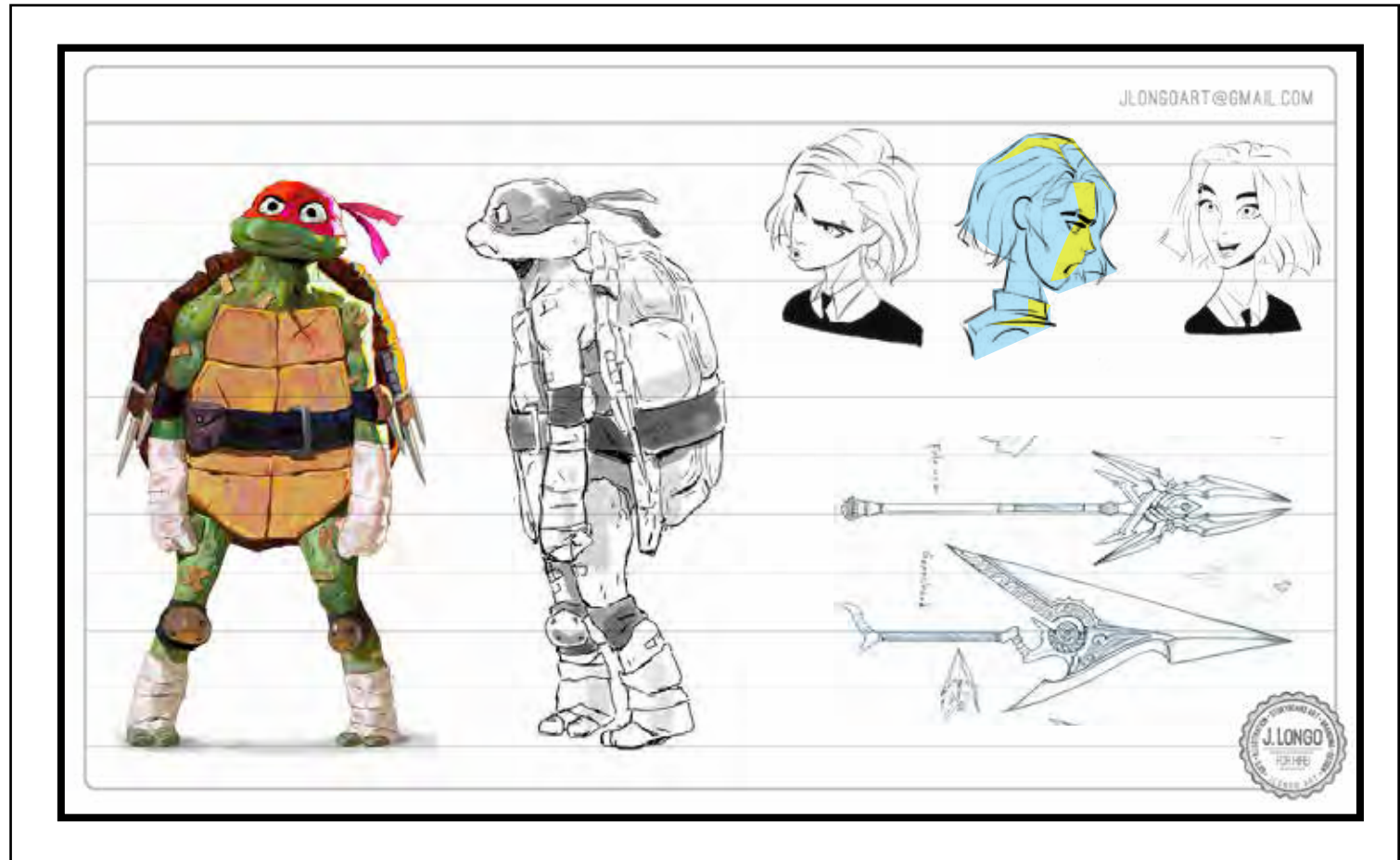
-REFINED -PEN OR PENCIL

- **2x TURN-AROUNDS**  
(FRONT + PROFILE)  
(2 ANGLES/SAME POSE)

-MAIN CHARACTER  
PREFERRED

- **1x OBJECT**  
-2 ANGLES OF OBJECT  
(SHOWN TWICE)

- 3x EXPRESSIONS**
  - DIAL IT TO 11
  - BEST ANGLE FOR IT





# 4) CHARACTER SHEET • QUALITY: ADVANCED, DETAILED SKETCH AT LEAST

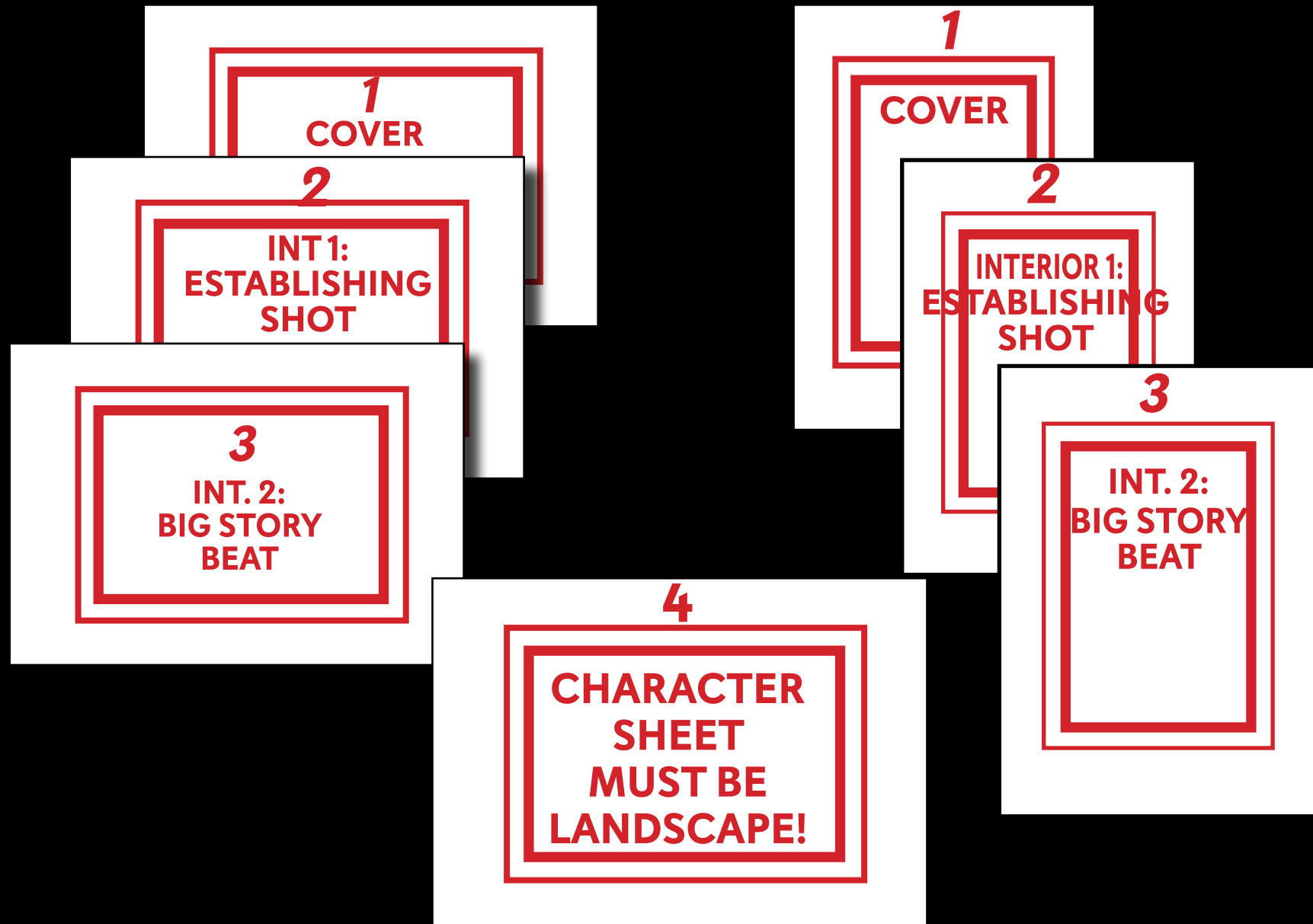
GOAL: 2 MATCHING TURN-AROUNDS + OBJECT (2 ANGLES) + 3 EXPRESSIONS

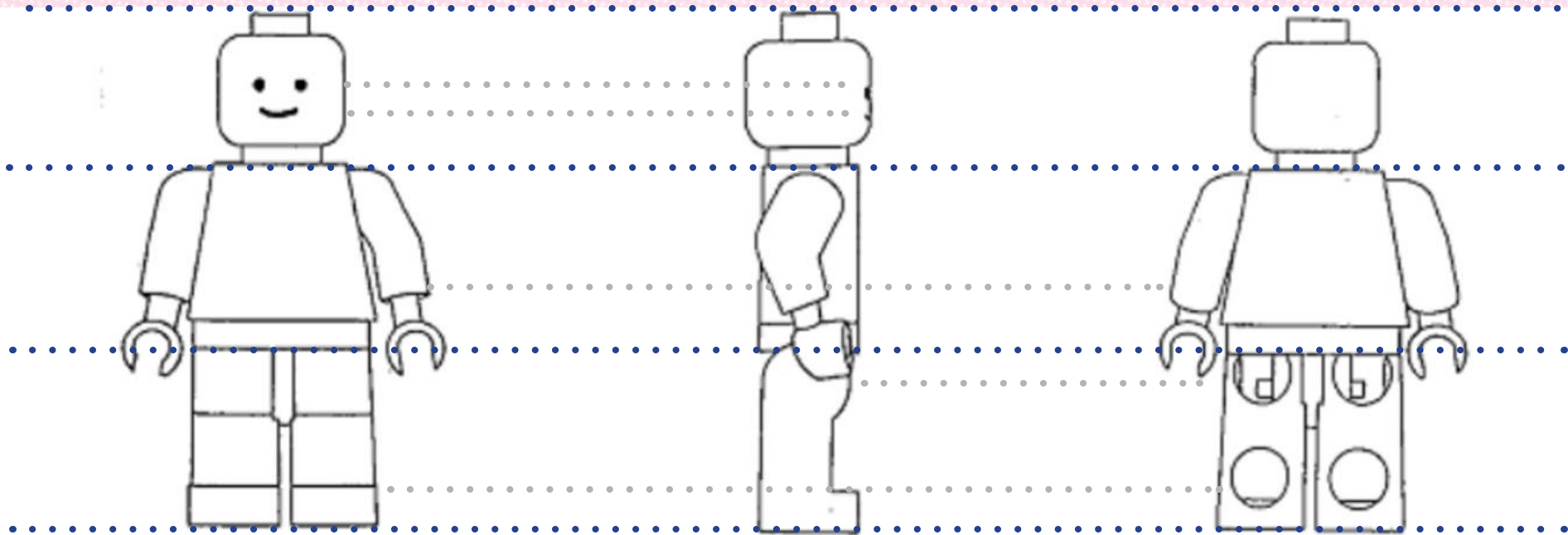
**MAKE A  
DECISION FOR  
ILLUSTRATIONS 1-3:**

**ALL PORTRAIT  
OR  
ALL LANDSCAPE**

**CHARACTER SHEET  
MUST BE LANDSCAPE!**

**FIGURE THIS OUT DURING THE  
SKETCH PHASE! / BY WEEK 13**







# CHARACTER SHEETS HAS 1 OBJECT FROM 2 DIFFERENT ANGLES

## 1 OBJECT (2 ANGLES)

ESSENTIAL DEVICE, WEAPON, TOY, JEWELRY, ANIMAL, OR ACCESSORY THAT HELPS DEFINE YOUR CHARACTER.



YOUR OBJECTS SHOULD BE A REFINED DRAWING, EITHER IN PENCIL OR INK

# 1 CHARACTER SHEETS HAS 3 EXPRESSIONS

## 3 EXPRESSIONS





# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

8.5" x 10.5" ILLUSTRATIONS • 4 OF 4: "CHARACTER SHEET"

## CHARACTER SHEET

-REFINED -PEN OR PENCIL

- 2x TURN-AROUNDS  
(FRONT + PROFILE)  
(2 ANGLES/SAME POSE)

-MAIN CHARACTER  
PREFERRED

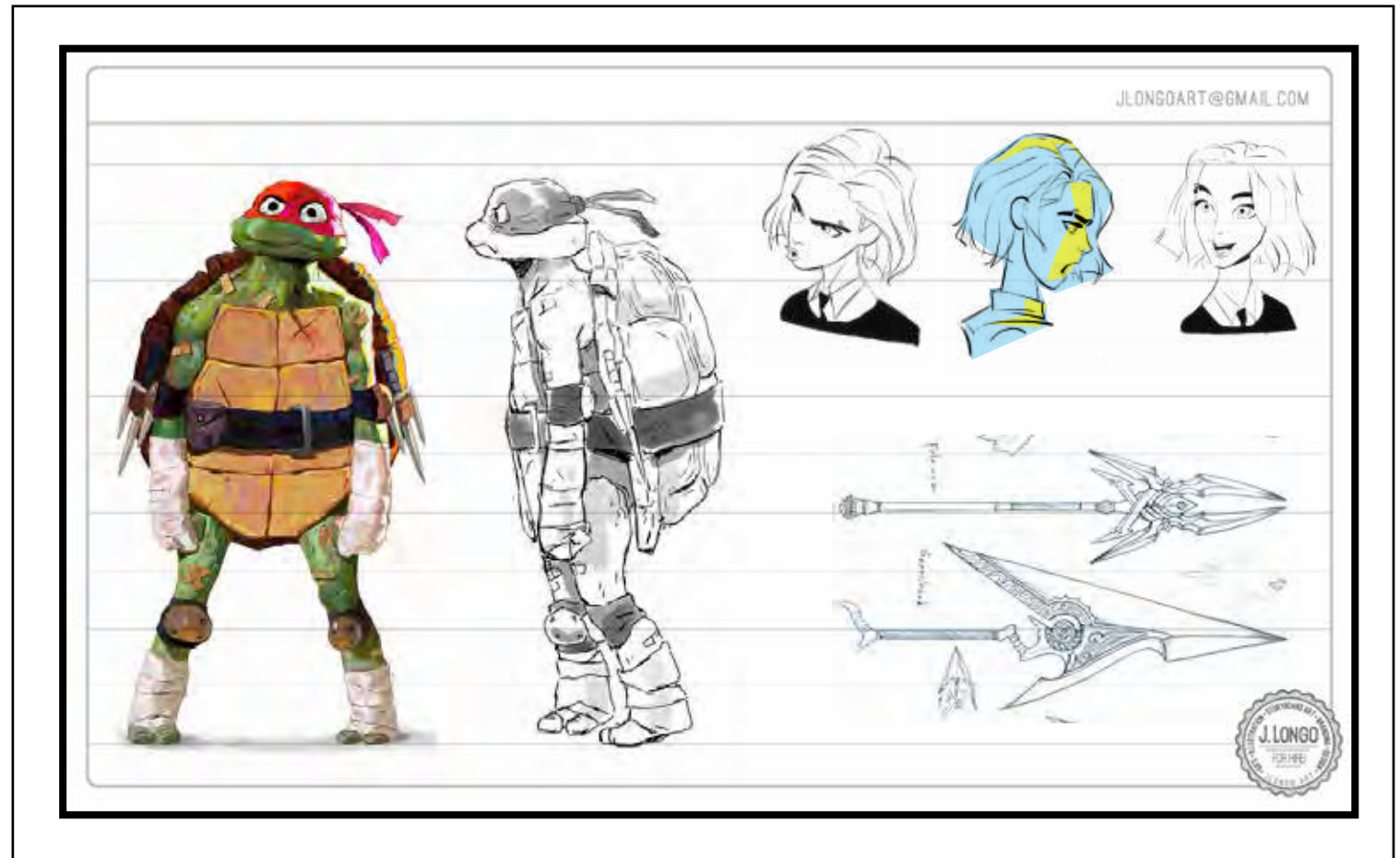
- 1x OBJECT

-2 ANGLES OF OBJECT  
(OBJECT SHOWN TWICE)

