



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

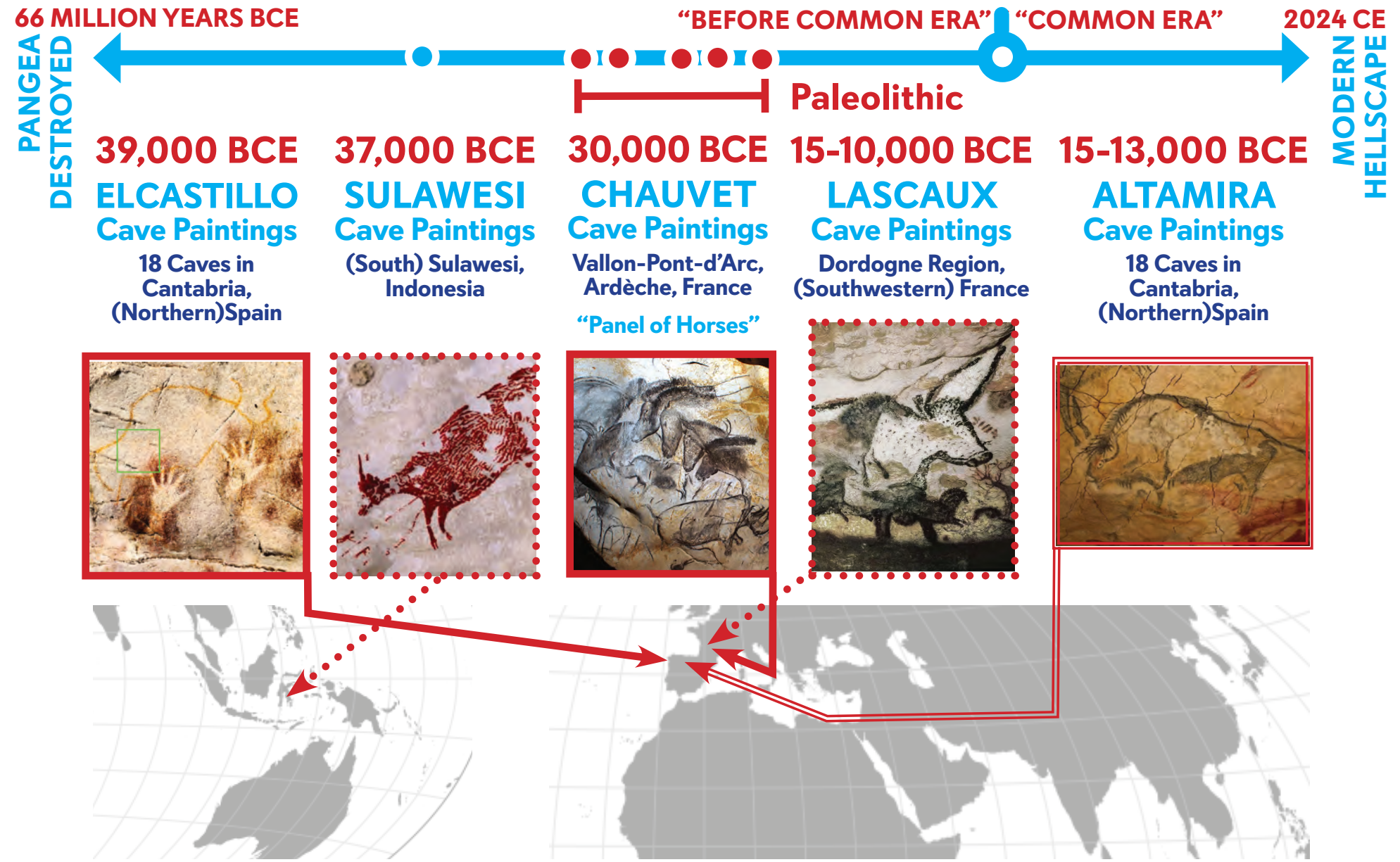
**A: BECAUSE IT CAN...**

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





# WEEK 7: FUNDAMENTALS COVERED, HISTORICAL REFERENCE

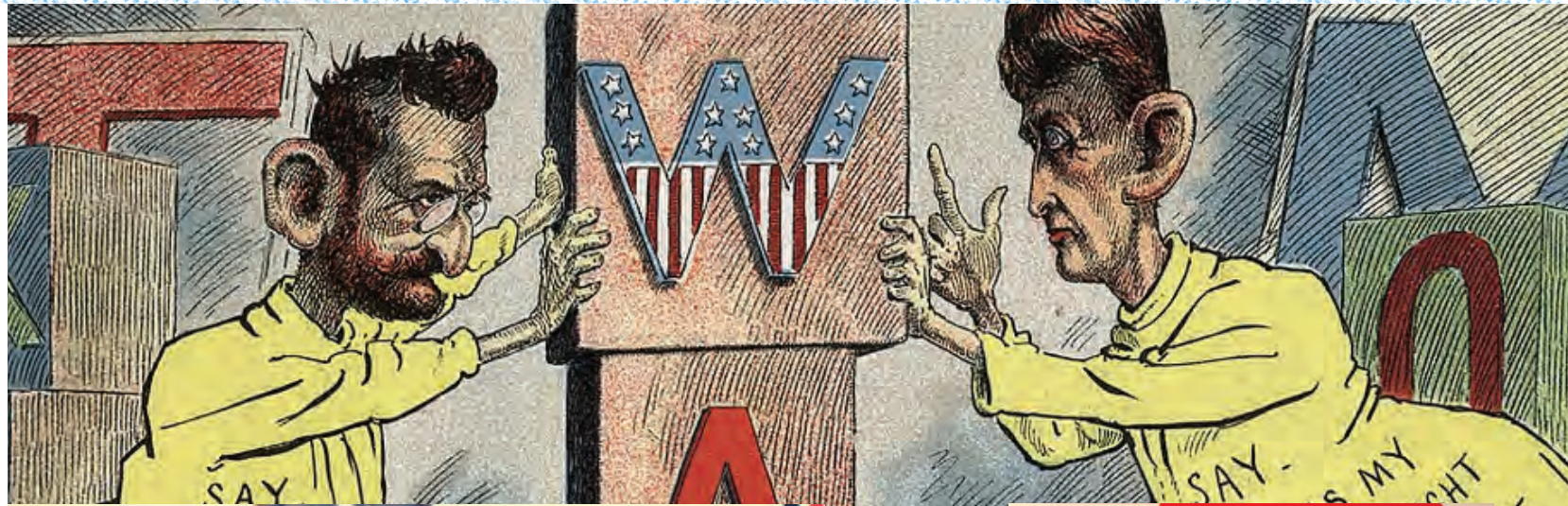
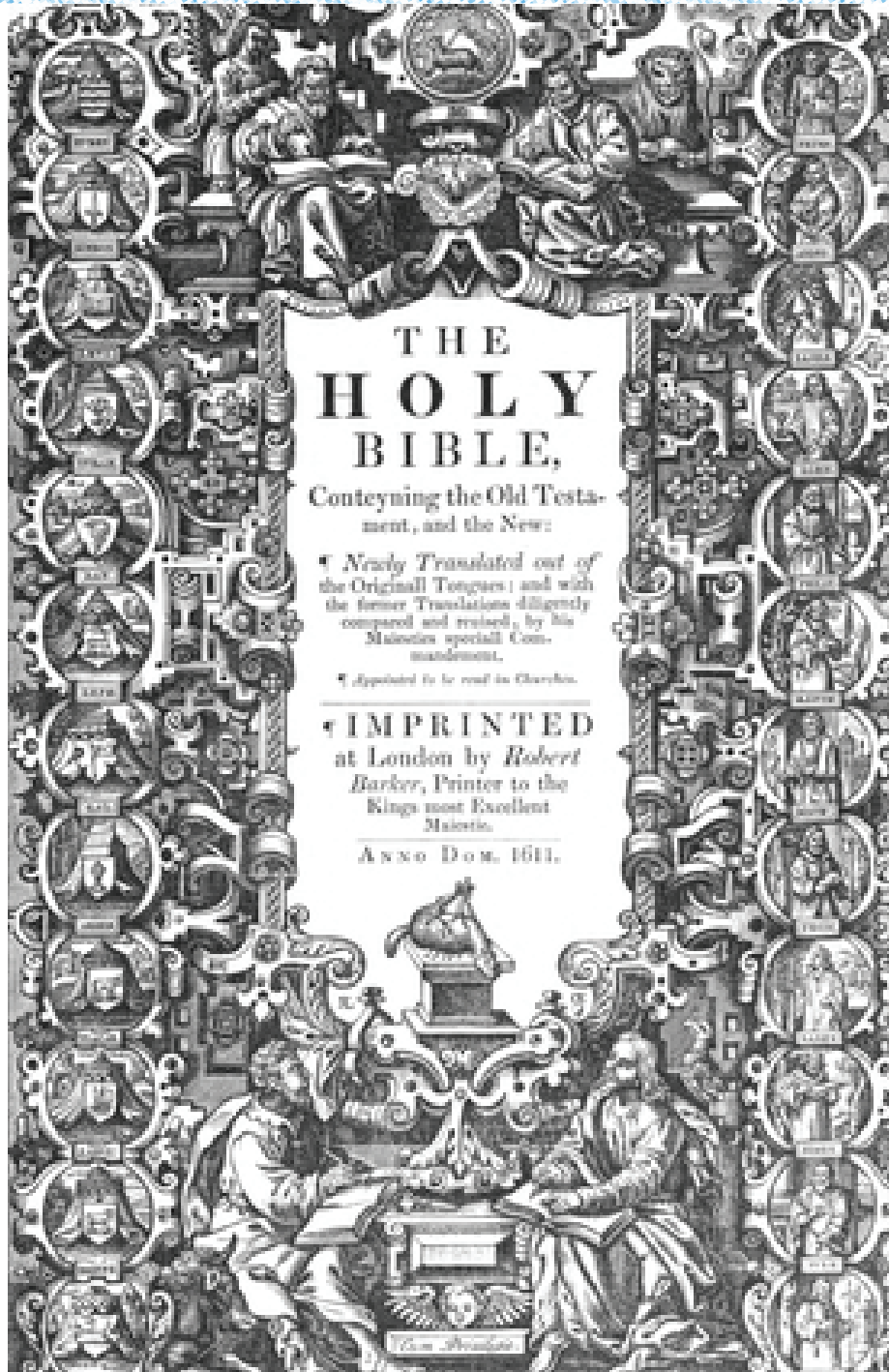


**Paleolithic Era marked the use of tools to make marks, including the first creation/use of brushes.**

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



# THE PURPOSE OF PRINT LIES WITH THE PRINTERS MOTIVATIONS



**IN AN A-BOMB ATTACK**

- **WHEN YOU SEE A FLASH OF LIGHT BRIGHTER THAN THE SUN —**
  - Don't run: there isn't time.
  - Fall flat on your face.
  - **GET DOWN FAST!**

