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

**Department of Communication Design**

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**CLASS SITE: https://openlab.citytech.cuny.edu/woolley-comd2313SP18**

**Week 1**

**Topic: Process, Research, and Visual Problem Solving**

**Lecture Topics:**

1. Welcome to Illustration 1 : Expectations of this course

2. Learning Better together: How to get the most out of this class!

3. What does it mean to be an illustrator today?

4. PBS Art of Illustration

* Illustrator: Culture Creator and Visual Problem Solver!

6. Introduce Assignment 1 - Product Illustration

7. How to Begin? Research! = Idea Factory Fuel!

8. Brainstorm your way out of BORING

9. Thumbnails

11. The Humble Sketchbook – your most important tool!

**DEMOS & Media:**

PBS Art of Illustration video

Ideation and Conceptualization Demo

**Project 1:**

**Product Illustration (for a beverage label wine, beer, or tea.)**

**Overall Assignment:**

* + You have been approached by a client to redesign an existing beverage label. You may choose your own client for this project.
* You may choose between an illustrated tea, beer or wine label.
* NEW DESIGN MUST BE PRIMARILY ILLUSTRATED, NOT TEXT BASED.
  + Art must be made in *scale* to the Product.  (Wine label art should fit a bottle of wine, tea should fit a tea box.  **Templates will be made available.**)
  + Art is required to be created in Black and White only.  Ink and Pencil may be used.
  + Students will be required to present the illustration alone, as well as a digital mock up of it with all necessary text included.

**DUE NEXT WEEK :**

**1.  Project 1, Part 1 Ideation & Thumbnails:** Generate MULTIPLE solutions for one client.

**Draw 5 at least thumbnails per concept, for a total of 20 thumbnails minimum.**

* Identify a client who’s label you would like to redesign.
* Choose based on an inspiring name, NOT based on YOUR relations ship with the product.
* Research the client as well as any imagery suggested by the beverage, the brand or the name.
* Brainstorm in your sketchbooks based on research.
* From your brainstorm identify at least 4 different directions their final illustration could go.
* Explore these 4 different concepts through sketches related to their brainstorms in your sketchbooks.  You may also begin collecting visual imagery related to your concepts as well as inspirational images and reference images – these can be collaged into your sketch books or compiled into a PDF.
* Refine these 4 different concepts through multiple thumbnail sketches of each idea.

\*Be sure to use a ruler to draw the frames for your thumbnails BEFORE you begin them.

\*Be sure they are in proportion to the label you are designing.

**2.  Reading:**

* READ ALL instructor posts on OPENLAB.  Be sure to comment.
* John Hendrix, This-is-Culture:  <http://johnhendrix.blogspot.com/2012/06/this-is-culture-icon7-president-keynote.html>

Post your responses to the Reading in our DISCUSSION category.

**4.  Sketchbook:**

**Every week you are required to share pages from your sketchbook here.**

**Be sure to Title your post! Including the Week and the Theme if you are given one.**

Sketchbook Requirements:

* For this course students are required to keep an ongoing sketchbook which will be utilized a minimum of 2 hours, 30 min per page, for a total of at least 4 sketchbook pages per week.
* Students can *not* to tear out pages and pages must be dated.  Students may of course draw MORE than the required number of pages. Sketchbooks will be reviewed weekly in OPENLAB.
* In it students will include only life drawing, objects, still life, gesture drawings etc. and process work towards their assignments.
* Class notes should also be included in this sketchbook.
* Be sure to comment on each other’s sketches.

**Sketchbook WEEK ONE:**

**Page 1: #meettheartist**

Create a meet the artist page for yourself in your Sketchbook! Look on Instagram or fb for #meettheartist and then design one to introduce yourself.  You may use any media and style you feel is appropriate!  You may choose to include any information about yourself you wish.

**Pages 2-4:  LOVES and HATES**

Draw imagery based on your LOVES and HATES... FROM REFERENCE!

For example, LOVE CATS?  Fill a page with drawings based on photos of your furry friends.  HATE SPIDERS? ... DRAW THEM TO HELP DEAL WITH YOUR LOATHING!