- 3x EXPRESSIONS

  - DIAL IT TO 11

  - BEST ANGLE FOR IT



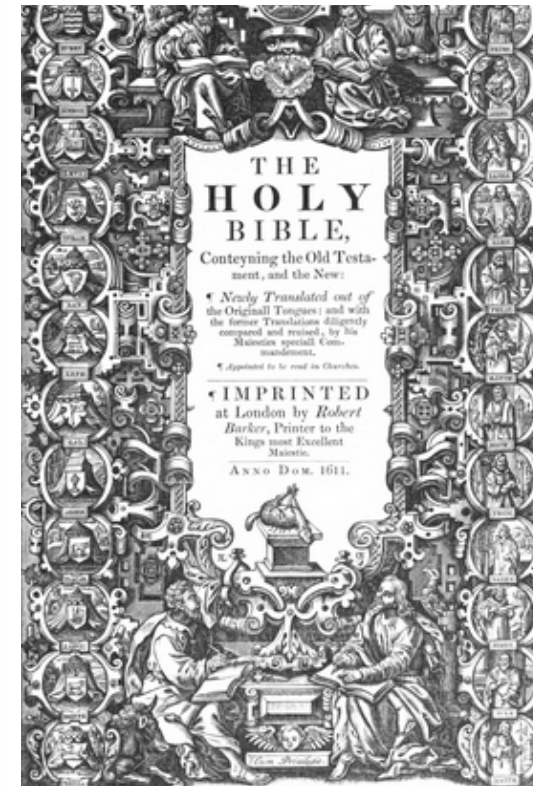
**POLITICAL CARTOONS • HUMOR • SEQUENTIAL ART**



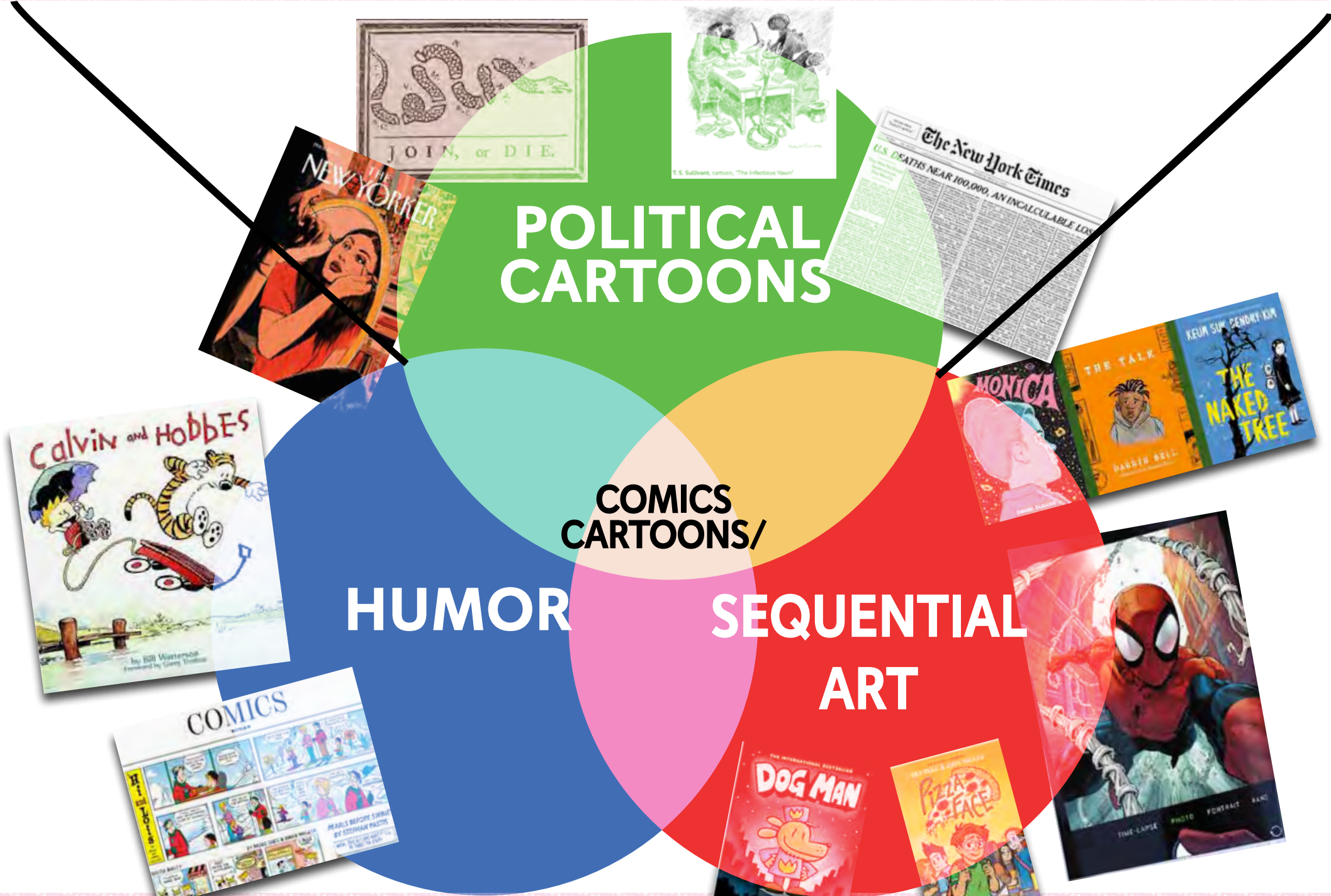


# PRINT WAS ALWAYS ABOUT MESSAGING

## ILLUSTRATION WAS ALWAYS USED TO ENHANCE THE MESSAGING

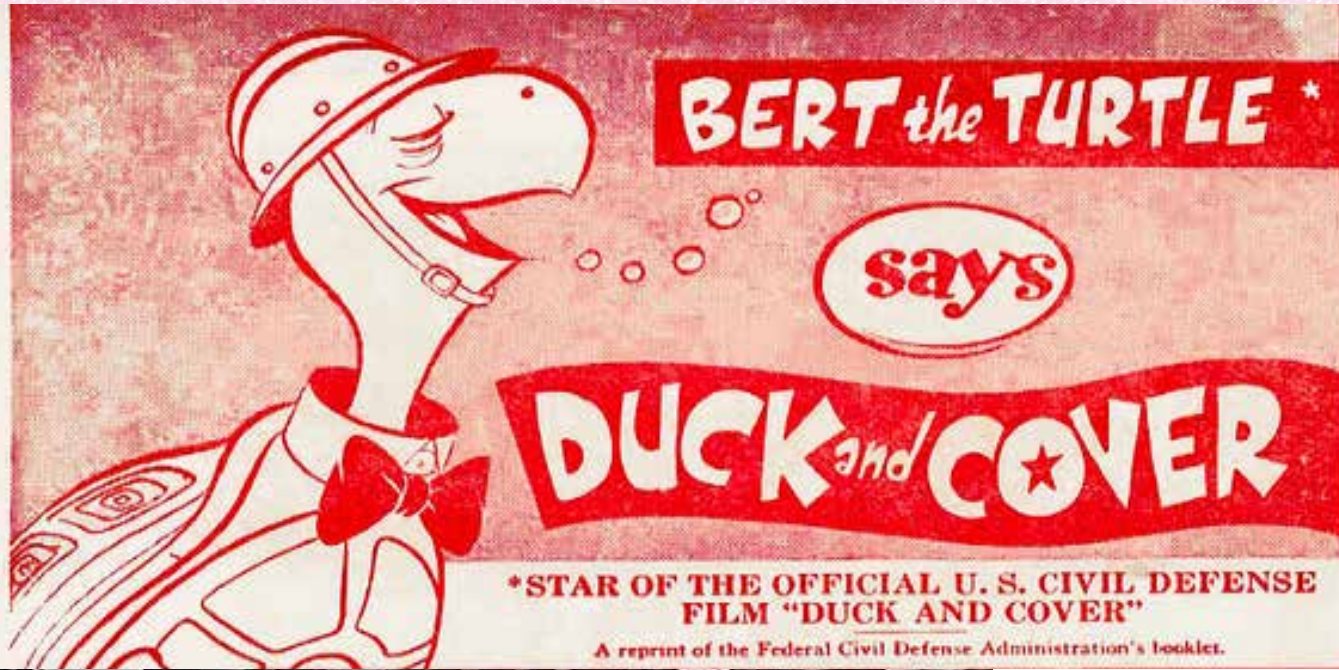








# CULTURE: CUSTOMS, SOCIAL INSTITUTIONS, ACHIEVEMENTS AND ISSUES



## ILLUSTRATIONS BY WAY OF INFORMATION AND PROPOGANDA OF SAFETY AMIDST CHAOS



# THE PURPOSE OF PRINT LIES WITH THE PRINTERS MOTIVATIONS

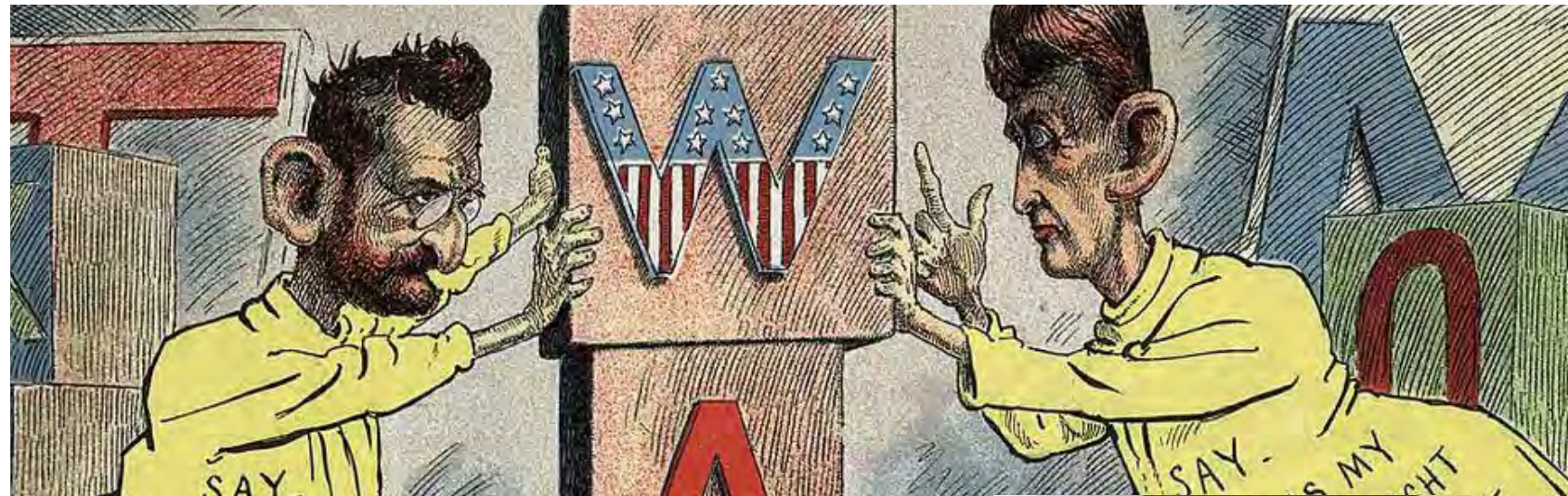
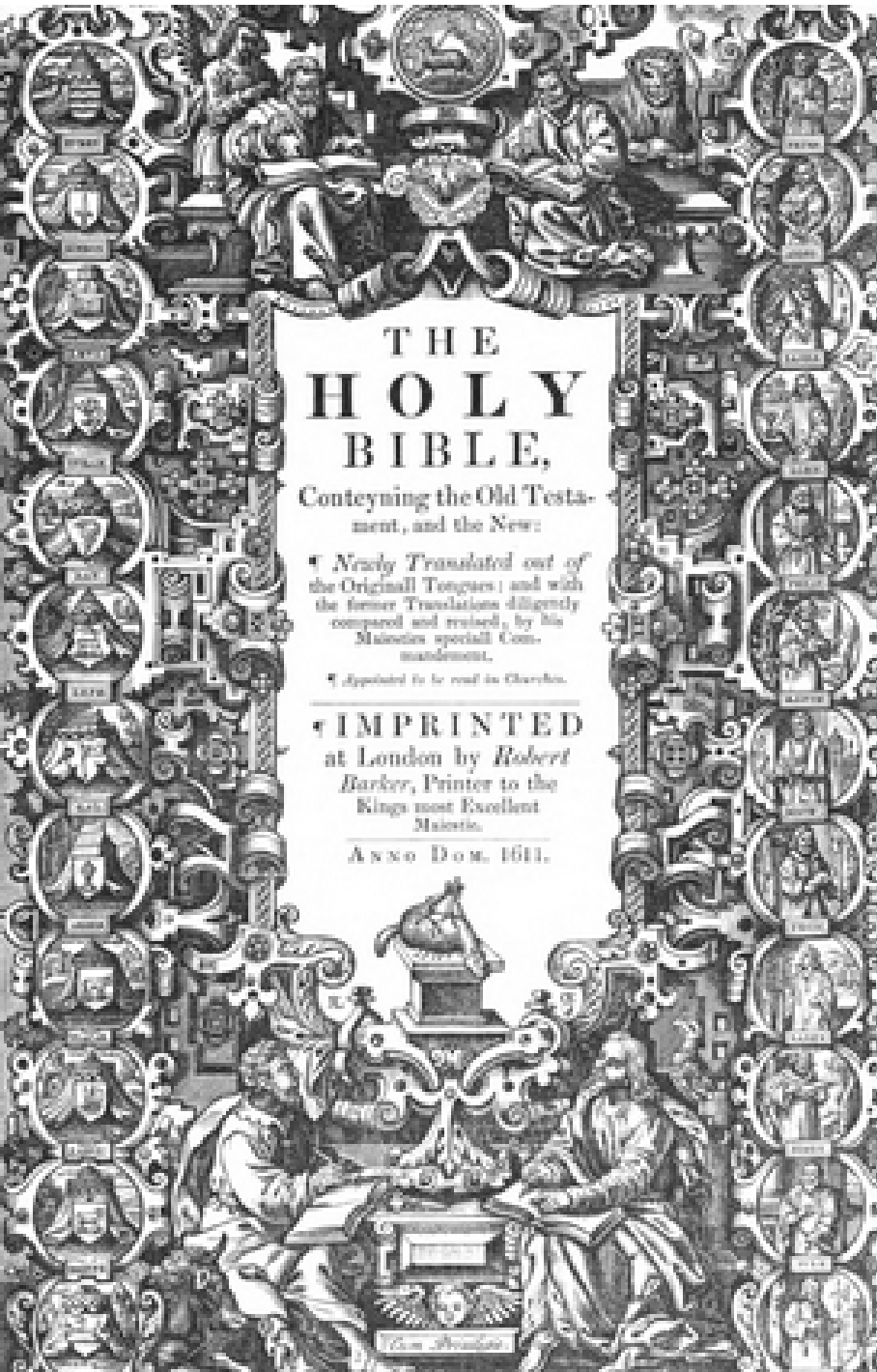