**IF IN-DOORS**

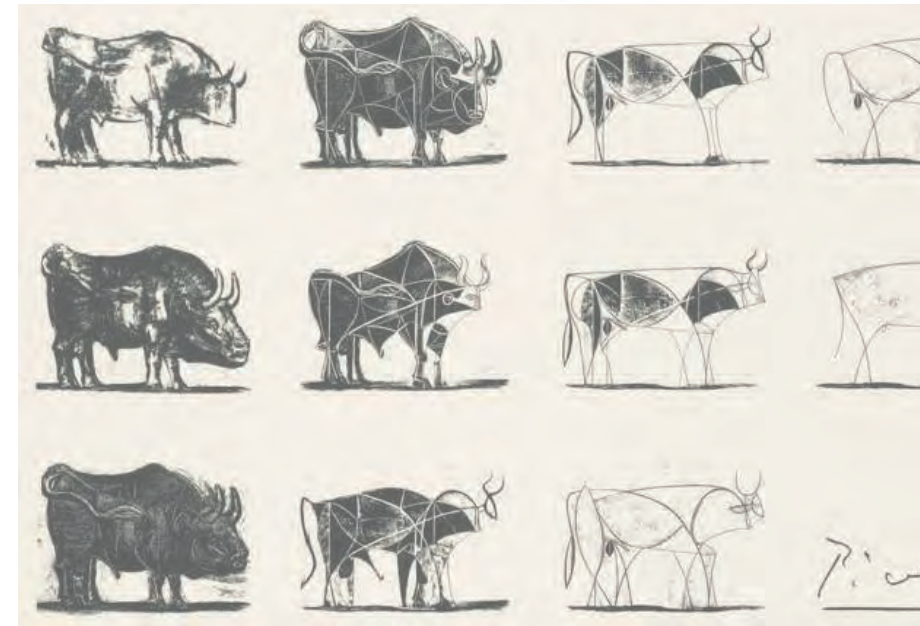
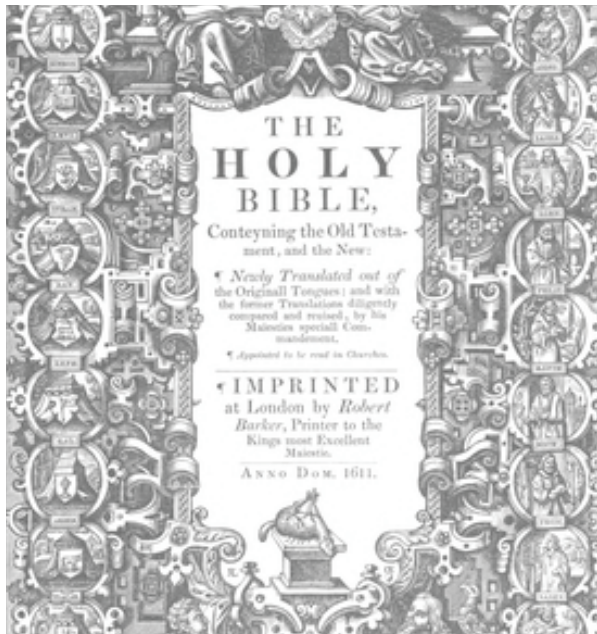
- **GET DOWN!**
  - Drop to the floor to avoid flying window glass.
  - Crawl under or behind something.
  - Cover up.

**STAY DOWN FOR AT LEAST ONE MINUTE**

**ILLUSTRATION HAS ALWAYS BEEN THE LURE TO REEL IN THE MASSES**



**The study of history is not an exploration of the past, ...it is an explanation of the present.**



# HOW DOES THE PAST EXPLAIN THE PRESENT INDUSTRY AVAILABLE TO ILLUSTRATORS?



MACHINERY, WATERPOWER, STEAM POWER

1900's  
INDUSTRIAL REV. 1.0

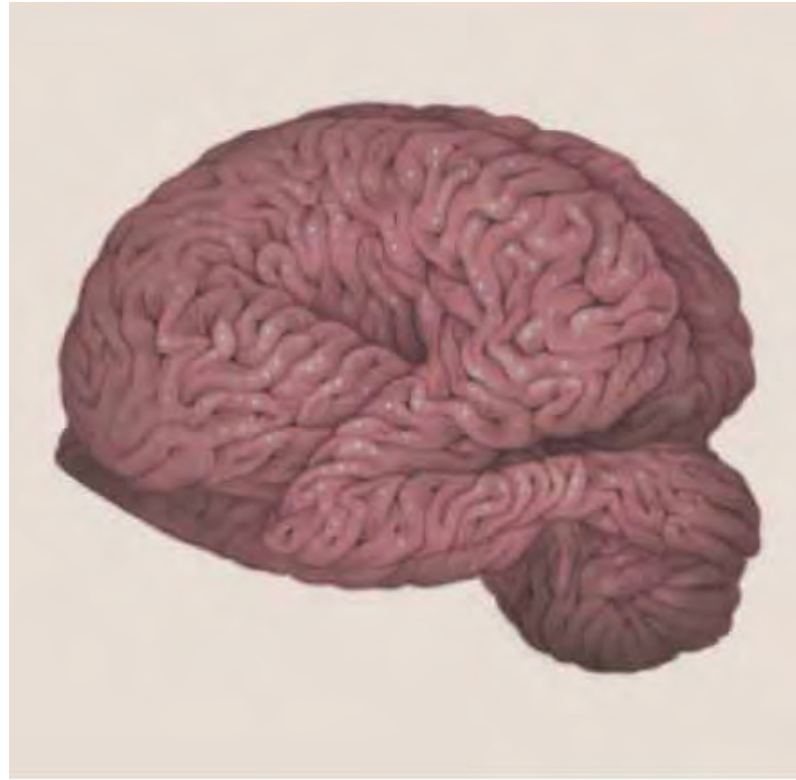
1930's INDUSTRIAL REV. 2.0  
MASS PRODUCTION  
ASSEMBLY LINE  
ELECTRICITY

1970's INDUSTRIAL REV. 3.0  
COMPUTER & AUTOMATION

2000's INDUSTRIAL REV. 4.0  
INTERNET & CYBER-PHYSICAL SYSTEMS



# WK8: 3 METAPHORS: JUXTAPOSITION + FUSION + REPLACEMENT





# W9: ABSTRACT REPRESENTATION OF CORE IDEA/ISSUE: VISUAL METAPHOR



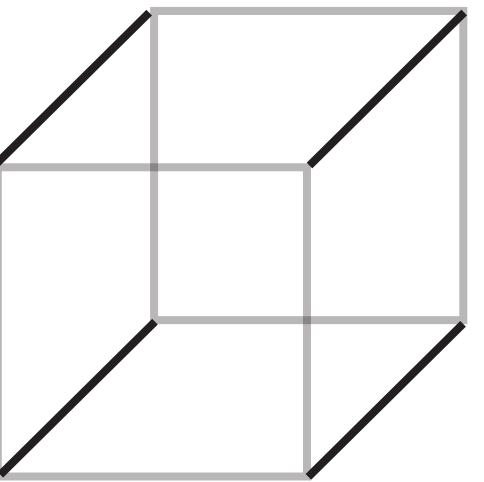
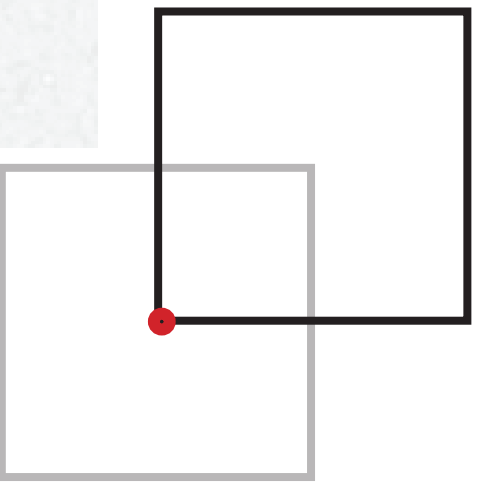
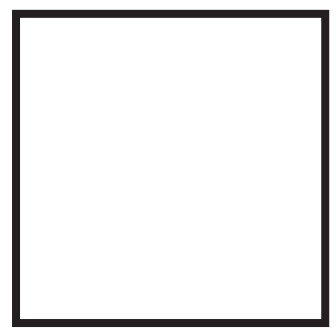
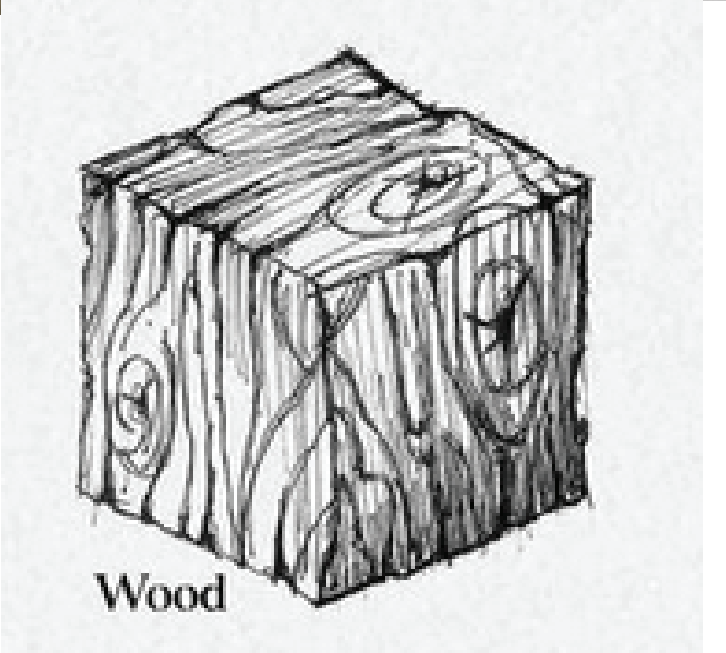
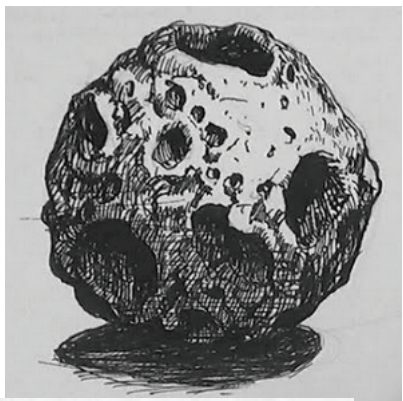
TOMER HANUKA

