

Concept Development Continued...



JILLIAN TAMAKI

MTA ARTS FOR TRANSIT

LOGGERHEADS, AND HALF WORLD





IDEATION : Illustrator Sterling Hundley's idea generation process

STERLING HUNDLEY, DIVER DOWN



STERLING HUNDLEY, THE BENDS

Illustration, typical workflow:

- The art director or client reaches out to the illustrator with an assignment and sets a timeline for delivery.
- The illustrator brainstorms multiple ways to successfully solve the visual problem.
- Through multiple thumbnail drawings the illustrator refines a great number of loose ideas into a few of their best ideas, sketched out clearly to share with their art director.
- The illustrator shares their best ideas with their art director.
- The art director gives the illustrator feedback.
- Integrating feedback, the illustrator creates a more detailed drawing of the agreed upon idea for their art director.
- This drawing is shared once more and the art director and illustrator then agree on a drawing to finalize.
- The illustrator creates the final art piece.
- The illustrator delivers final art to the art director according to the timeline they agreed upon in the beginning.
- The illustration is printed, published, or somehow sent out into the world, brought to life through use in its intended context.
- The illustrator finally rests.

Who's Who in Illustration: Review



THESE IMAGES REPRESENT THE DIFFERENT KEY ROLES INVOLVED IN COMMERCIAL ART.

WHO ARE THEY?

DESCRIBE THEIR JOB.

Thumbnails: The Revision Process

This scene, from the reality TV show "Chopped," probably looks pretty familiar. We've all seen it, or some other show structured like it.



Multiple contestants try to make it through rounds of challenges and feedback, as the weakest competitors are eliminated periodically through some form of judgment.

The show starts with many candidates, all have an equal chance at winning.
But over time only the strongest one survives.



And of course the rest are "Chopped!"









STERLING HUNDLEY, THE BENDS



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From Concept To Final

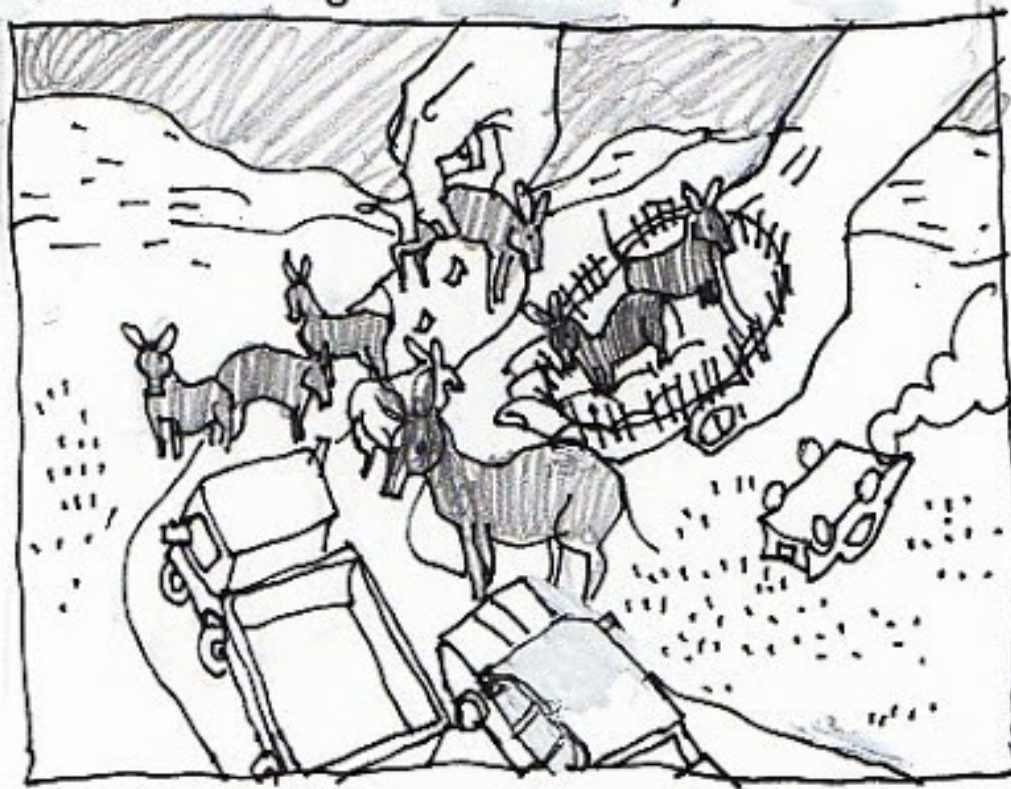


RED NOSE STUDIO, *FLIGHT TIGHT CONCEPT SKETCH & COLOR COMP.*

To help us understand the level of finish we should be looking to achieve at each stage within our own process work, let's examine the work processes of a few other illustrators.



I. Domesticating the wild donkeys



VICTO NGAI , TIGHT CONCEPT SKETCH



VICTO NGAI , *FINAL PENCIL*



VICTO NGAI ,DOMESTICATING WILD DONKEYS - *FINAL ART*

Concept 1



1st Sketch



Alternate



More Realized Sketch

Concept 2



1st Sketch



More Realized Sketch

Concept 3



1st Sketch



More Realized Sketch