ILLUSTRATION HAS ALWAYS BEEN THE LURE TO REEL IN THE MASSES



# CARTOONING, BY A HISTORY





**POLITICAL CARTOONS**  
**(AKA Editorial Cartoons)**  
**Illustrations or comic strips**  
**containing a political or**  
**social message that usually**  
**relates to current events**  
**or personalities.**

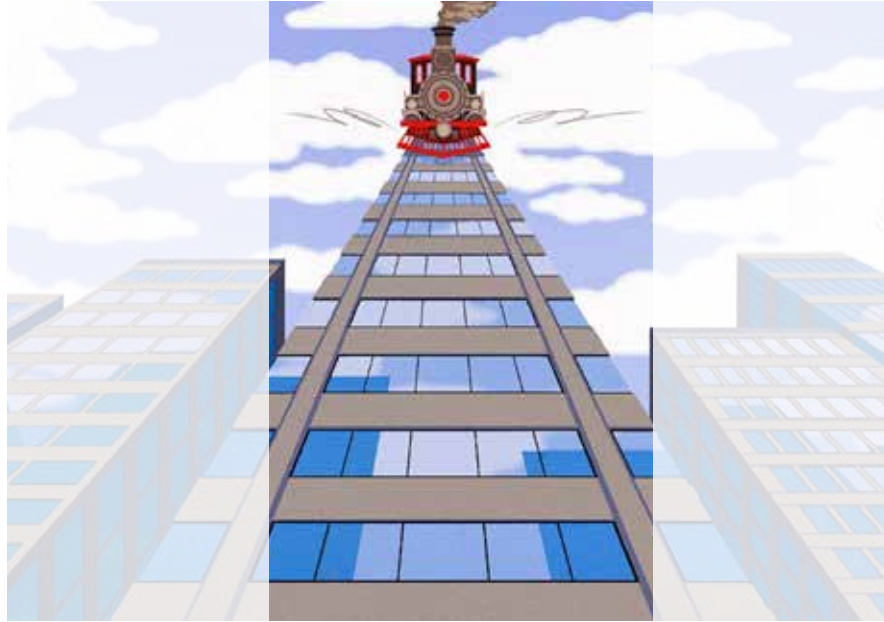


# SHOWN: 10 OF THE MOST IMPORTANT TOOLS

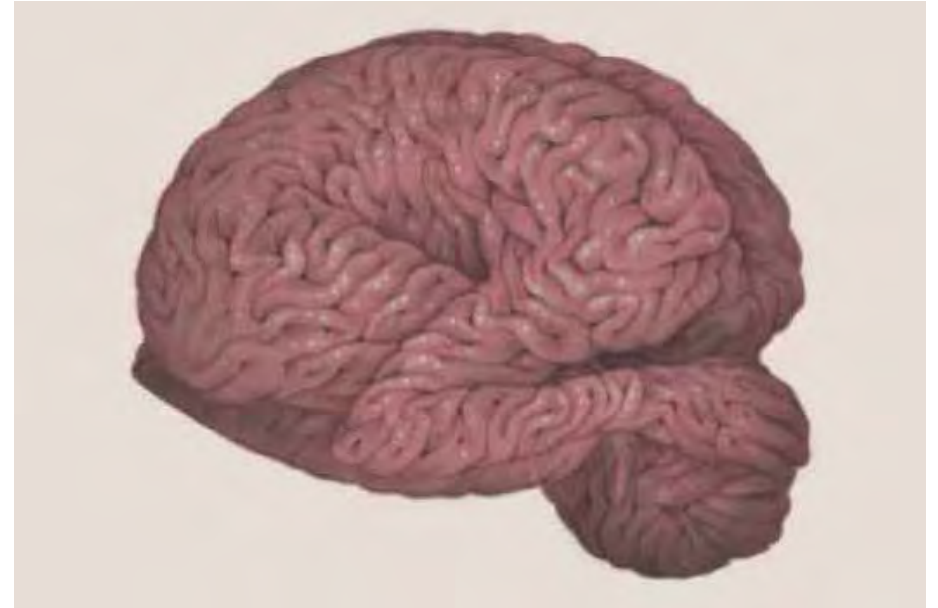
JUXTAPOSITION + FUSION + REPLACEMENT



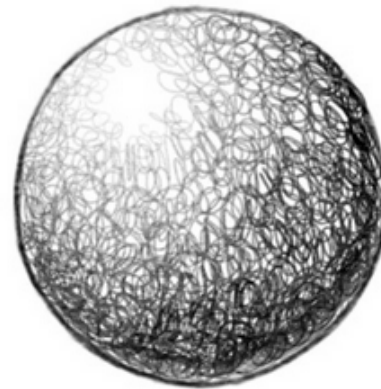
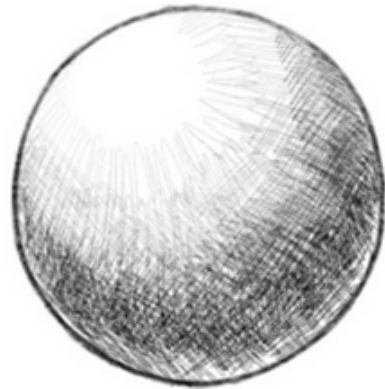
+ PERSONAL STYLE



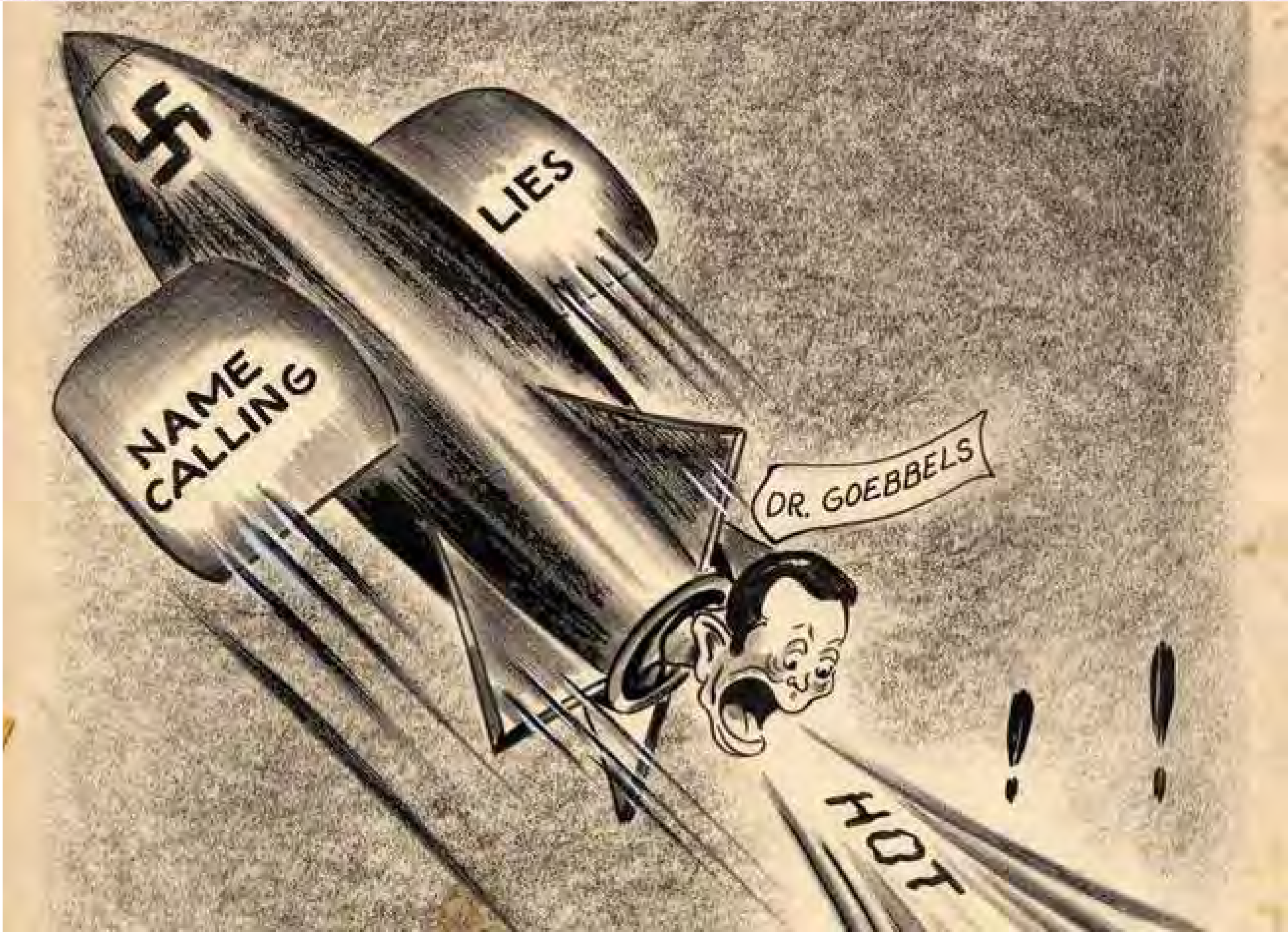
(+ COMPOSITION!)



+LINE CONTROL/VARIATION/TEXTURE



+ HATCHING + CROSS HATCHING + SCUMBLING + STIPPLING



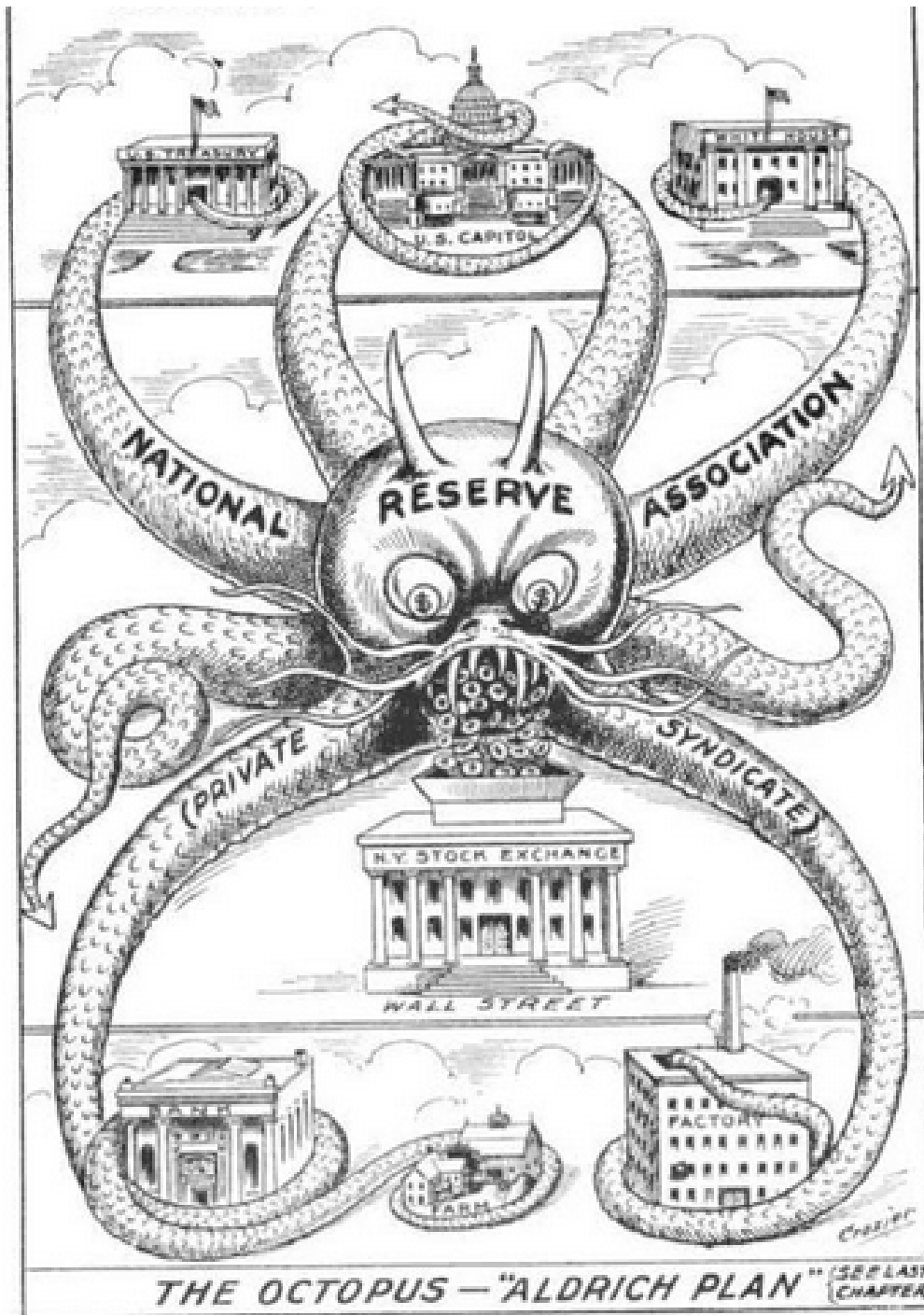




**Herblock depicts a horrified scientist gazing into a crystal ball of death while someone representing either a businessman or a bureaucrat laughs.**