# W9: DIRECT REPRESENTATION OF CORE IDEA/ISSUE: LOGO + IMAGE





# WK 9 + FUNDAMENTALS W/DIMENSION: COMMERCIAL ART

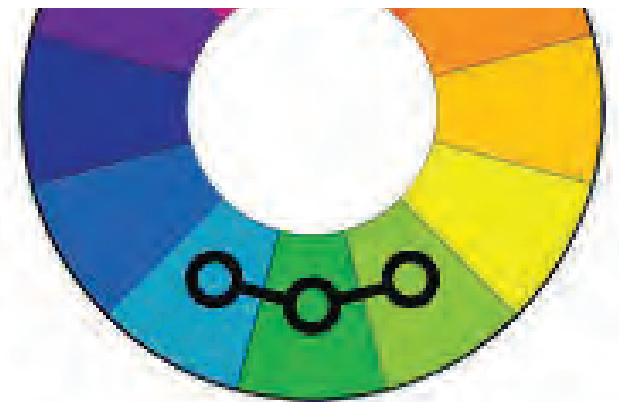




# Complementary Colors



# Analogous Colors



## Triadic Colours

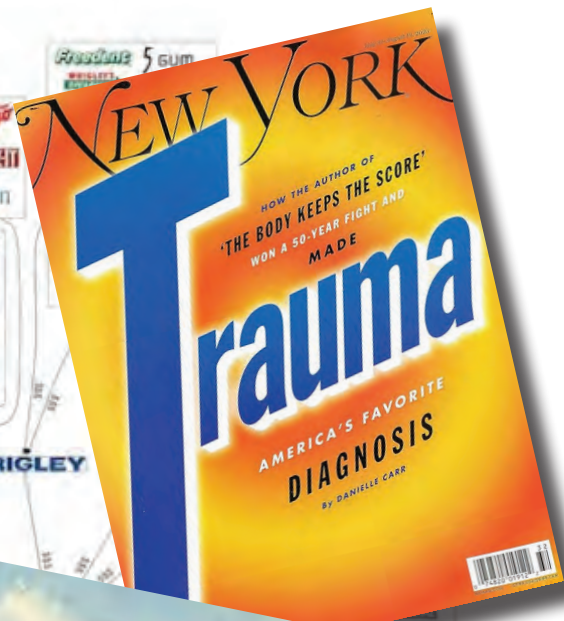
Triadic colour schemes use the power of three colours which sit 120 degrees from each other on the colour wheel. this creates a geometric triangle shape on the colour wheel.



	← Hue
	← Saturation
	← Value



# WK 9 AD AGENCIES & COMMERCIAL/ADVERTISING ILLUSTRATION

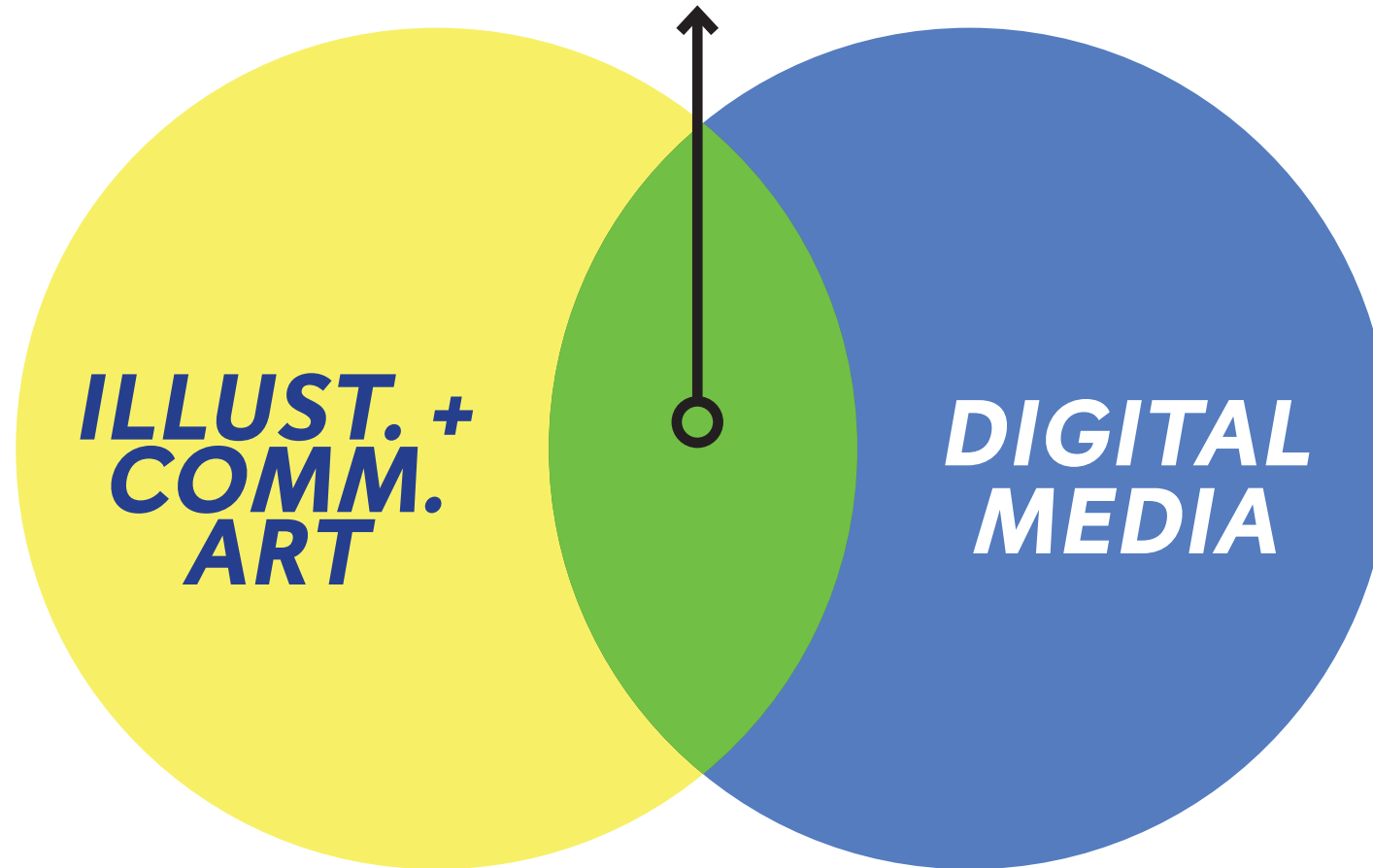




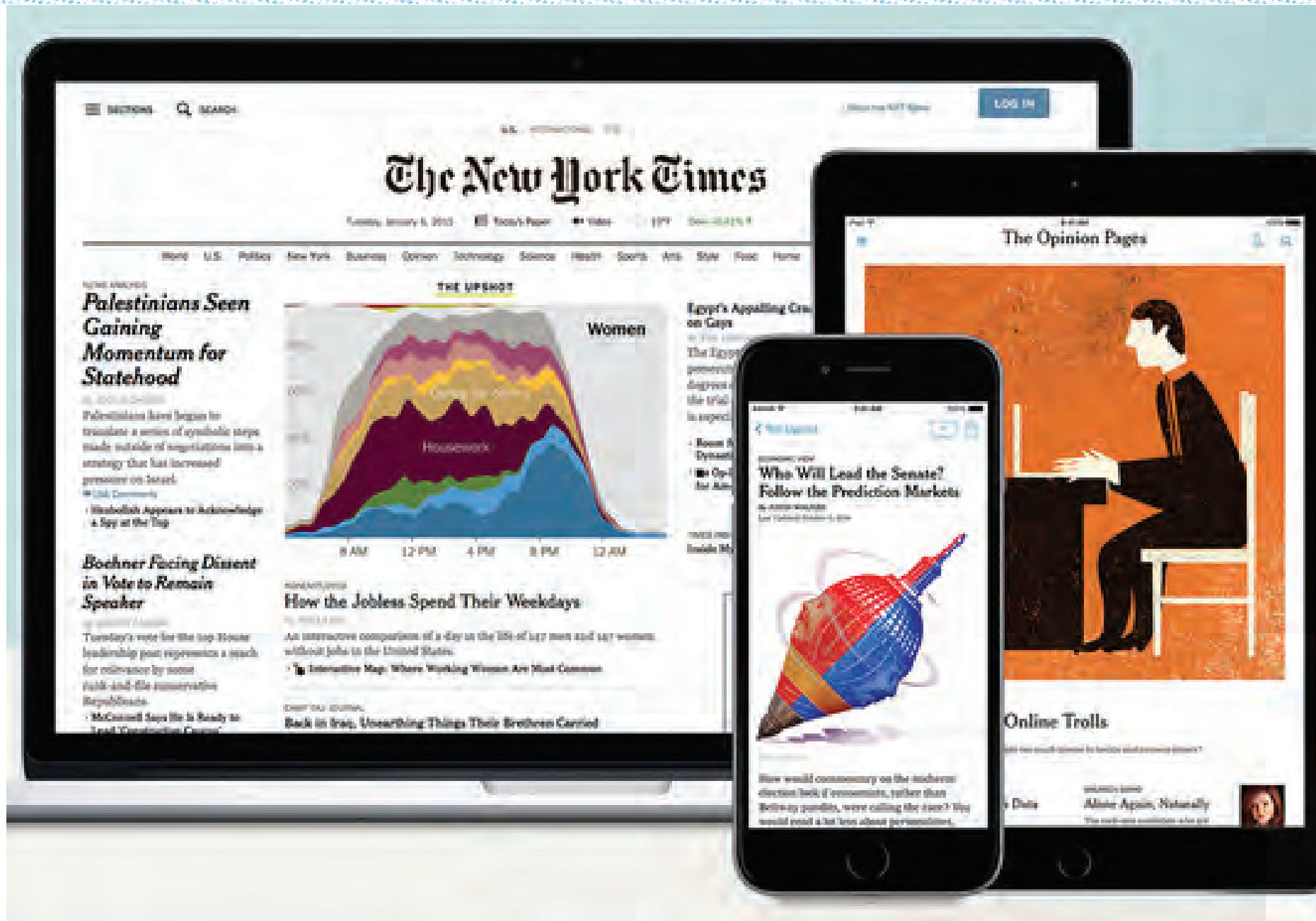
**1970's INDUSTRIAL REV. 3.0  
COMPUTER & AUTOMATION**

