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

 **Department of Communication Design**

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**Week 3**

**Topic: Illustration Process**

**Lecture Topics:**

1. PBS the ART of Illustration
2. Review Who’s Who in Illustration
3. Illustration process : Typical Flow
4. What are the key moments for feedback and how to we settle on a design?
5. Concept Generation Techniques
6. Sterling Hundley on *Ideation*
7. Stranger & Stranger – Product design inspiration
8. Is It Done Yet? Appropriate Level of Finish for Final Sketches
9. **Review Project 1** - *break into critique groups and present CONCEPT SKETCHES*

**DEMOS & Media:**

* + PBS art of Illustration
	+ Sterling Hundley Ideation video
	+ Stranger & Stranger – Product design inspiration explore portfolio

**Discussion TOPICS:**

**3.1 Discussion: How Next-Level Design Is Driving the Beer World:**

Share your how YOUR label design is a visual calling card for the product you are reimagining.

**3.2 PRODUCT DESIGN CRITIQUE:**

*Break into critique groups. In the interest of time we will break into 4 groups.*

*Break for 5 minutes to prepare presentations.*

*Each group member will present their Product, and Explain the Concepts they chose to illustrate, and Provide a vision for the final a product, to the group.*

* *Share 3 CONCEPT SKETCHES and Reference.*
* *Rank the sketches and provide specific feedback and suggest next steps.*

**DUE NEXT WEEK:**

1. **Required Reading with blog post:**

**Yuko Shimizu on VISUAL VOCABULARY** :

“ I believe many of you who are reading my blog are aspiring illustrators. If you are, here is something you may want to remember, or to work on, if your art school instructors haven't taught you already: we have to be remembered by something we are good at, so when a prospective client sees a topic that needs to be illustrated, they know who to call.

The most obvious themes prospective clients think of in connection with my work are Japanese or Chinese themes. I am Japanese, but I had also studied Cantonese for three years, and I have strong interest in Chinese culture. And people somehow see that in my work. There are other themes, like sexy girls, action and sports, comic-book look, snow, and water and underwater themes.”

This short post considers the importance of developing a unique *visual vocabulary.* After reading this article, consider how you can use your sketchbook as a tool to developing your own visual vocabulary. What kind of things are you interested in drawing? What visuals might become important visual signatures for you? Write a few sentences considering these things. *Post your thoughts along on OPENLAB.*

**2 - Sketchbook Exercise:** Timed Sketchbook Pages: (ongoing exercise)

* For this course students are required to keep an ongoing sketchbook which will be utilized a minimum of 1 hour, 30 min per page, for a total of 2 timed sketchbook pages per week.

This week’s theme :

Use these 2 pages to create *finalized visual elements* for your final pencil drawings. Finalize your type treatment here, your visual elements, all of the individual pieces of your final art.

Sketch these individual elements multiple times to PERFECT them with reference.

**3 - Product Illustration:**

**Part 3 FINAL Pencil Sketch DUE 2/27 2pm** (Late work will be docked a full grade point)

**Create a final pencil drawing for your Product Illustration by refining your best concept sketch based on feedback from your peers and instructor.** This sketch should be done at your highest level of finish, and should use your sketchbook work as well as your reference to help you come up with the optimal solution.

**\* Final art should be DRAWN at approx 2X the size of final PRINTED WORK.**

**HELPFUL HINTS:**

* Seek advice on your design EARLY on!
* Scan your visual elements, then use Adobe PS to try out different compositions and different proportions. See how this effects image hierarchy and the overall look BEFORE beginning your final art.
* Transfer Paper or a LIGHTBOX can be very helpful at this stage to allow you to recreate the larger shapes in a design without using a grid.
* You may NOT draw digitally. Final drawing must be entirely in pencil and entirely done by hand.
* Presentation MATTERS. If the work is presented poorly, it will be graded accordingly.

**TO Submit your work:**

Carefully Scan and Upload your drawing to OPENLAB. Tag your drawing Project 1.

Name your POST: LastName, FirstName\_Project One

Comment with the name of the product.

**\* BRING YOUR WEEK 4 SUPPLIES TO CLASS ON 2/27**