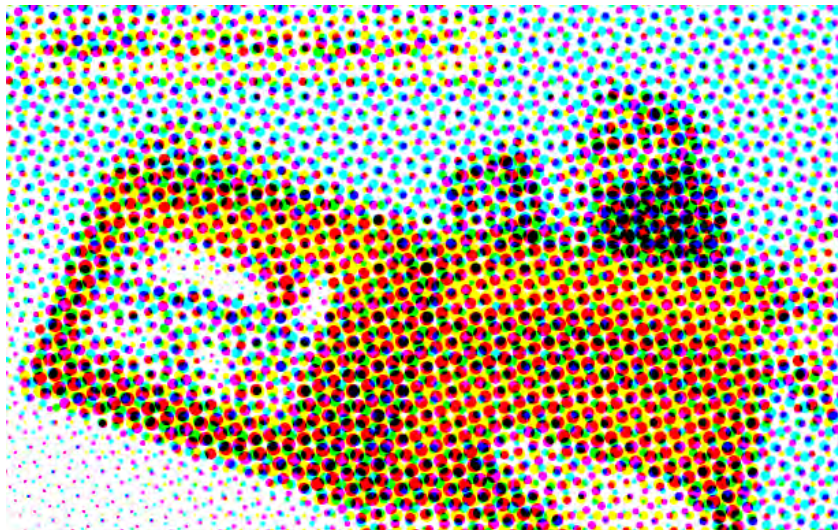
**Image is rumored to be influenced by Edward Goldberg (oceanographic chemist) and Joseph O. Fletcher (RAND Corporation physical scientist) warned that humans had “only a few decades to solve the problem” of global warming due to the toxicity of pollution in December 1969.**







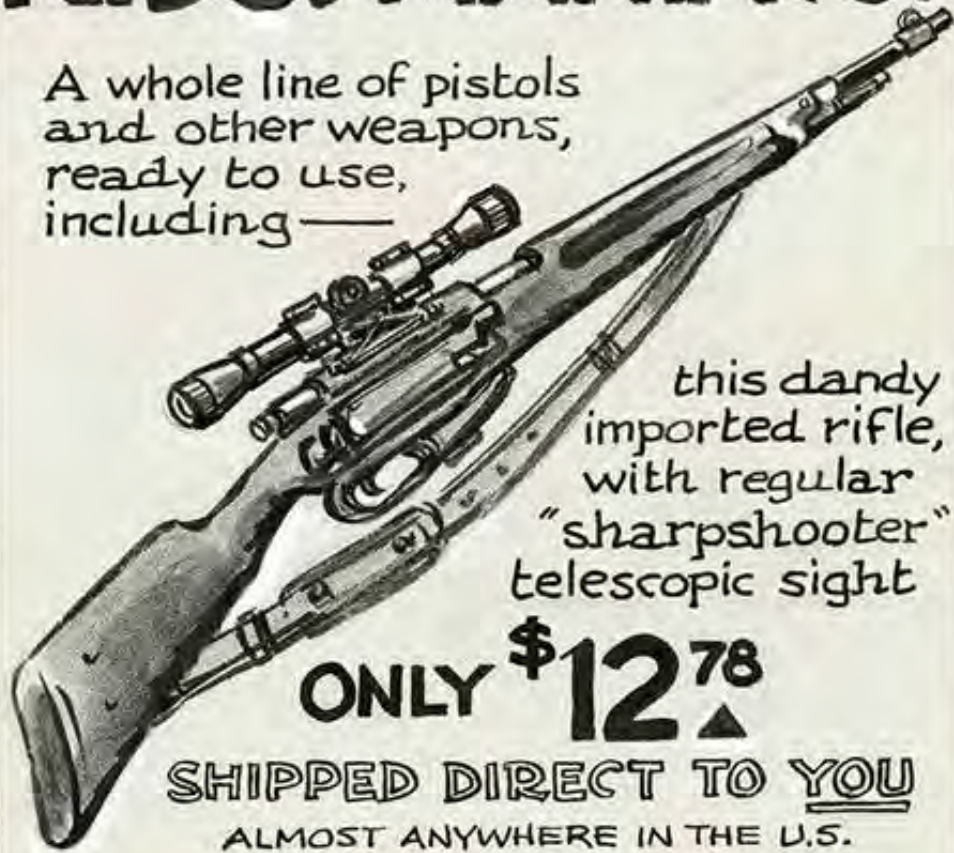
# NO EXCUSE FOR STEREOTYPES/OFFENSIVE LANGUAGE





# SPORTSMEN! KIDS! MANIACS!

A whole line of pistols  
and other weapons,  
ready to use,  
including —



this dandy  
imported rifle,  
with regular  
"sharpshooter"  
telescopic sight

ONLY \$12<sup>78</sup>

SHIPPED DIRECT TO YOU

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{ Please try not to enclose  
loose change, to avoid  
danger of loss. }

©1963 HERBLOCK  
THE WASHINGTON POST

"I Just Don't Know What This Country Is Coming To"



©1968 HERBLOCK  
THE WASHINGTON POST

1963 & 1968





**Herblock became a reformed smoker after a heart attack in 1959, and afterwards drew cartoons that railed against the tobacco industry.**

**In 1969, lobbyists targeted congressmen from tobacco states in the House Commerce Committee to remove the words “cancer” and “death” from television advertisement warnings. Here, Herblock suggested that the committee acted as a filter on the curbs suggested by the Federal Trade Commission.**

"It's Okay—We're Hunting Communists"





# NO EXCUSE FOR STEREOTYPES/OFFENSIVE LANGUAGE





Been Here Before



THEN...

BACK OF THE BUS



NOW...

UNDER THE BUS







THE CONDITION OF THE LABORING MAN AT PULLMAN.







-DIRECT

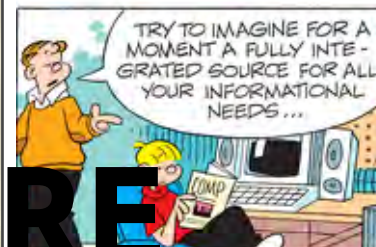
-BIG IDEA

-COMPOSITION

-PACING

-NARRATIVE

-STORY/JOKE STRUCTURE





COVER

INTERIOR

POLITICAL/HUMOR

ADVERTISING





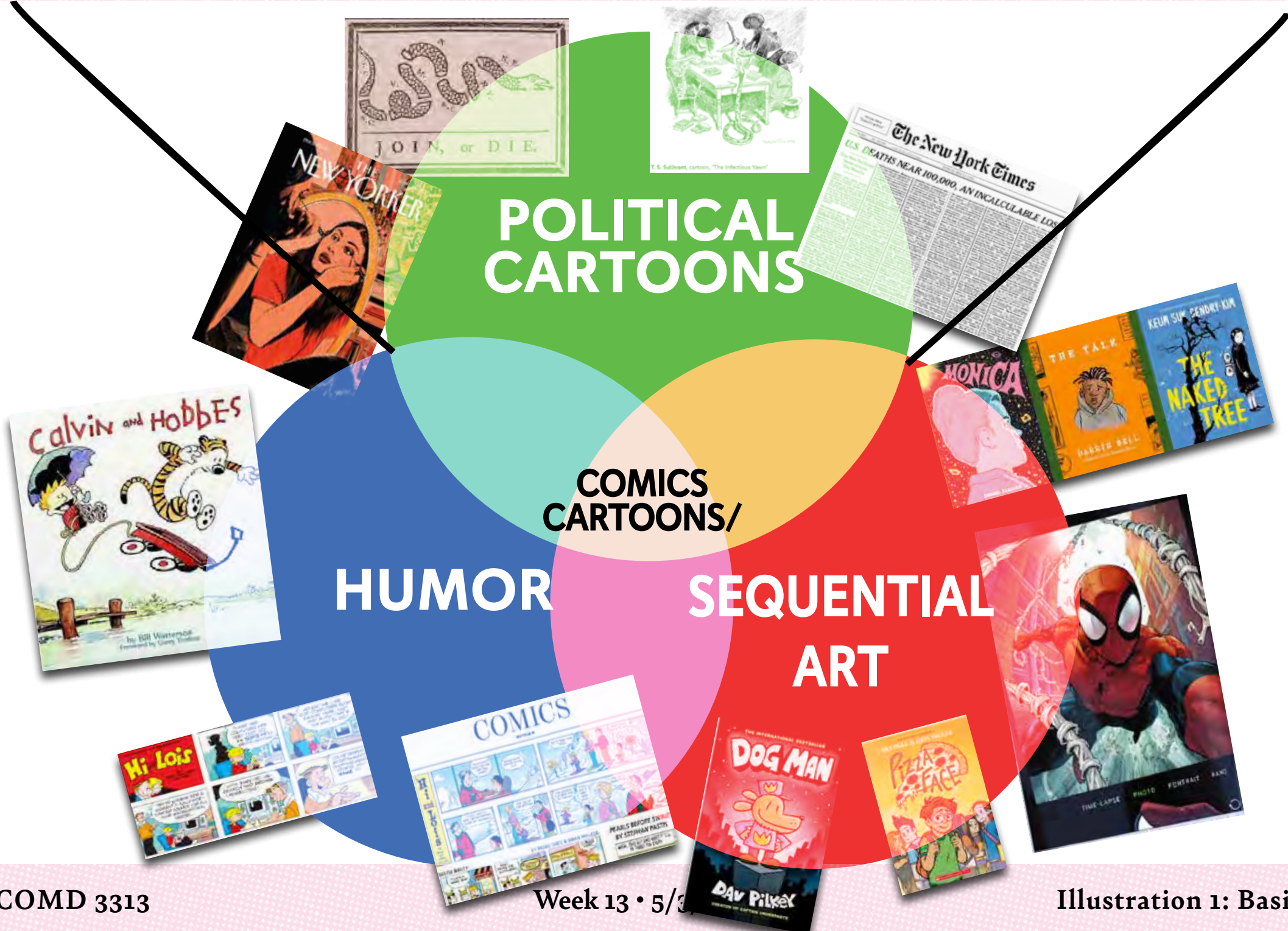


**WEBCOMICS AND DIGITAL MEDIA DO THEIR BEST  
TO KEEP THE SPIRIT OF COMICS ALIVE**





















Asaf Hanuka – The Realist





**MAUS** by Art Spiegelman depicts his fathers experiences as a Polish Jew/ Holocaust survivor.

**Illustrations** add layers of visual meaning and immediacy to works of Holocaust literature.

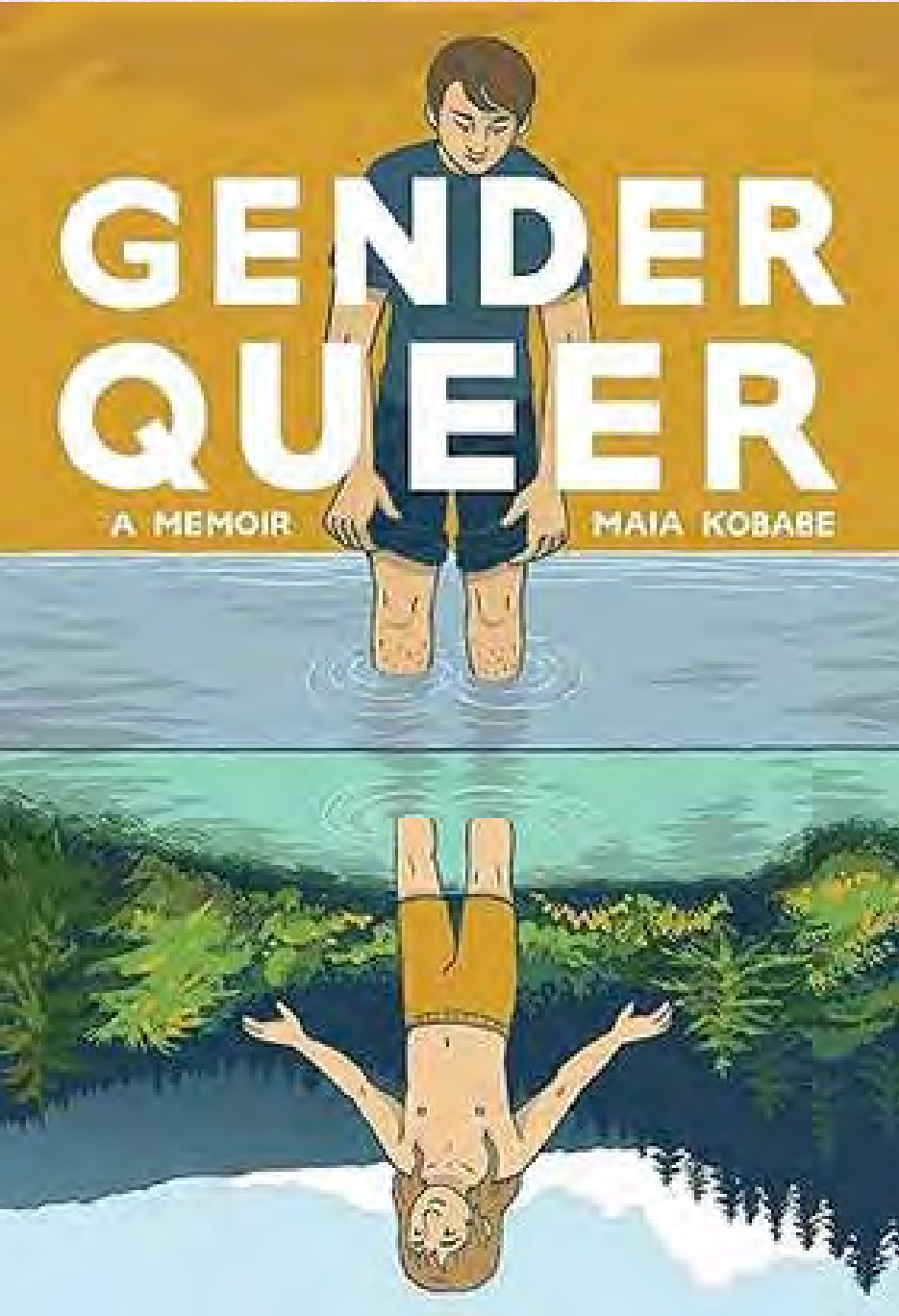








"Sequential Art" fancy MFA term for a degree in comics & story-telling.