**2000's INDUSTRIAL REV. 4.0  
INTERNET & CYBER-PHYSICAL SYSTEMS**

## **"DIGITAL ILLUSTRATION" + "INTERACTIVE"**







**DOES THE ILLUSTRATOR PROVIDE THE INTERACTIVITY?**

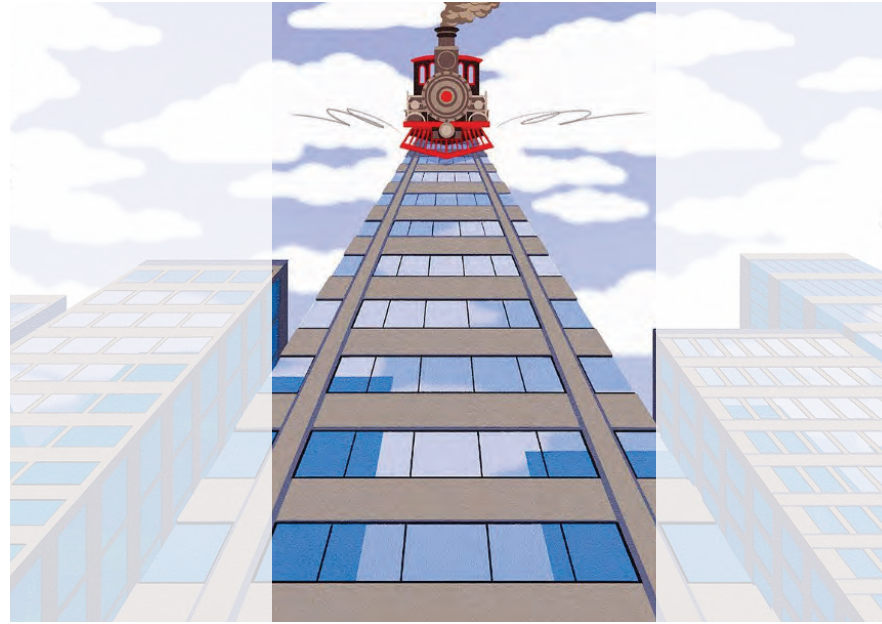


# W11 NARRATIVE • 10 KEY TOOLS COME TOGETHER

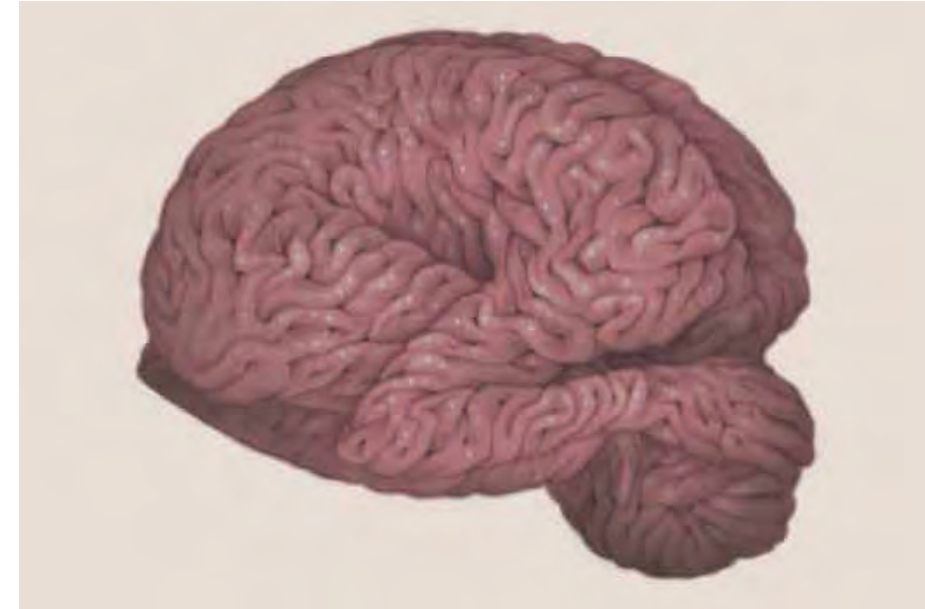
JUXTAPOSITION + FUSION + REPLACEMENT



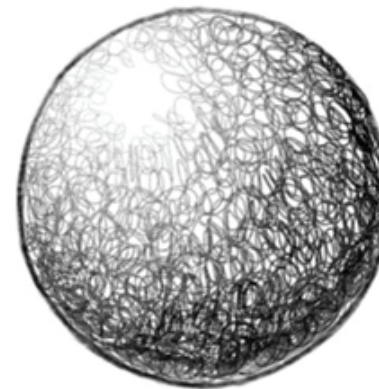
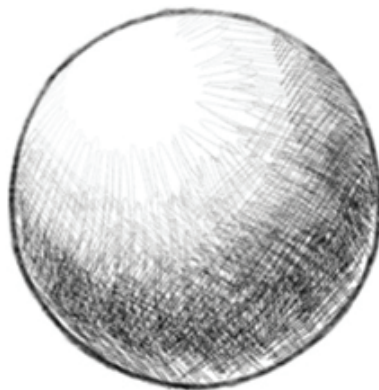
