**COMD 2313 Illustration 1 New York City College of Technology**

 **Department of Communication Design**

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**Week 8**

**Topic: REVIEW EDITORIAL ILLUSTRATION**

**Lecture Topics:**

1. **Clarity of Concept is the Key!**
2. **REVIEW Editorial Techniques: The Creative Power of Metaphor**
* Fusion
* Replacement
* Juxtaposition
1. **Visual Metaphor *SPEED SHARE*:**
* 10 minutes: Break into teams. Research Editorial Illustrations that you feel use *Visual Metaphor* well. Upload them to the DISCUSSION page in open lab.
* In 3 minutes, present the illustrations and illustrators to the class. Explain how the techniques are used.
1. **EDITORIAL CONCEPT SPEED DATING**
2. Consider the ideas of *Clarity of Message* and the use of *Visual Metaphor* to communicate concept. Workshop the ideas of all team member through this lens. Make improvements to all designs.
3. DESIGN TEAM, discuss what you just learned and identify team members strengths. ( For example, more digitally savvy members of the team, those who are strong at lettering, those who are good with traditional media, etc. During the process share knowledge and information to help everyone in the group.

Work together to scan all artwork, make any design changes agreed upon, and to create value roughs. Set up the teams’ documents for final art according to AIGA specs.

This is a VERY tight deadline. Looking at a calendar, help each other plan when each stage of the art work must be done, in order to make the deadline. If you wish to divide up roles within the group to help, you may do so.

1. **Ink Wash Demo!**

**DUE 4/25:**

**Sketchbook: Draw 4 pages minimum of visual elements related to your editorial illustrations. Practice different poses, angles, and points of view.**

**Project 2: Editorial Illustration:**

For the next project you will be creating an editorial illustration for use to accompany an article in a magazine, printed or online. The illustration must be created using a *limited palate* of black, white, and 1 other color and should be made using a combination of traditional drawing / inking skills and digital coloring.  Final art should be made to fit the real magazine’s specs. (Approx 9” x12”)

Final work will be judged on the uniqueness, clarity and cleverness of overall the concept, utilization of composition, skillful use of media, use of a full range of value, and of course overall technique.

**Part 2**

Based on your Research and Brainstorm and the Thumbnails you created IN CLASS,

* **Draw 3-4 Concept Sketches. DUE: 4/11**

**REQURED: YOU MUST POST Your Concept Sketches to OPEN LAB for FEEDBACK and approval to move on to the next stage of the assignment.**

POST to **Project 2: Editorial Illustration**.

* Be sure you present your work clearly.
* Include the topic of the Article
* Number your concepts for easy commentary.
* Comment on another artists work as well as posting you own!

**Part 3**

Using your Approved Concept Sketch, Create 4 Digital Value studies and post them to OPEN LAB **Project 2: Editorial Illustration** In Class Presentation and Feeedback.

* **4 Digital Value Studies DUE: 4/18**

**Part 4**

Based on the feedback you received from you Art Director and your peers, finalize one of your Concept Sketches. Create a Final Pencil drawing. Prepare your art for Inking in Class.

* **FINAL Pencil Drawing. DUE: 4/25**

**Part 4**

Based on the feedback you received from you Art Director and your peers, finalize one of your Concept Sketches.

* Create a Final Pencil drawing.
* Prepare your art for Inking in Class.
* Come prepared with your drawing already scanned as we will use it for in class work!

**CLASS TIMELINE:**

**Mar 28 | Week 8**

Lecture: INTRODUCTION TO Editorial Illustration – Concept is key!

NEW: Project 2, part 2 Thumbnails IN CLASS, & Concept Sketches

DUE: Project 2, part 1– brainstorm & research due with Peer Critique.

**Apr 04 | Week 9**

Lecture: Editorial Review

DUE: Project 2, part 2– brainstorm & research Thumbnails due with Peer Critique.

NEW Project 2, part 3 Concept Sketches & Value Studies

NEW INK WASH Exercises

NEW Project 2, part 4 Final Pencil Drawing

**Apr 08 - Apr 20 SPRING BREAK!**(YOU HAVE HOMEWORK!)

**Apr 25 | Week 11**

Lecture: INTRO to Color

Editorial Illustration Work in Class!

DUE: Project 2 FINAL Drawing

**MAY 2 | Week 12**

NO Lecture: Editorial Illustration FINAL ART PRESENTATIONS!

Editorial Illustration Work in Class!

DUE: Project 2 FINAL Drawing