I HEADED TO SAN FRANCISCO TO BEGIN MY MASTER'S DEGREE IN COMICS.

I'D SPENT THE LAST SEVERAL MONTHS ASSURING PEOPLE THAT, YES,



## GENDER QUEER by Maia Kobabe

Autobiographical exploration of gender identity beyond the traditional binary.



Do you have everything?

I think so.







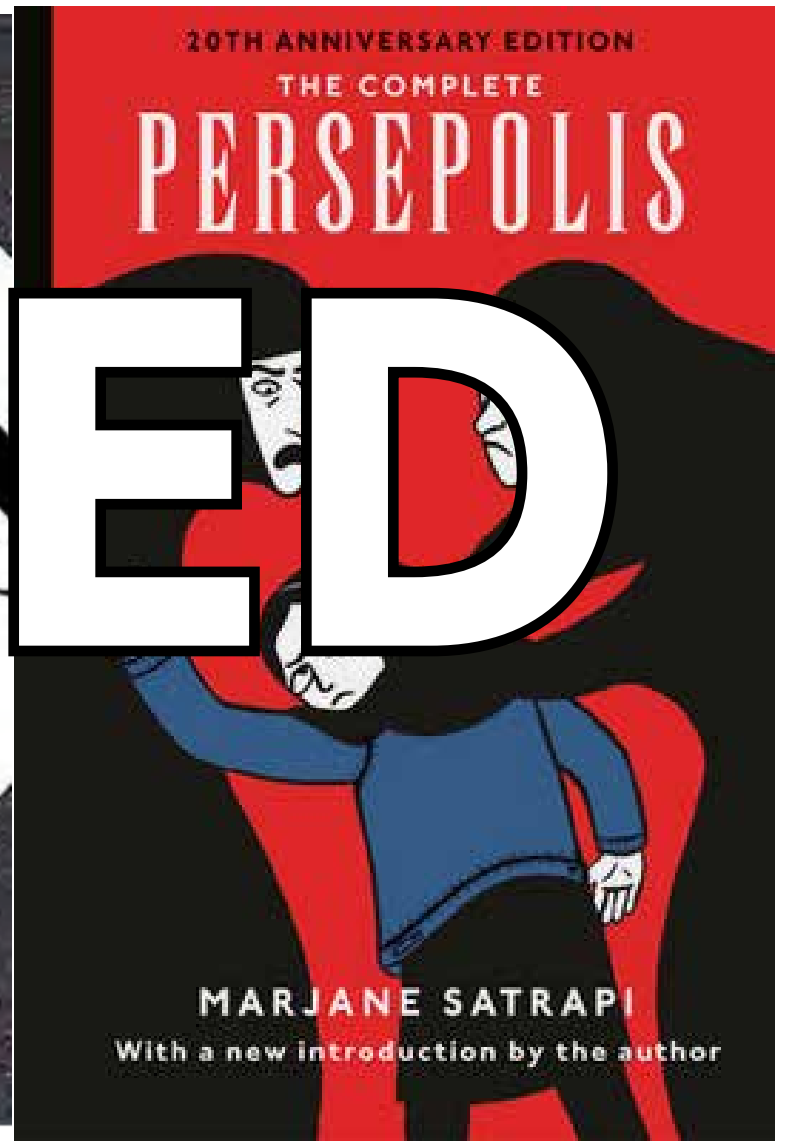
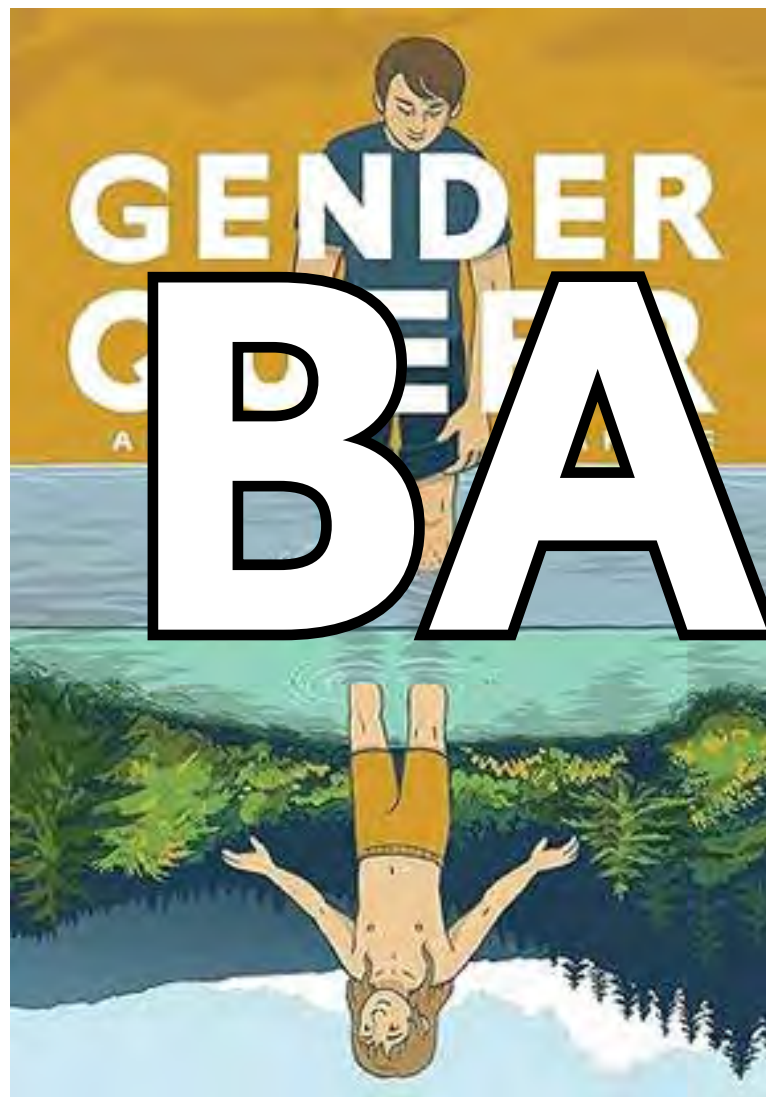
fteen foreign editions are coming out. I've gotten 4 serious  
urn my book into a T.V. special or movie. (I don't wanna.

68 my mother killed  
(She left no note.)

I've been  
g depressed.

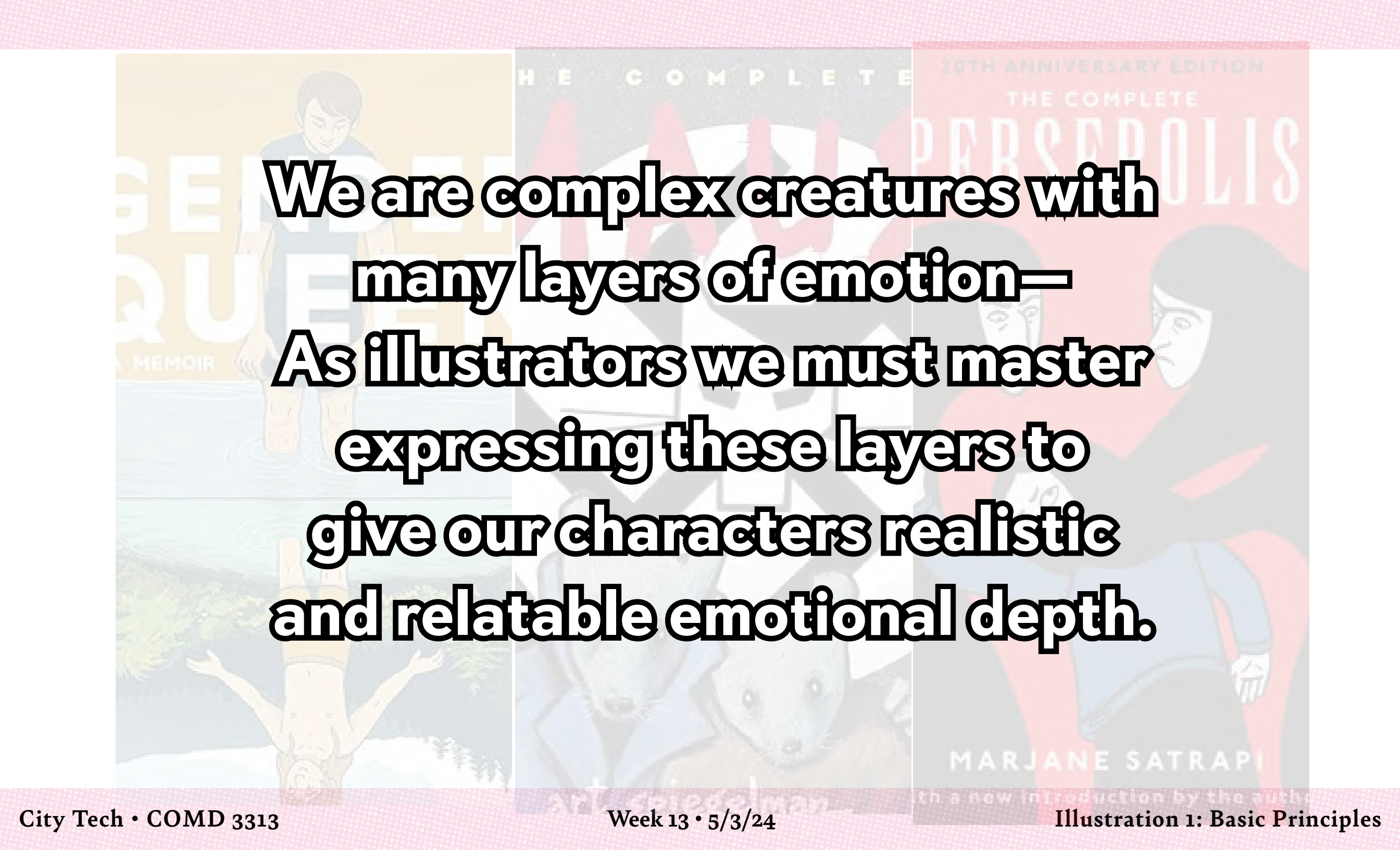
Al Sp  
We  
to





**BANNED**





**We are complex creatures with  
many layers of emotion—  
As illustrators we must master  
expressing these layers to  
give our characters realistic  
and relatable emotional depth.**