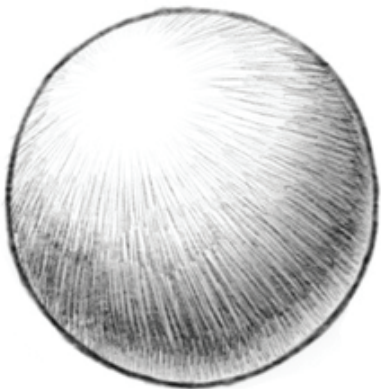
+ PERSONAL STYLE



(+ COMPOSITION!)



+ LINE CONTROL/VARIATION/TEXTURE



+ HATCHING + CROSS HATCHING + SCUMBLING + STIPPLING



## THE BIG IDEA (CONCEPT) INFLUENCES EVERYTHING.

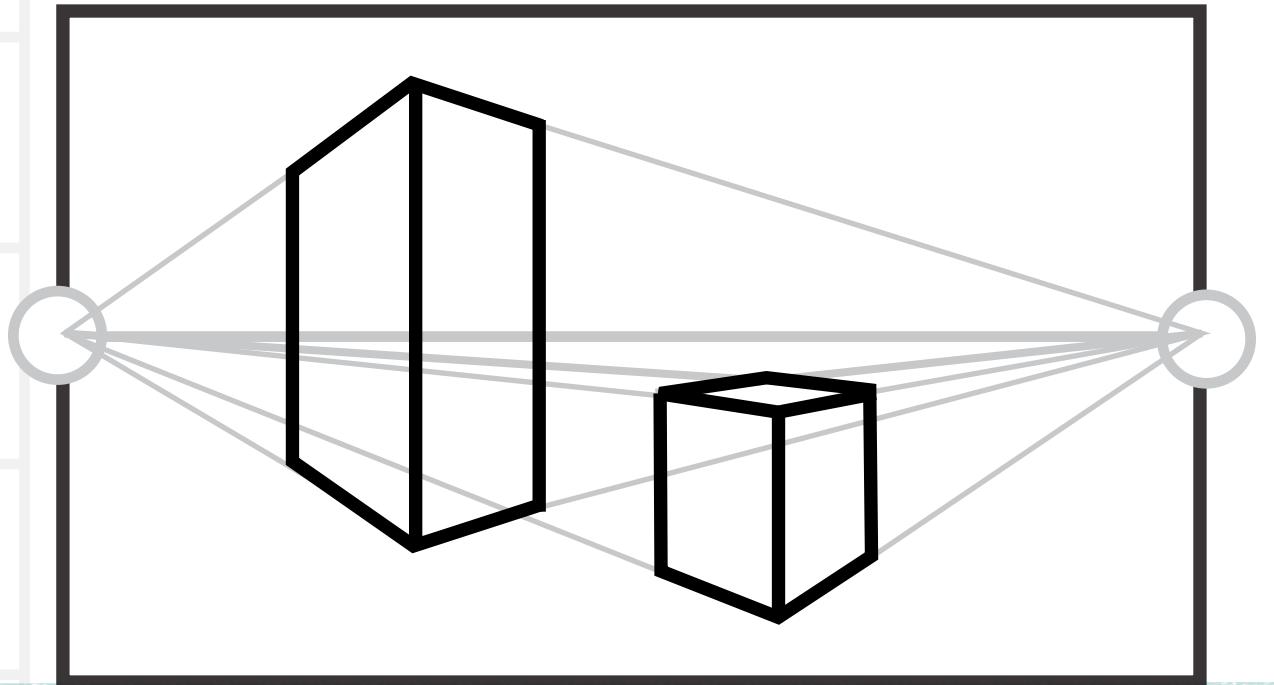
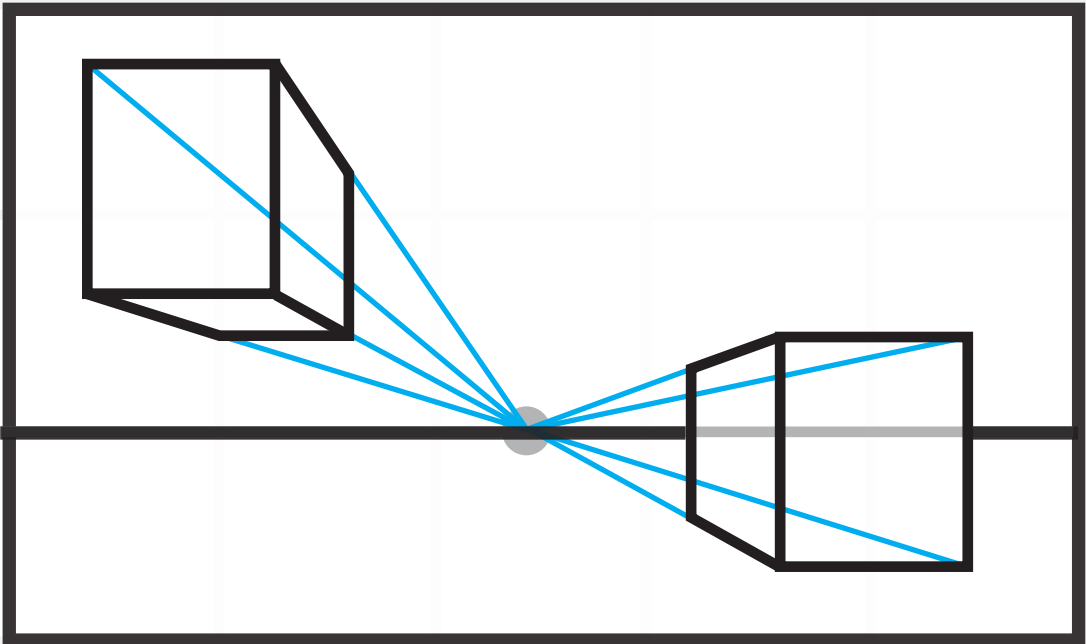
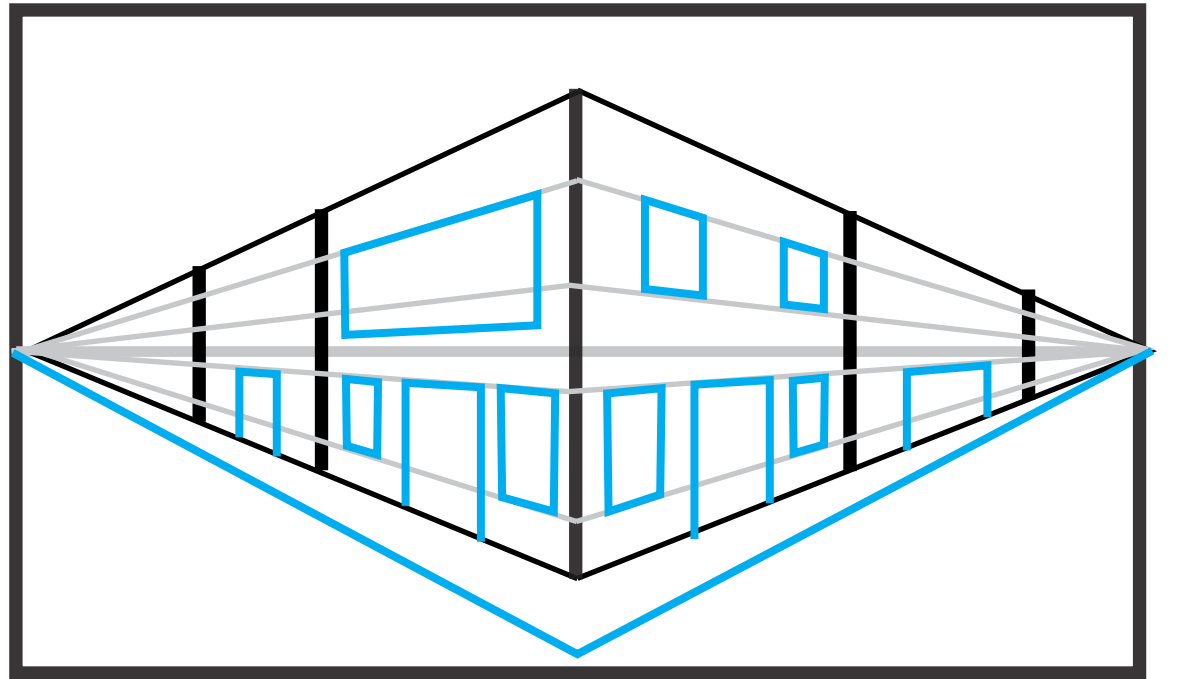
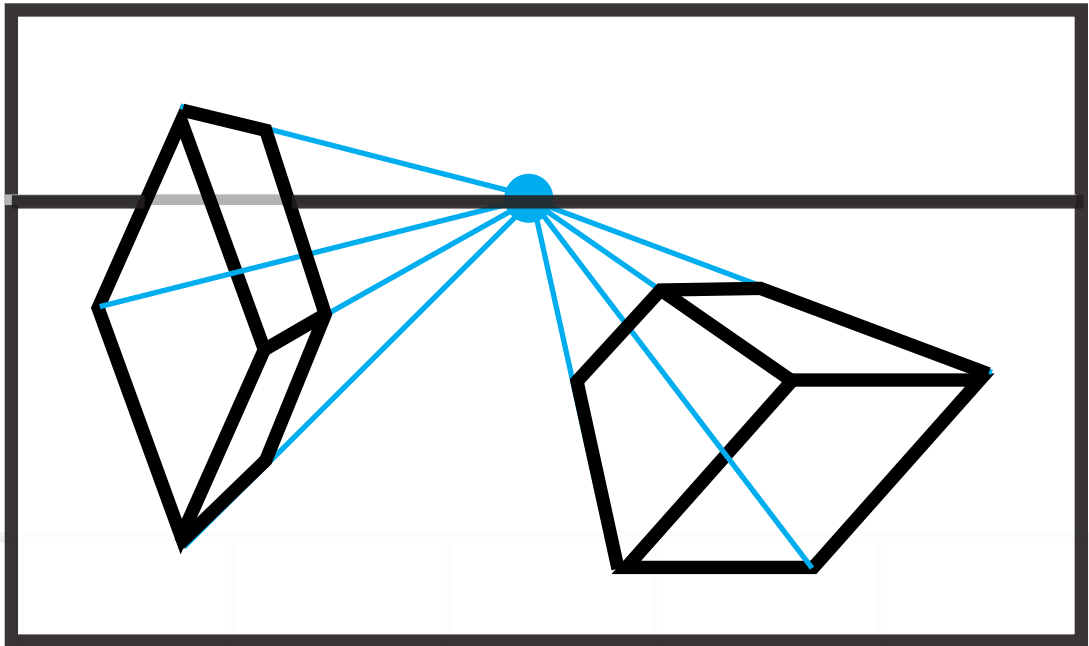
### THE BIG IDEA AFFECTS EVERY DECISION:

- CHARACTER POSES
- MOOD
- CAMERA ANGLE
- SETTING
- COMPOSITION
- LIGHTING



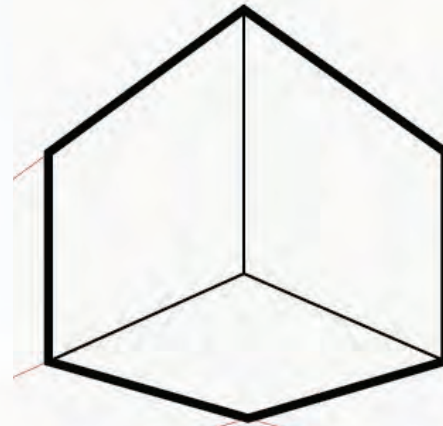


# W11 - 12 POV & PERSPECTIVE

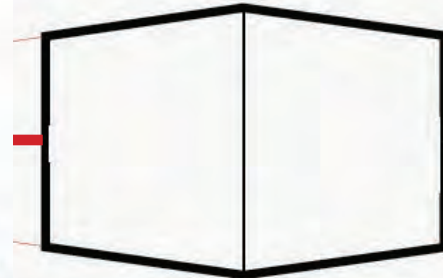




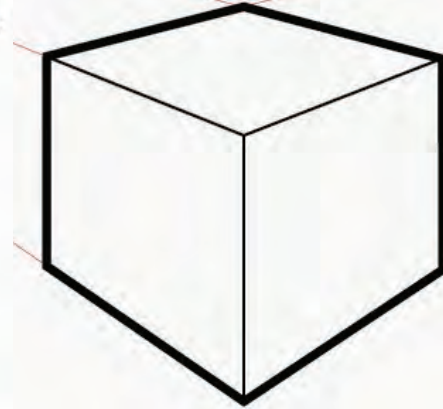
# WK 12: 2-POINT PERSPECTIVE: 2 VANISHING POINTS ON HORIZON LINE



Worms Eye View



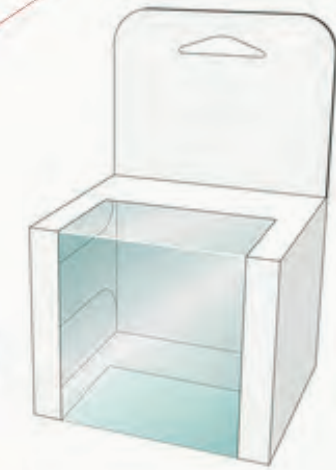
Street Level



Birds Eye View

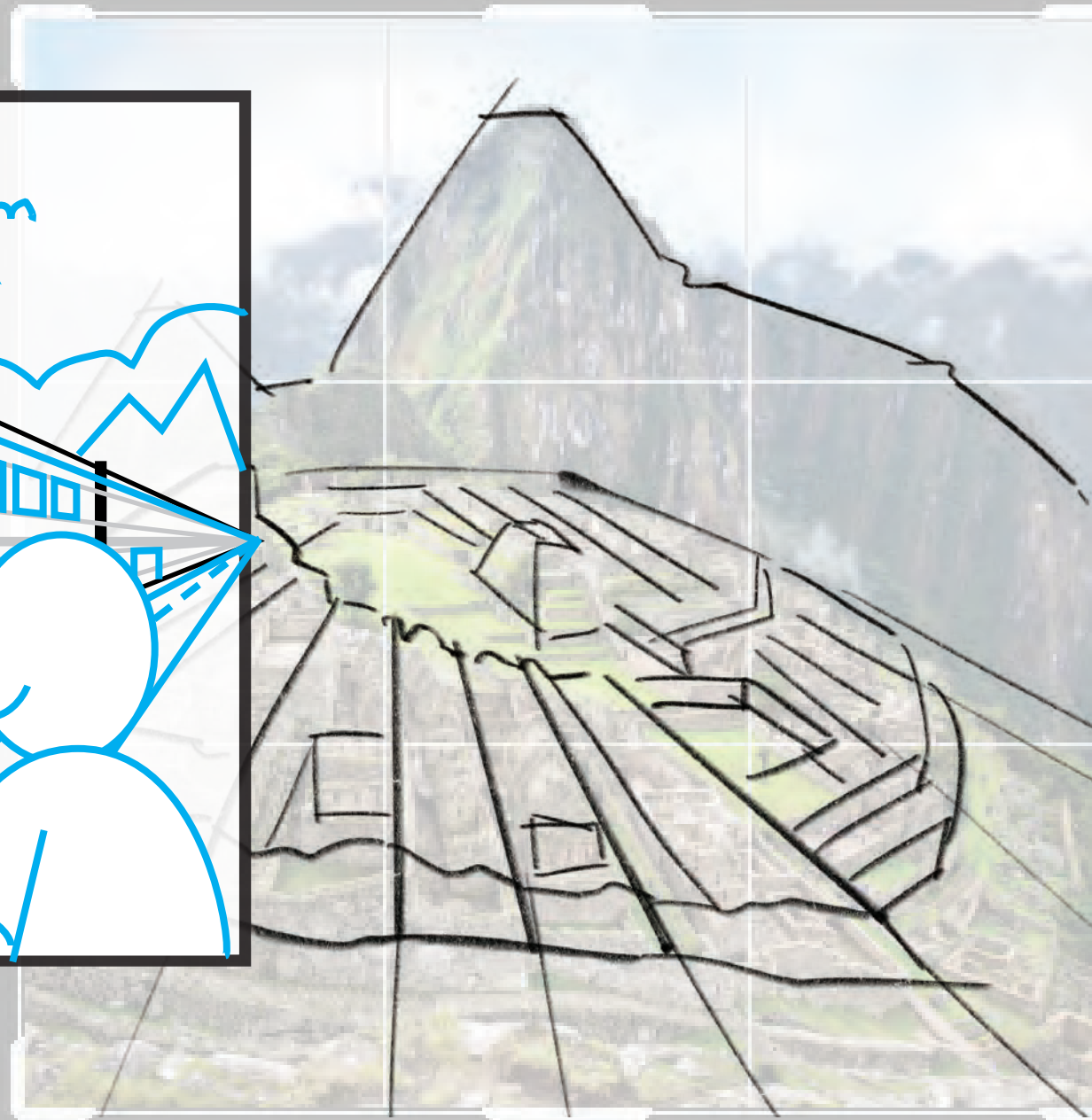
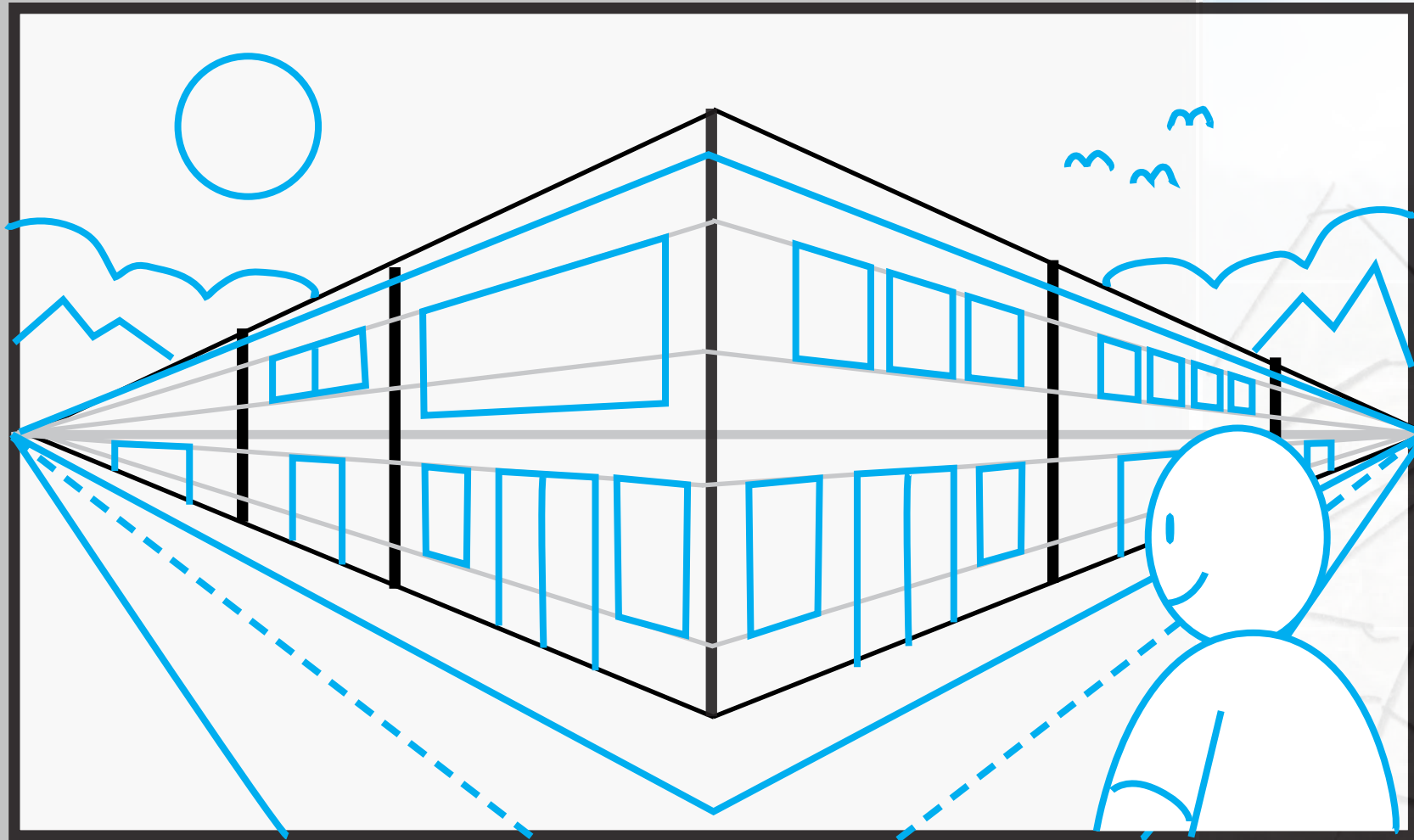
Vanishing Point

VP





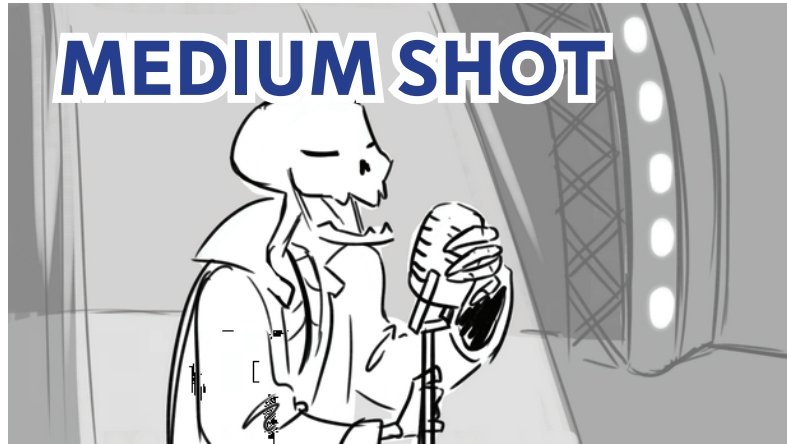
# 2-PT. PERSPECTIVE 101: EX.2 + FOREGROUND = ESTABLISHING SHOT!





# 6 SHOTS TO TELL A STORY

**MEDIUM SHOT**



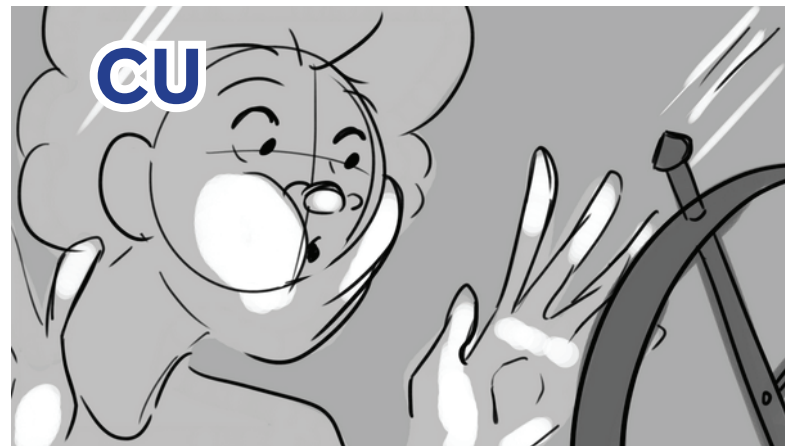
**MCU**



**OTS**



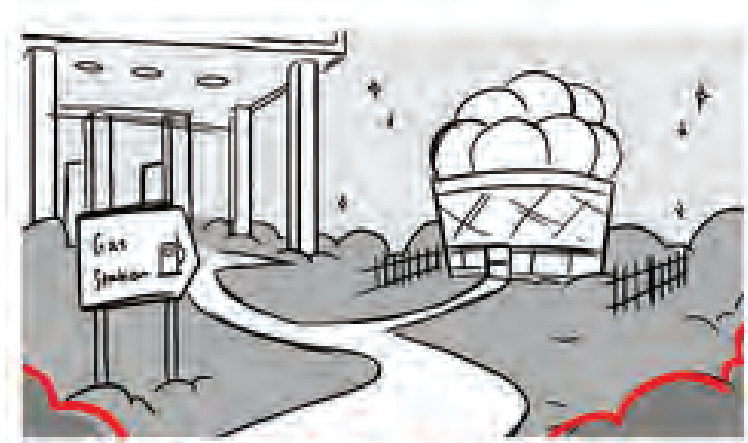
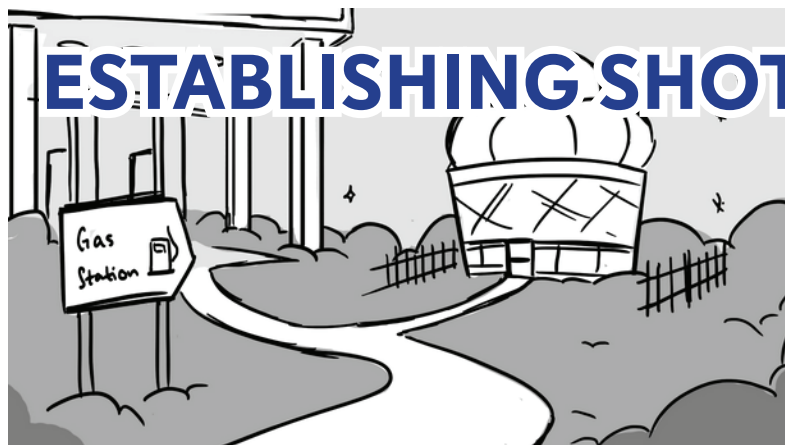
**CU**