# **RULE OF THUMB: THE HUMAN EXPERIENCE ENCOMPASES 6 CORE EMOTIONS** **(ON A SLIDING SCALE OF INTENSITY)**



**1. Happiness**



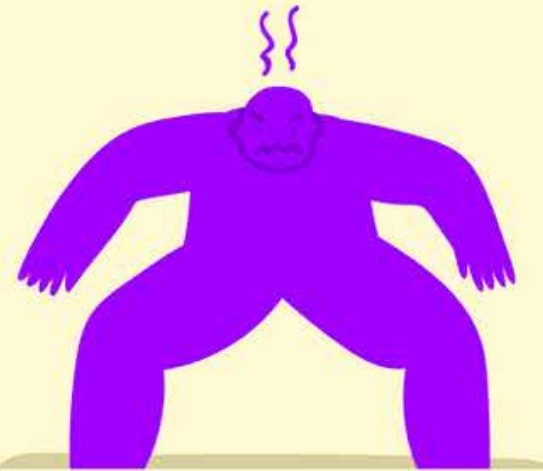
**2. Sadness**



**3. Fear**



**4. Disgust**



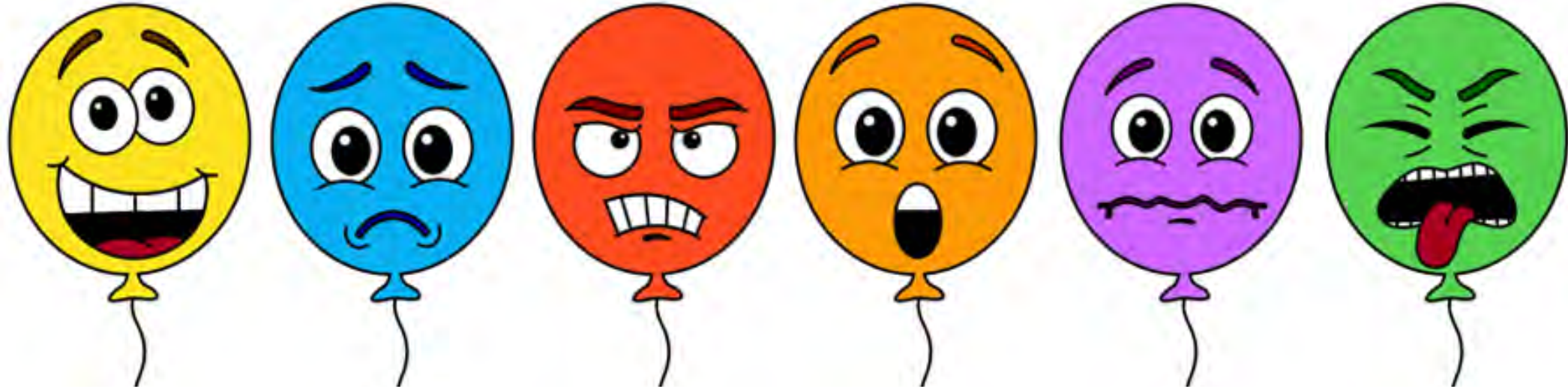
**5. Anger**



**6. Surprise**



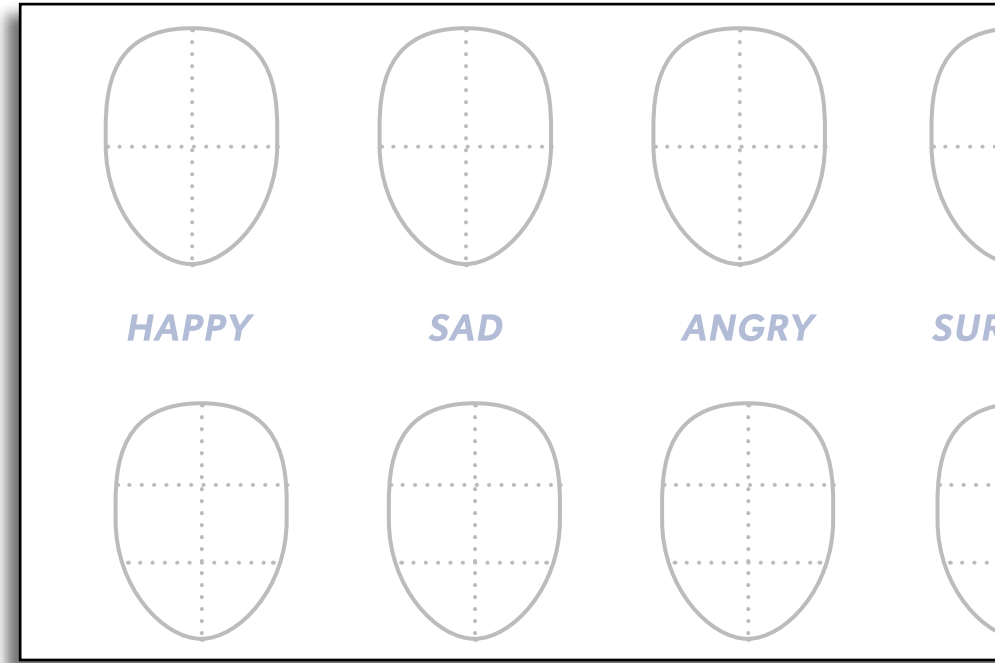
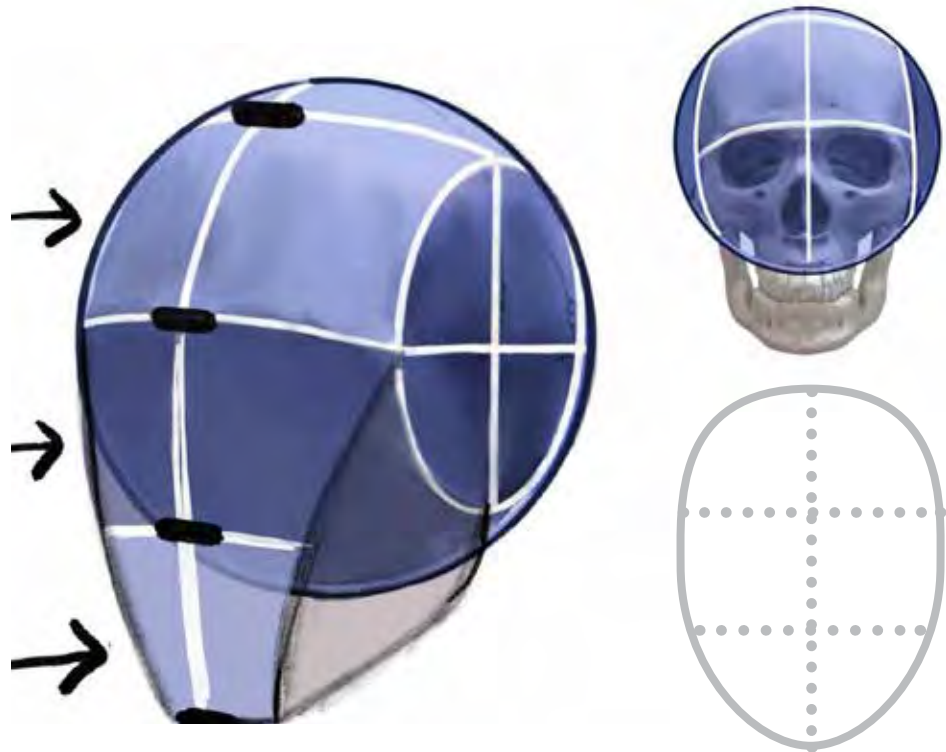
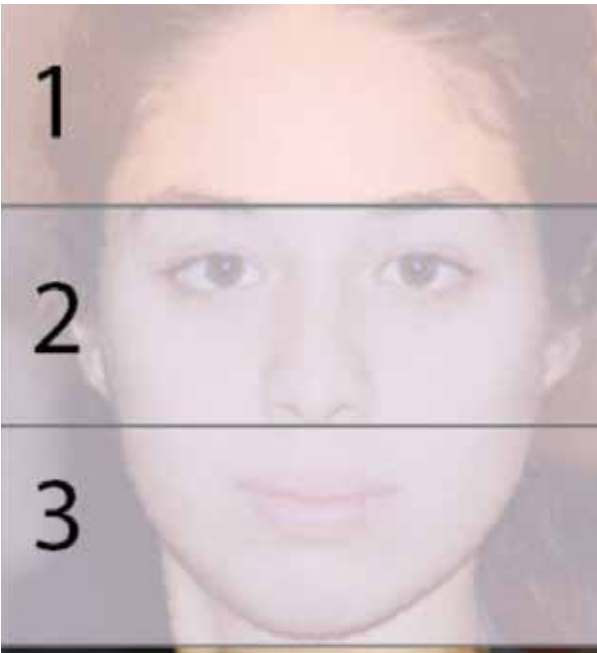
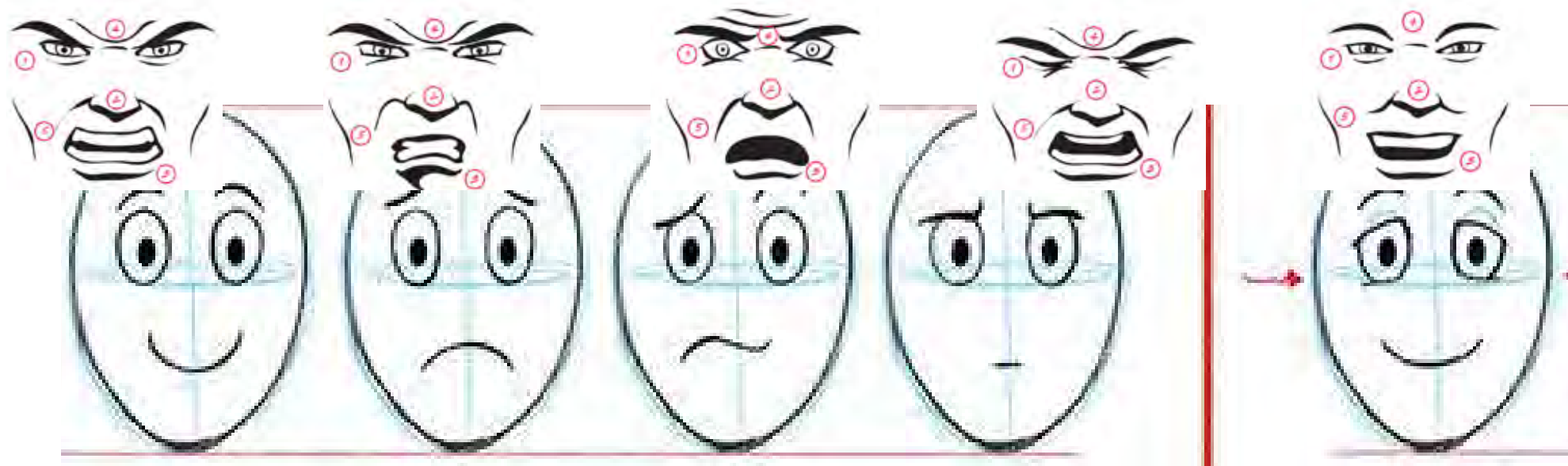
**RULE OF THUMB: THE 6 CORE EMOTIONS ARE...ON YOUR FACE**  
**(ON A SLIDING SCALE OF INTENSITY)**



**HAPPY SAD ANGRY SURPRISED SCARED/FEAR DISGUSTED**

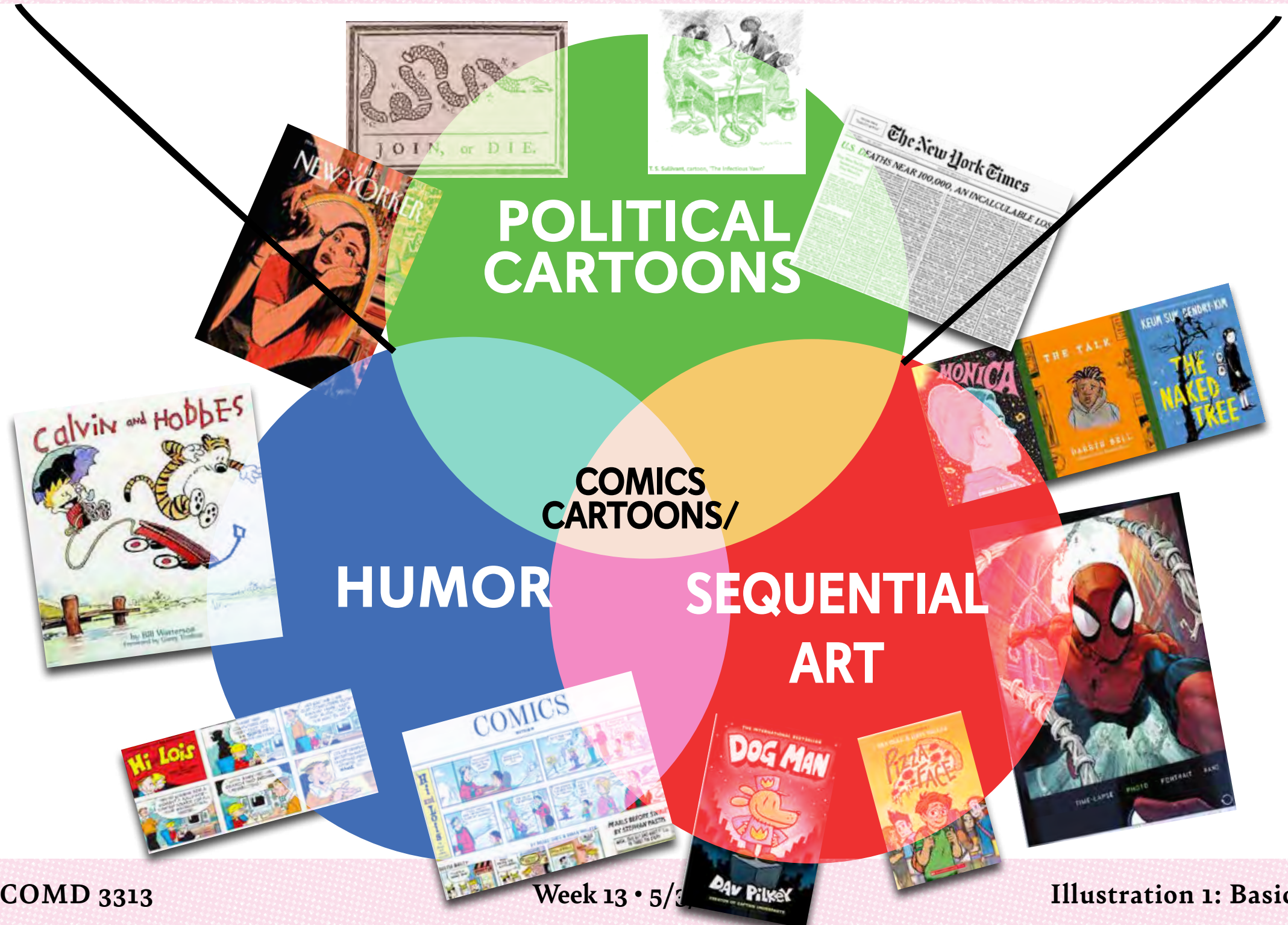








# EXPRESSION AND PERSONALITY ARE KEY THROUGHOUT





# CHARACTER DESIGN, EXPANDED & HOW IT RELATES TO ILLUSTRATION CAREERS...

JLONGOART@GMAIL.COM

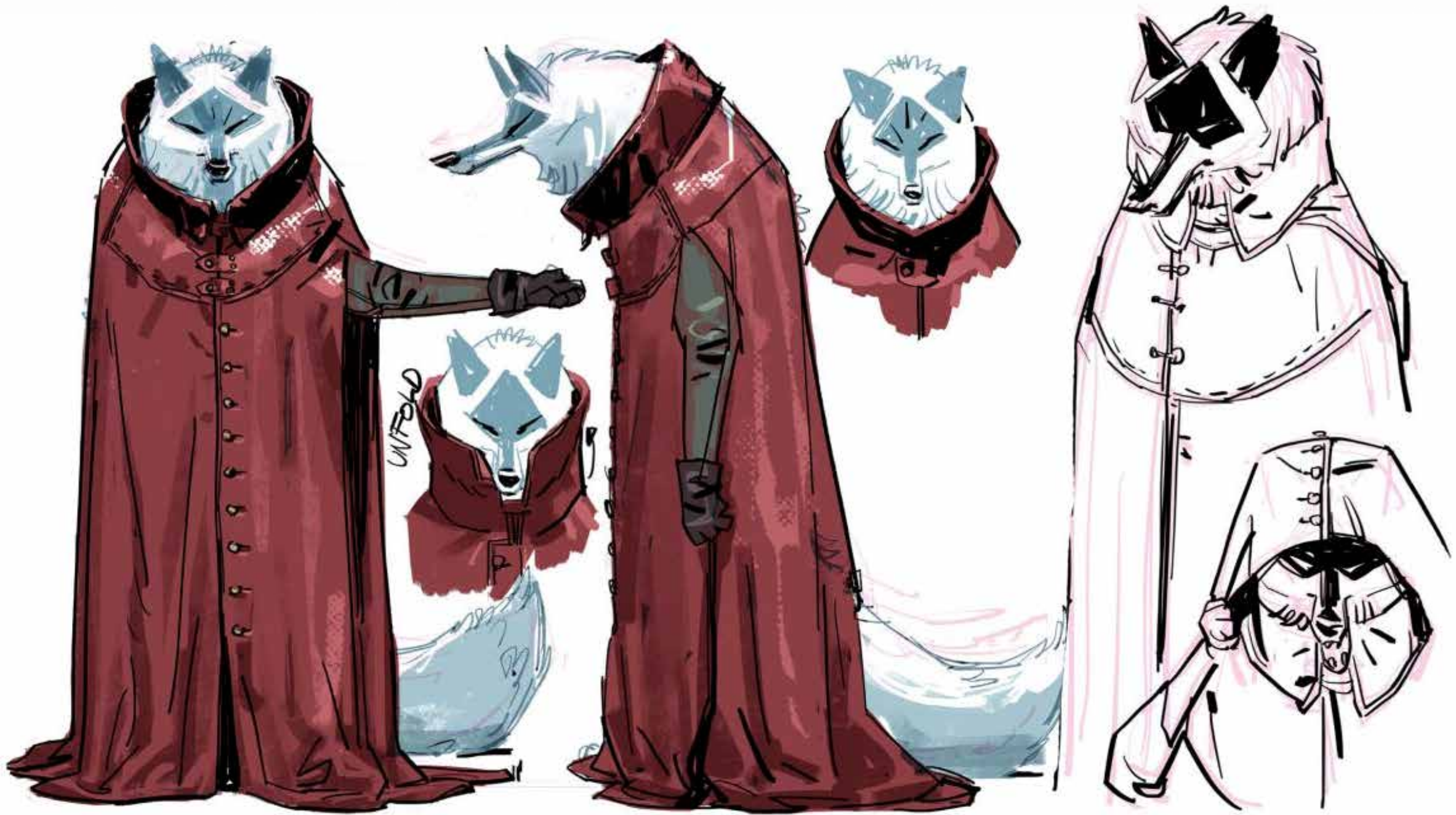
**YOUR CHARACTER SHEET  
SHOULD BE A REFINED DRAWING,  
EITHER IN PENCIL/INK/DIGITAL.**

**YOUR CHARACTER SHEET  
SHOULD ALSO BE MAYBE THE  
12TH TIME YOUVE DRAWN  
THE CHARACTER!**



**...AND THE FINAL**

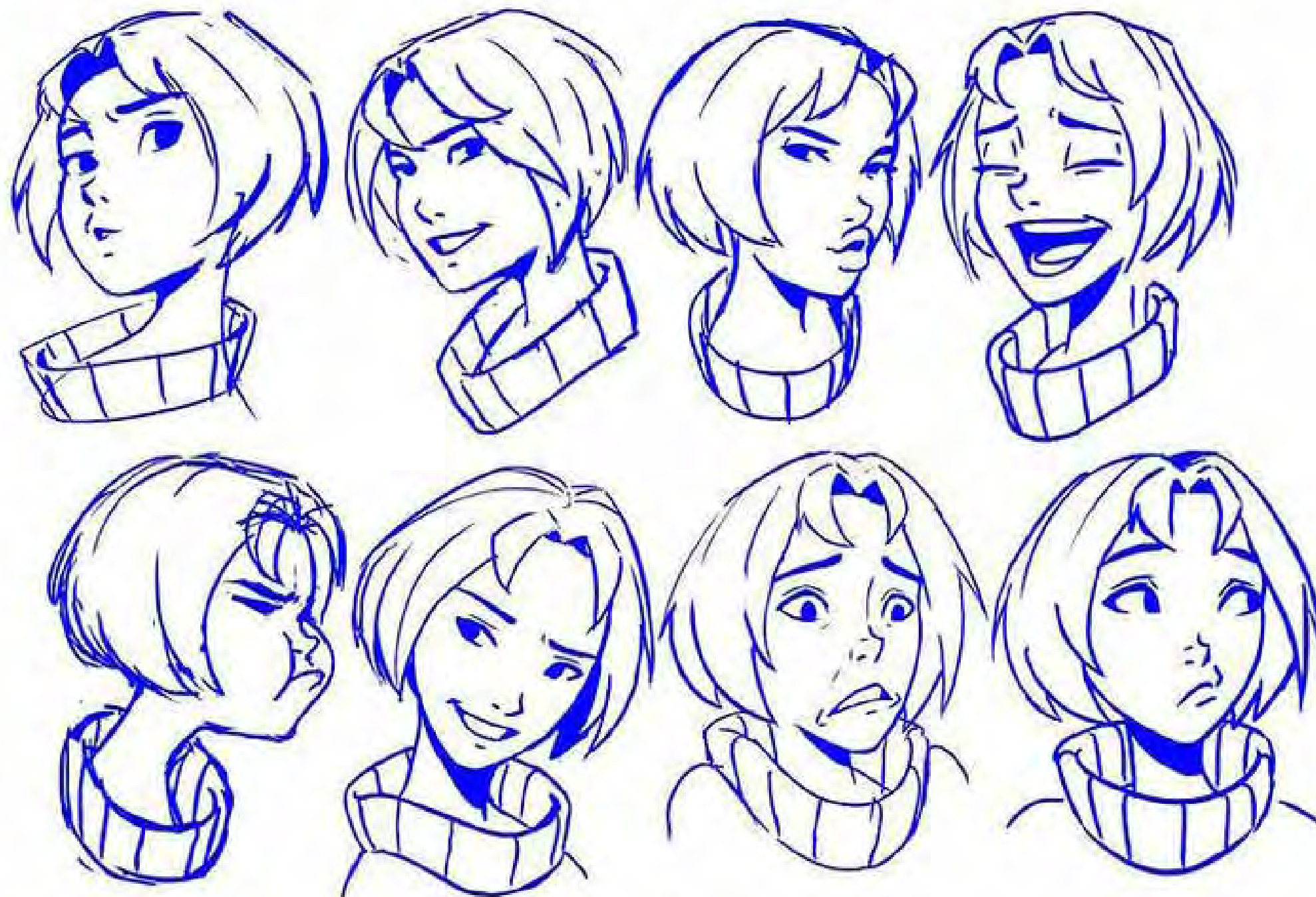










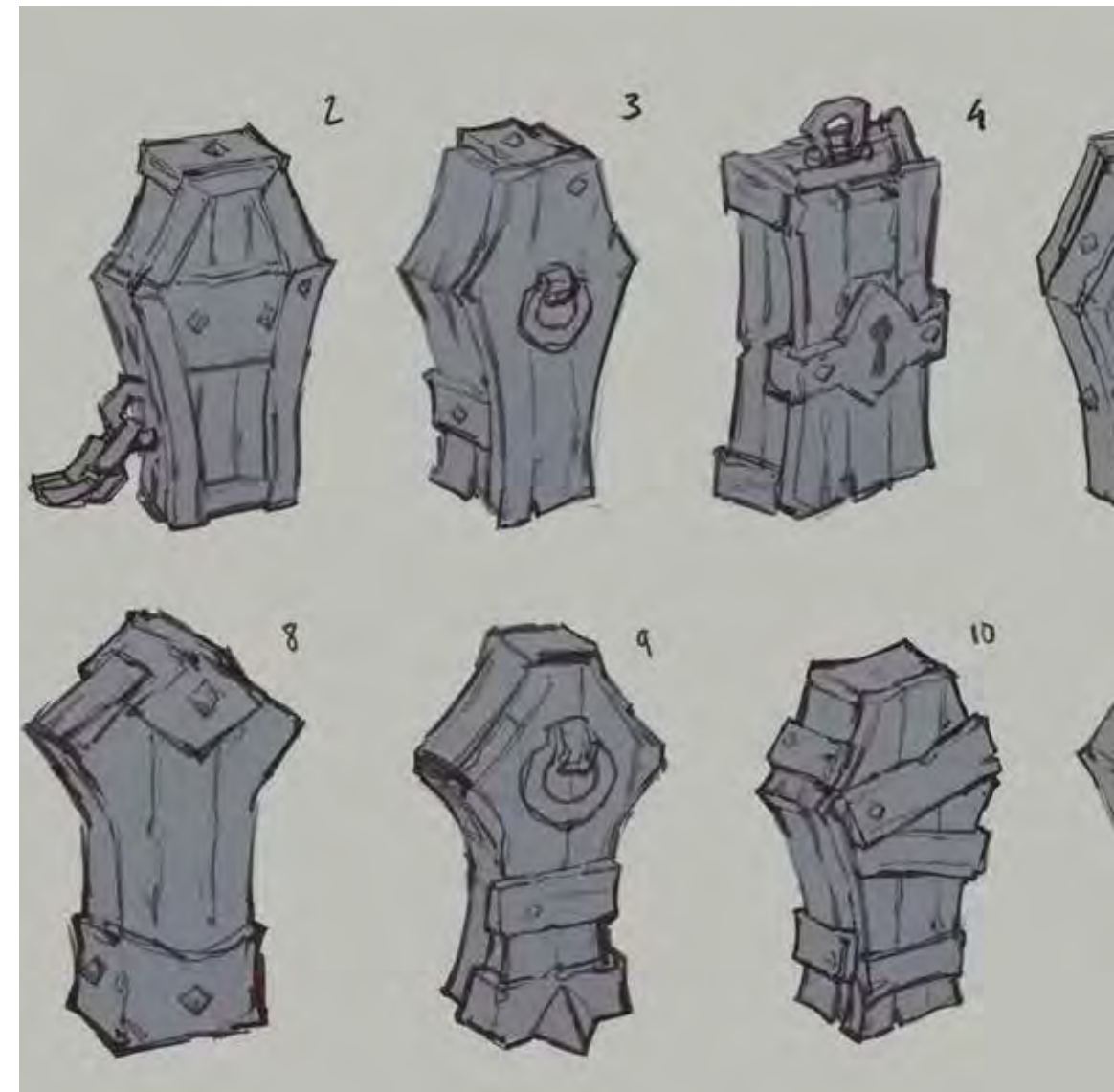




# CHARACTER SHEETS HAS 1 OBJECT FROM 2 DIFFERENT ANGLES

## 1 OBJECT (2 ANGLES)

ESSENTIAL DEVICE, WEAPON, TOY, JEWELRY, ANIMAL, OR ACCESSORY THAT HELPS DEFINE YOUR CHARACTER.



YOUR OBJECTS SHOULD BE A REFINED DRAWING, EITHER IN PENCIL OR INK



# 1 CHARACTER SHEETS HAS 3 EXPRESSIONS

## 3 EXPRESSIONS (1 IN COLOR)

DEFINE THE SHAPE, TONE,  
PERSONALITY OF THE CHARACTER.

EXPRESSIONS ARE BEST DONE  
AFTER YOU'VE DEFINED THE  
CHARACTERS MOTIVES,  
PERSONALITY & SHAPE





# FAIRYTALE FOLKTALE / FABLE REBOOT TIMELINE

~~WEEK 11) FULL STORY CONCEPT  
LOCK DOWN IN FULL BEFORE WEEK 13~~

~~WEEK 12) CHARACTER IDEATION  
DUE IN FULL, WEEK 15~~

~~WEEK 12) 4 FULL COLOR ILLUSTRATIONS  
DUE IN FULL, WEEK 15~~

~~WEEK 13) CHARACTER SHEET, COMPLETED~~

**THE ABOVE + PROCESS + PRESENTATION  
DUE IN FULL, WEEK 15**

~~FRIDAY NOV 24, 2023: NO CLASS~~

~~FRIDAY DEC. 1, 2023 • WEEK 13: CARTOONS/COMIC/EXPRESSIONS~~

~~FRIDAY DEC. 8, 2023 • WEEK 14: REQUEST-A-TOPIC/ LAB~~

~~FRIDAY DEC. 15, 2023 • WEEK 15: FINAL! PRESENT & GTFO!~~



# ILLUSTRATION 1: BASIC PRINCIPLES FINAL

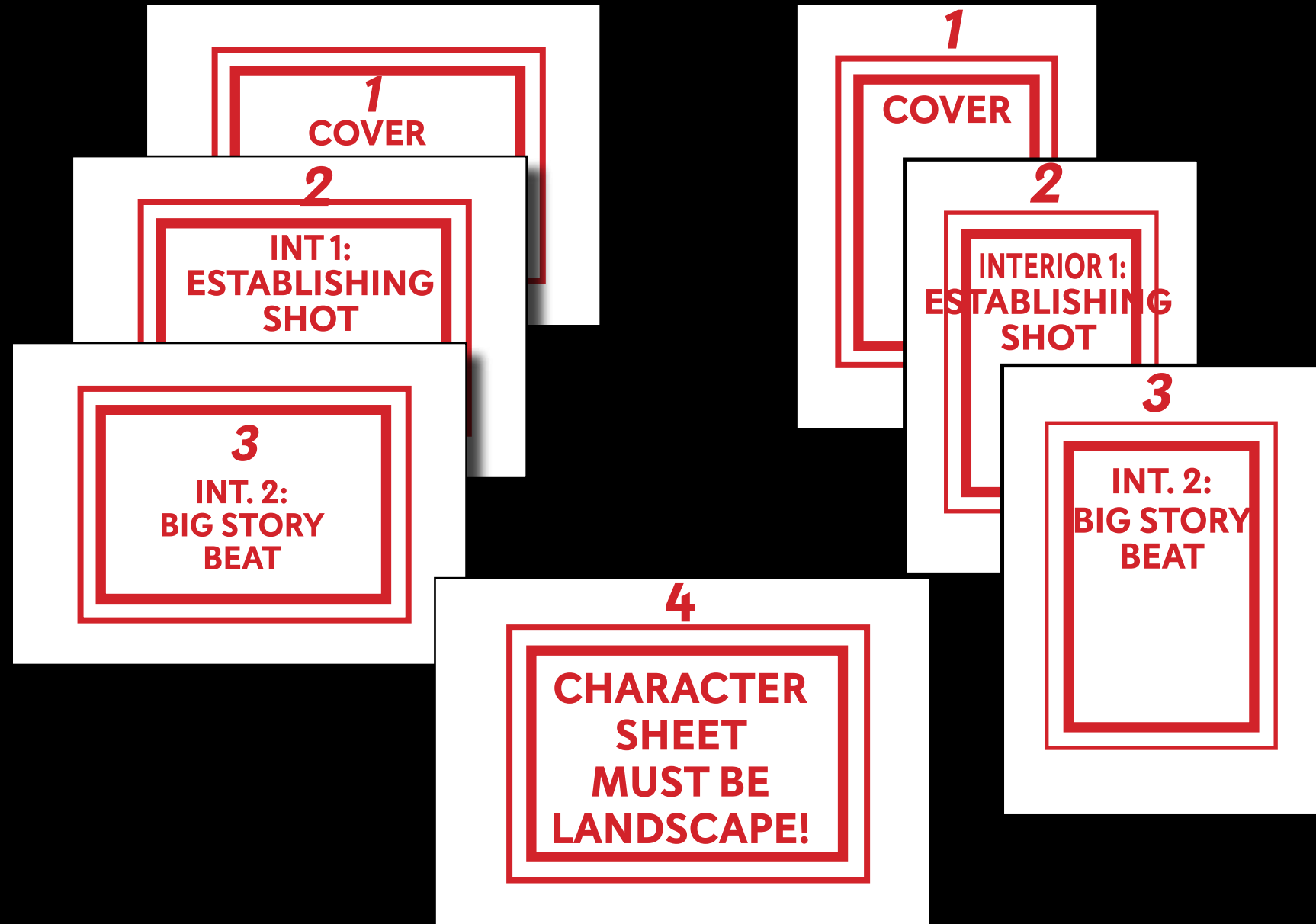
## FOUR (4) x 8.5" x 10.5" ILLUSTRATIONS