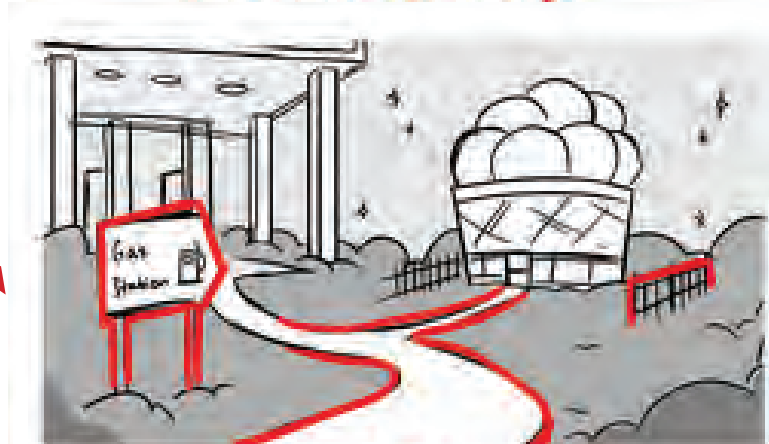
**ECU**



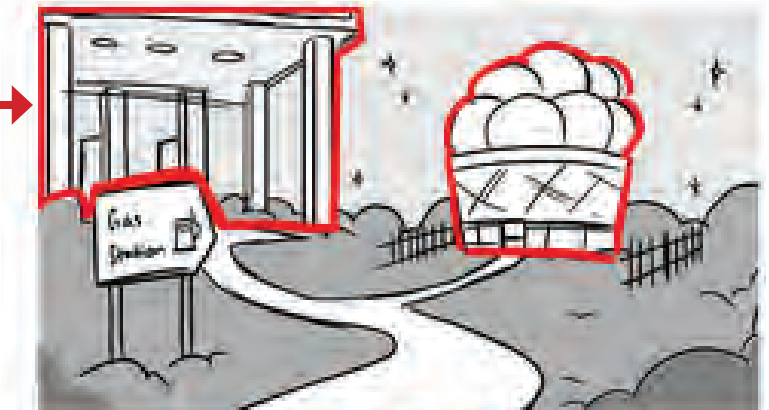
**ESTABLISHING SHOT**



**FOREGROUND**



**MID GROUND**

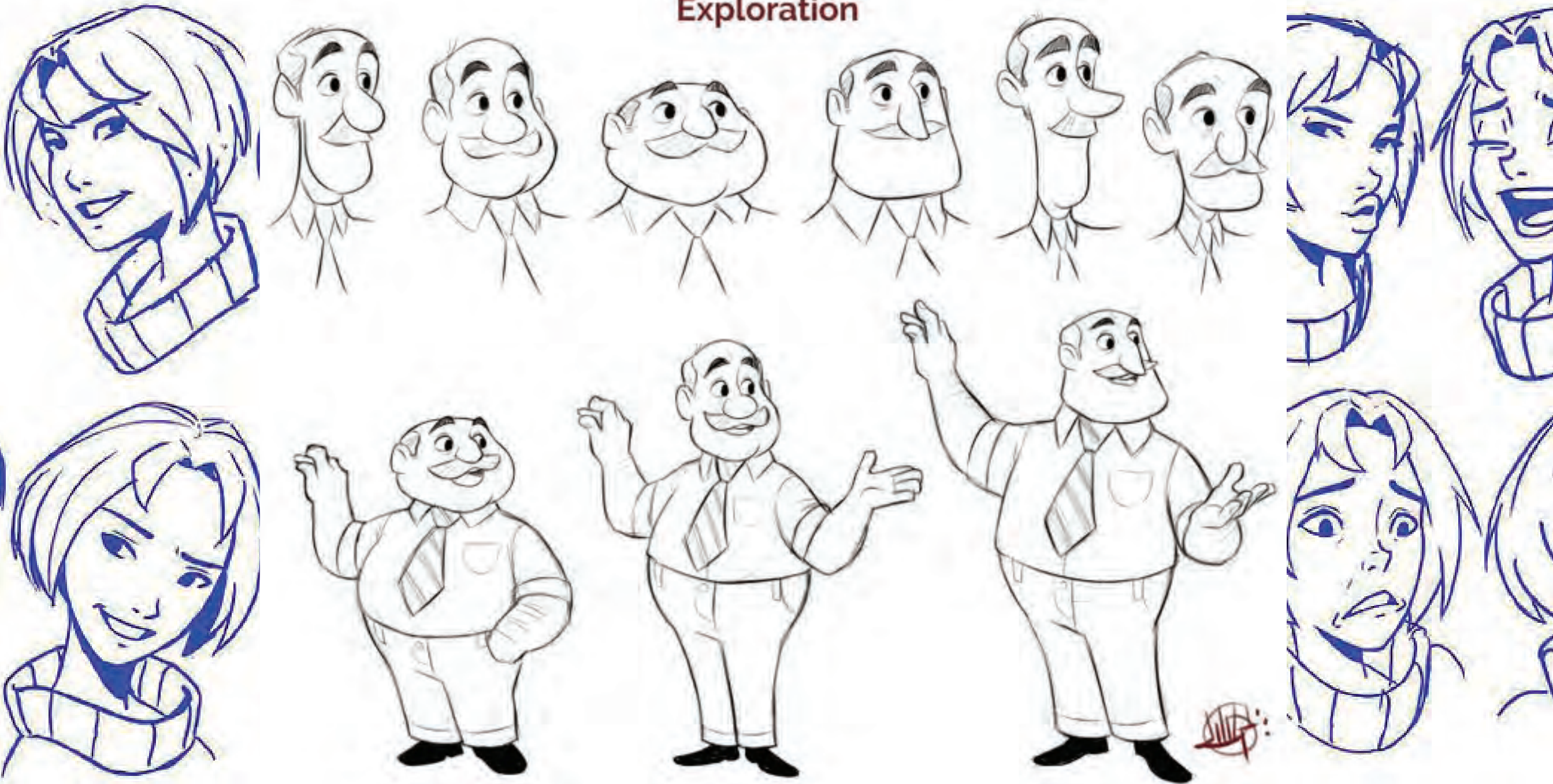


**BACK GROUND**

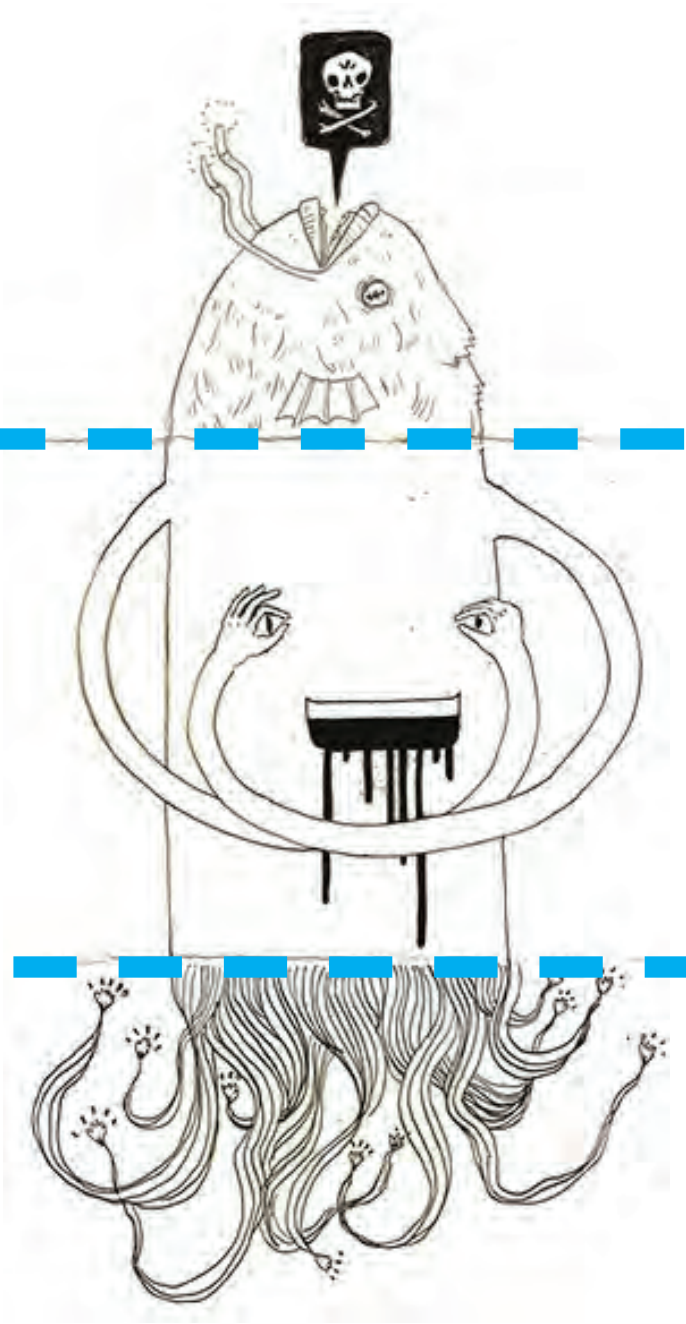




**Exploration**



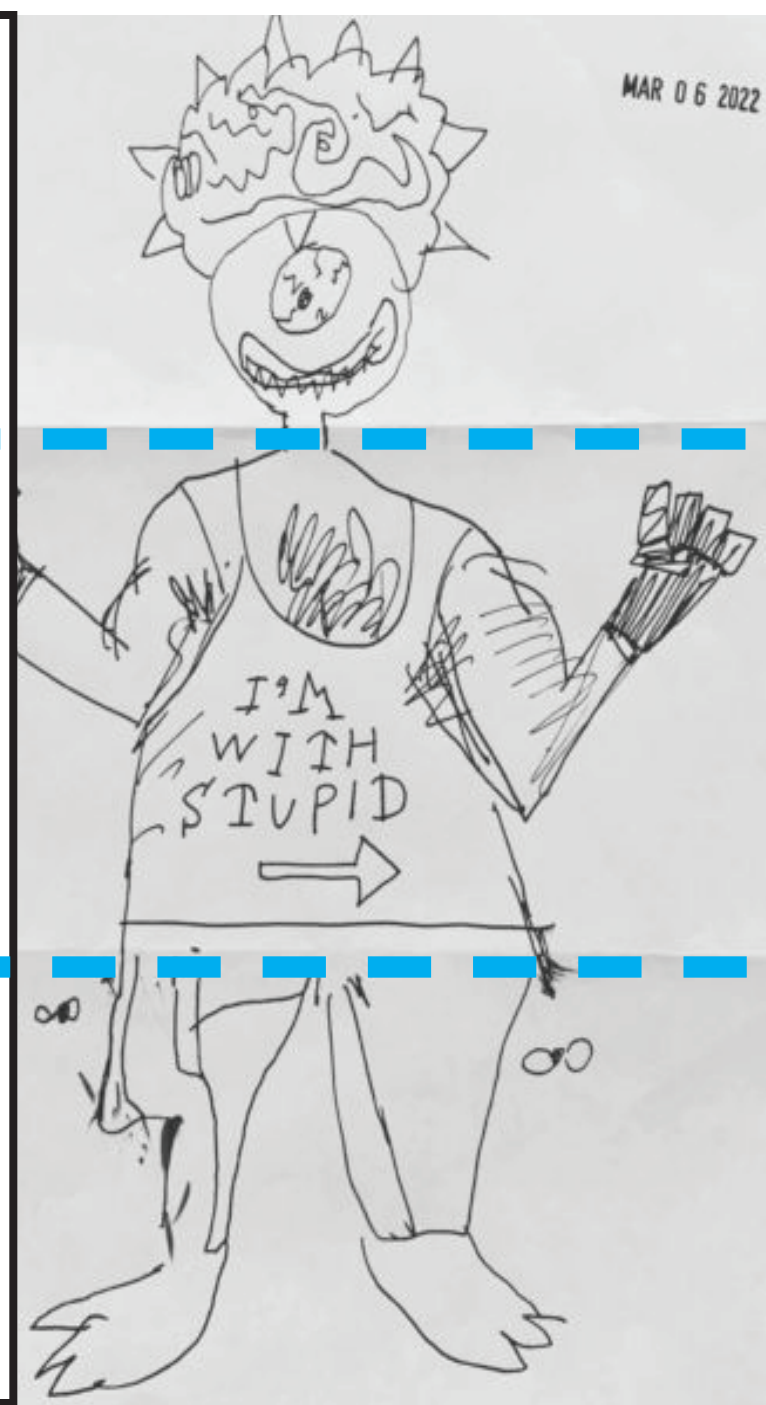




• **HEAD**  
TOP OF HEAD TO NECK

• **TORSO**  
SHOULDERS TO BELLY  
INCL. ARMS/HANDS/???

• **FEET**  
WAIST TO FEET  
INCL. LEGS/FEET/???