**MAKE A  
DECISION FOR  
ILLUSTRATIONS 1-3:**

**ALL PORTRAIT  
OR  
ALL LANDSCAPE**

**CHARACTER SHEET  
MUST BE LANDSCAPE!**

**FIGURE THIS OUT DURING THE  
SKETCH PHASE!/BY WEEK 13**



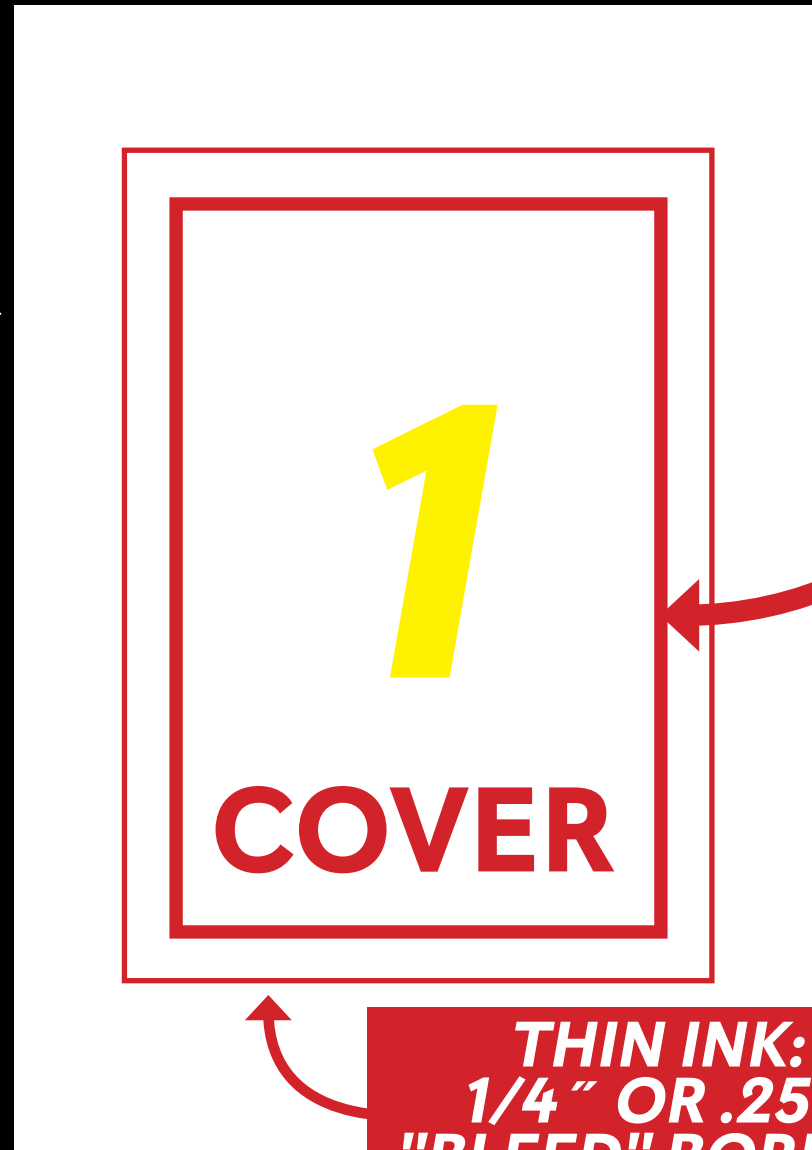


# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

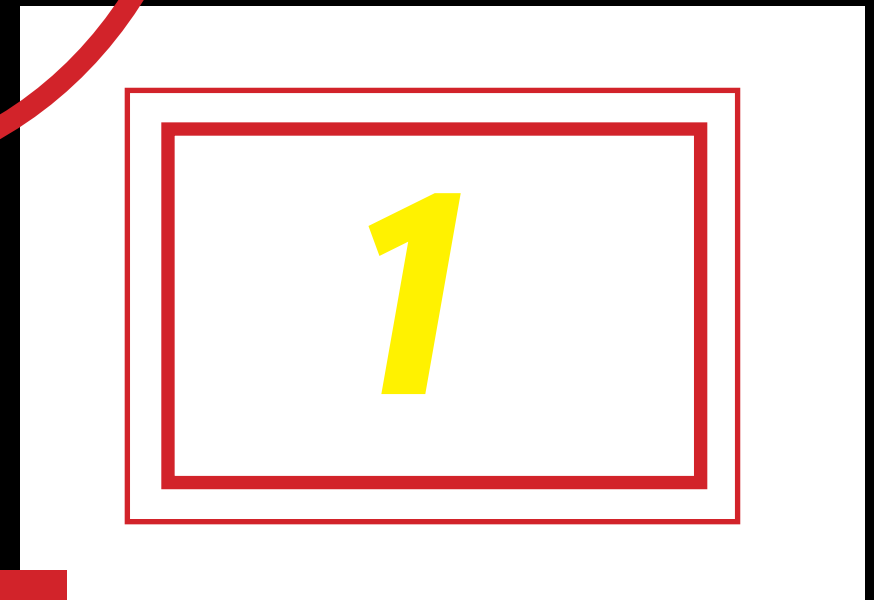
## 8.5" x 10.5" ILLUSTRATIONS • 1 OF 4: "COVER"

**BRISTOL BOARD**

- YOUR STORY, WHAT'S:**
- THE CONCEPT?
  - THE BIG IDEA?
  - THE BIG STORY BEAT?
- +**
- 4 APPROACHES:**
- NARRATIVE
  - DECORATIVE
  - INFORMATIVE
  - CONCEPTUAL



**THICK INK:  
INK 8.5" x 10.5"  
BORDER**



**THIN INK:  
1/4" OR .25"  
"BLEED" BORDER**

# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

## 8.5" x 10.5" ILLUSTRATIONS • 2 OF 4: "INT1-EST"

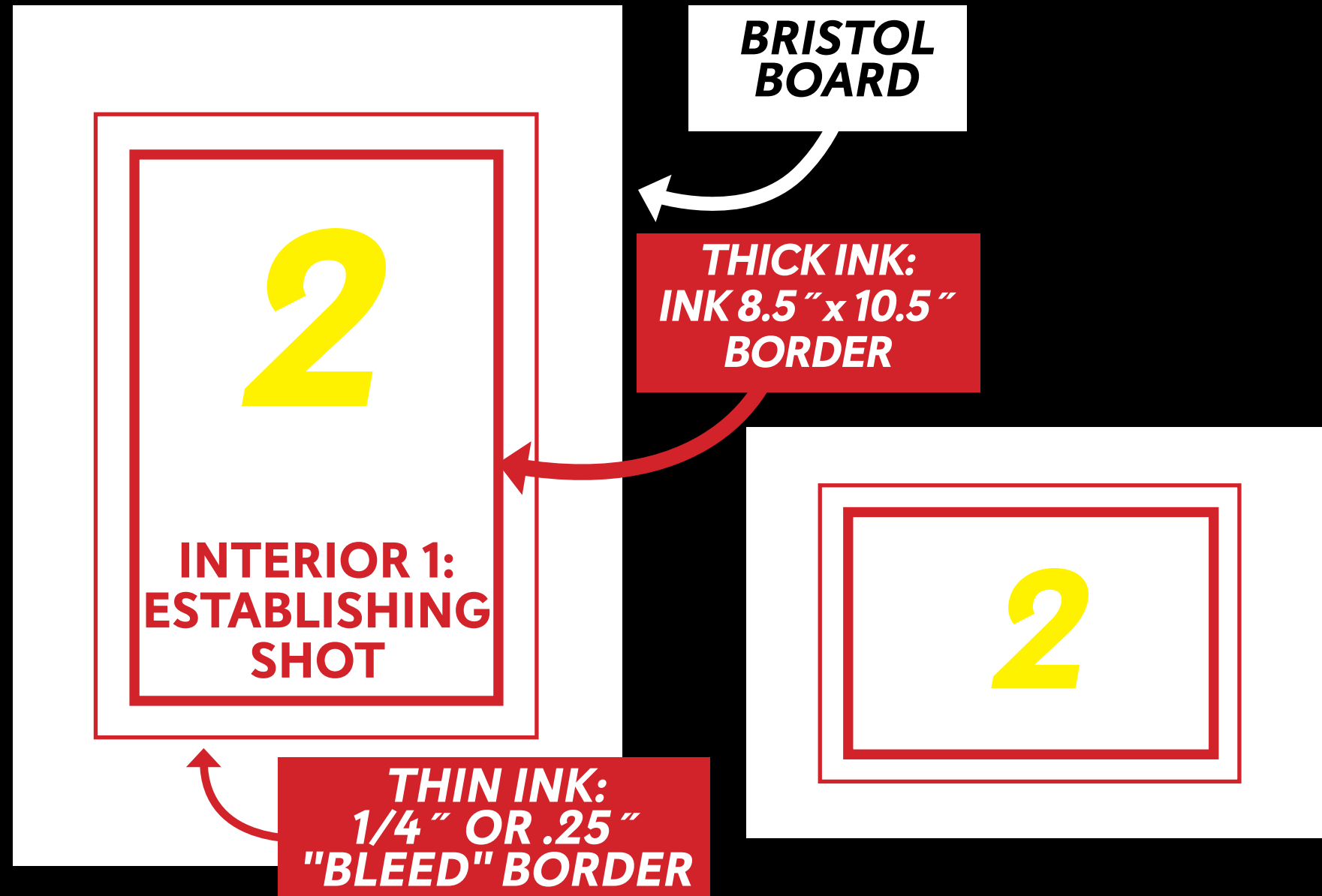
### INTERIOR 1: ESTABLISHING SHOT

+FORE GROUND  
+MIDDLE GROUND  
+BACKGROUND

+INCLUDES  
KEY CHARACTER

+NARRATIVE?  
+INFORMATIVE?  
+BIG STORY BEAT?

-CAN TAKE PLACE  
DURING ANY POINT  
IN THE STORY



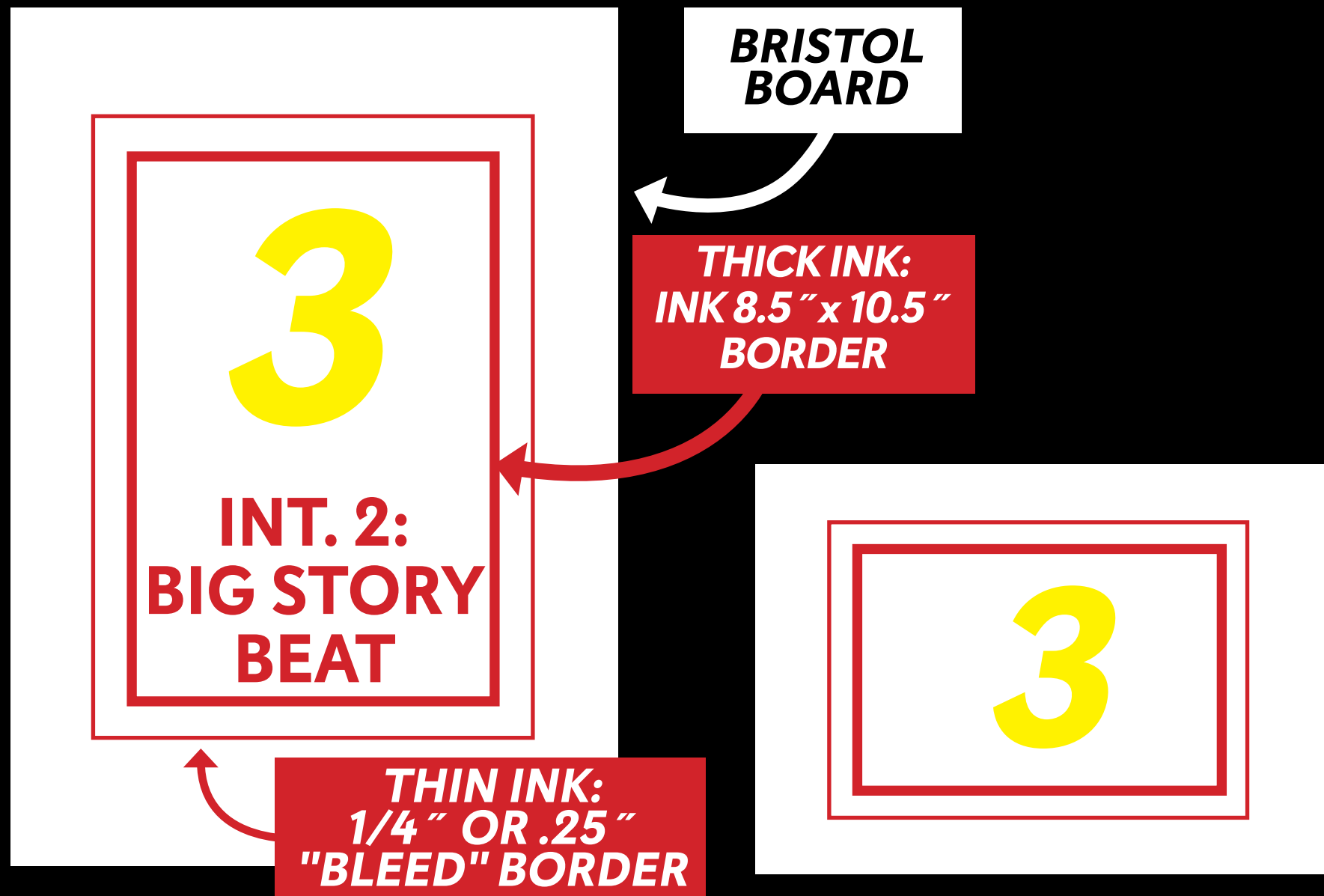


# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

## 8.5" x 10.5" ILLUSTRATIONS • 3 OF 4: "INT2-STORYBEAT"

### INTERIOR 2: BIG STORY BEAT

- KEY CHARACTER(S)  
PROMINENTLY  
FEATURED
- CAN TAKE PLACE  
DURING ANY POINT  
IN THE STORY
- NARRATIVE
- VERY EXCITING
- ENGAGING
- EXPRESSION



# ILLUSTRATION 1: BASIC PRINCIPLES INKED FINAL

8.5" x 10.5" ILLUSTRATIONS • 4 OF 4: "CHARACTER SHEET"

## CHARACTER SHEET

-REFINED -PEN OR PENCIL

- 2x TURN-AROUNDS  
(FRONT + PROFILE)  
(2 ANGLES/SAME POSE)

-MAIN CHARACTER  
PREFERRED

- 1x OBJECT

-2 ANGLES OF OBJECT  
(OBJECT SHOWN TWICE)

- 3x EXPRESSIONS

  - DIAL IT TO 11

  - BEST ANGLE FOR IT