# ROUND 1

- > BALLPOINT/ MICRON / 1 MEDIUM LINE WEIGHT <
- > NOT TOO THICK/NO SHARPIE + NOT TOO THIN <

**GET YOUR SECTION DONE IN 4 MIN  
PASS TO THE RIGHT WHEN I SAY "PASS."  
*NOT EARLIER. NOT LATER.***

TAKE 30 SECONDS TO IMAGINE  
SOMETHING FUN, WEIRD, OR UNIQUE  
TO DRAW FOR EACH SECTION—*THEN START*



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

## 1) COVER • FINISHED, INKED WORK + 4 TECHNIQUES

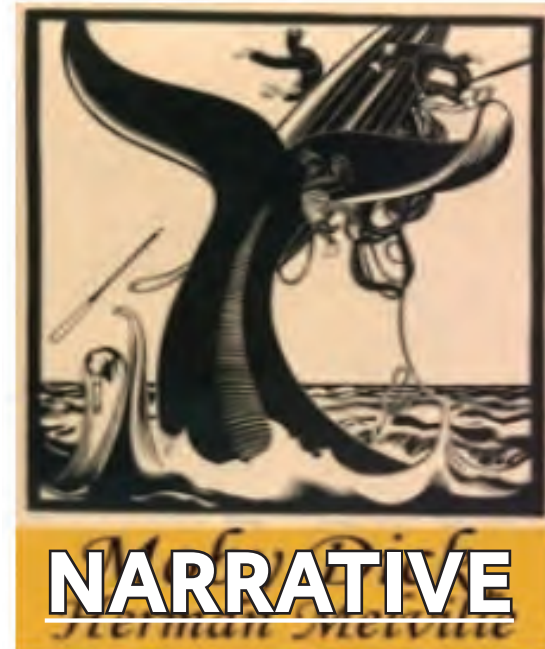
GOAL: A NARRATIVE, DECORATIVE, INFORMATIVE OR CONCEPTUAL ILLUSTRATION

**NARRATIVE** FOCUS ON AN EXCITING STORYBEAT.  
EMPHASIS ON STORYTELLING, A FRAME FROM A MOVIE

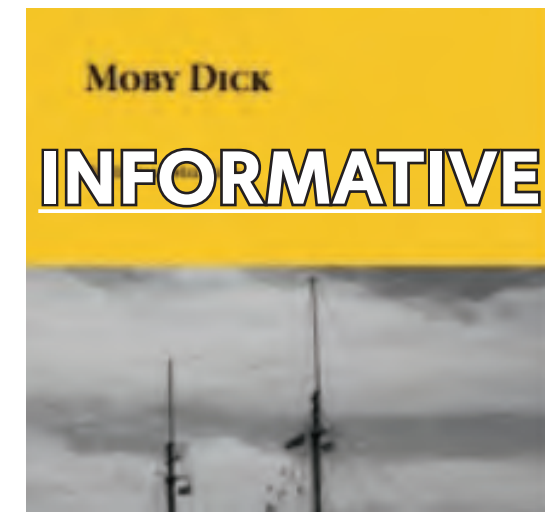
**INFORMATIVE** WHAT'S THE STORY'S BIG IDEA?  
EMPHASIS ON FACTS (MAPS, DIAGRAMS, SETTINGS, ETC)

**DECORATIVE** A KEY ELEMENT WITHIN THE STORY.  
REPEATED PATTERN, MACRO-DETAIL, SILHOUETTE, CLEVER JUX-  
TAPosition. EMPHASIS ON SURFACE DESIGN & AESTHETICS, ETC.

**CONCEPTUAL**  
WHAT'S THE CONCEPT OF  
YOUR STORY? EMPHASIS  
ON IDEA (OVER REALITY)  
USING CONTENT/KEY  
ELEMENTS CONSTRUCTED  
TO CREATE A STATEMENT  
ABOUT THE STORY.



*"HOW DO I CREATE THE COVER FOR MY STORY?"*





# **FINAL IS FOUR (4) x 8.5" x 10.5" ILLUSTRATIONS**

## **1) COVER • FINISHED, INKED WORK + 4 TECHNIQUES**

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

## **2) ESTABLISHING SHOT • FINISHED, INKED WORK + 4 TECHNIQUES**

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

## **3) BIG STORY BEAT • FINISHED, INKED WORK + 4 TECHNIQUES**

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

## **4) CHARACTER SHEET • QUALITY: ADVANCED, FINALIZED SKETCH**

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

- 
- CHOOSE ORIENTATION #1-3 (PORTRAIT/LANDSCAPE) • #4 MUST BE LANDSCAPE**
  - 2+ ILLUSTRATIONS: FULLY INKED + 4 INKING TECHNIQUES VISIBLE**
  - (OPTIONAL) 1 ILLUSTRATION: FINISHED DIGITALLY • SPECS MUST BE SAME • +500DPI NO AI /CLIP/ PRE-EXISTING • SHARE YOUR APPROACH AND PROCESS**
  - (OPTIONAL) XTRA CREDIT: DIGITAL COLOR AN ILLUSTRATION (2X MAX)**



# FINAL IS GRADED ON 5 DELIVERABLES

- **20 PTS: COVER • FINISHED, INKED WORK + 4 TECHNIQUES**

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

- **20 PTS: ESTABLISHING SHOT • FINISHED, INKED WORK + 4 TECHNIQUES**

**GOAL:** FOREGROUND + MIDDLE GROUND + BACKGROUND TO SET SCENE

- INCLUDE CHARACTER FOR SCALE/STORY/

- **20 PTS: BIG STORY BEAT • FINISHED, INKED WORK + 4 TECHNIQUES**

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

- **20 PTS: CHARACTER SHEET • QUALITY: ADVANCED, FINALIZED SKETCH**

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

- **20 PTS: PRESENTATION • AUDIBLE, PRONOUNCED, INVESTED**

**GOAL:** PART 1 IS COVERED IN PRESENTATION: **A) FULL CONCEPT** COVERED (CONCEPT IS WELL THOUGHT-OUT) + **B) RESEARCH** (IMAGES THAT INSPIRED /GUIDED YOUR PROJECT + **C) STORY PROPOSAL** (SUMMARY AND PURPOSE FOR YOUR STORY)

- DONE IN 10 MINUTES OR LESS

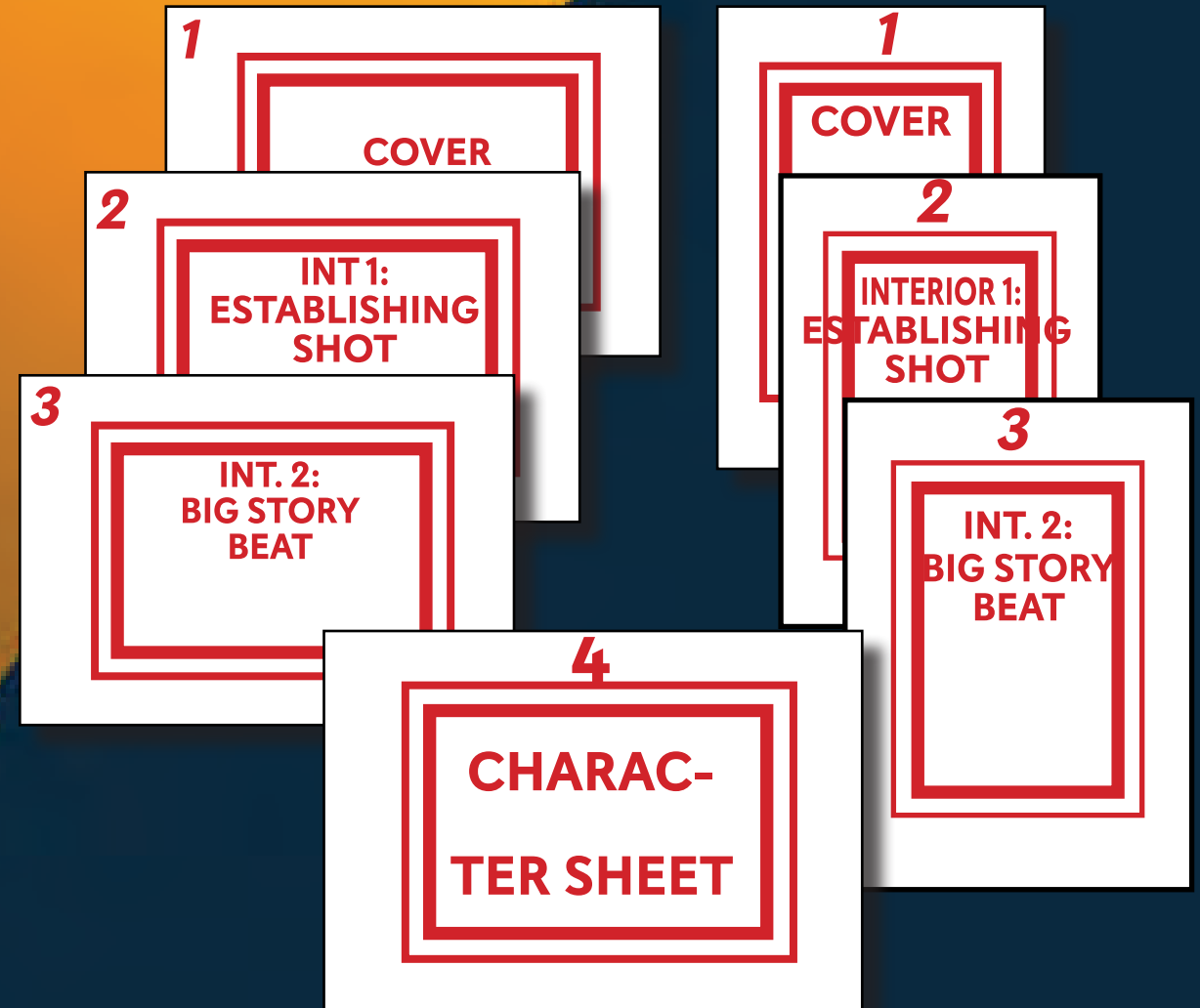
## PART 1: FULL STORY CONCEPT • DUE WEEK 12

- 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



# PRESENTATION GOAL: TELL YOUR STORY IN 10 MINUTES





# PRESENTATION CHEAT SHEET





**SUBMIT YOUR PRESENTATION & SUPPORTING MATERIALS BY THE START OF CLASS 5/17**

**YOUR FOLDER SHOULD HAVE 2 ITEMS UPON OPENING IT:**

**• YOUR PRESENTATION**

COMD3313\_FINALPRESENTATION\_JLONGO51724.PDF

**• A "SUPPORTING MATERIAL" FOLDER**

CONTAINS INDIVIDUAL FILES IMPORTANT TO THE PROJECT/PRESENTATION

**- KEEP YOUR FILES TO <5MB**

**- NO HI RES FILES OF BAD PICTURE QUALITY!**

