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

**Department of Communication Design**

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**Week 5**

**Topic: Intro to Value**

**Lecture Topics:**

1. **Review Assignment 2 – POSTER Illustration**

*Breaking into groups of 4 present each Poster design concept and related 20 thumbnails. Out of the 20 chose the 3-4 strongest.*

1. DISCUSSION: What are the results of our Peer Critique?
2. What is Value?
3. Why is Value So important?
4. What are Methods of creating Value?
5. **IN CLASS VALUE ROUGHS exercise**
6. DEMO: Intro to INKING
7. **IN CLASS Inking warm up!**

**\* NEXT WEEK IN CLASS DIGITAL VALUE ROUGHS exercise** (Everyone should have their work on a flash drive!)

**DUE NEXT WEEK:**

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

**Composition Basics: Value Structure -By Dan dos Santos**

<http://muddycolors.blogspot.com/2012/08/composition-basics-value-structure.html>

We will be using this technique to create digital value roughs in class next week.

**Value & Composition – David Palumbo**

<http://muddycolors.blogspot.com/2014/07/using-shape-and-value-for-better.html>

After reading this post, choose an illustration which you feel makes strong use of *value structures* and *tonal organization*.

Share it along with a few sentences about why you chose it, who the artist is, and how the artist uses value, on our OPEN LAB page.

TAG your post **DISCUSSION**.

**2- Sketchbook Exercise:** Choose visual imagerythat may appear in your final poster design. Fill your 4 pages by drawing *careful studies* of these design elements. For each *design element* try to choose several exciting poses and points of view.  Consider these studies towards the final piece. Also find samples of type faces that you might use for the final poster. If you plan to use hand drawn letterforms, practice this in your sketchbook.

**DUE 3/7: - Project 2:**

**Concept Sketches & Reference**

**Create between 3 and 4 concept sketches to present to your art director in your sketchbook**. Base these drawings on the feedback you received on your thumbnails. These drawings should be in proportion to the final art. They should fully and accurately describe your visual concepts to your art director and provide clear images for him/her to choose from.

These sketches should be done at a high level of finish, and should use your sketchbook work as well as your reference to help you come up with the best possible sketches.

**Reference – Create a PINTREST page for Illustration Reference. Be prepare to share it in class next week.**

Begin collecting visual imagery related to your concepts as well as inspirational images and reference. Be prepared to share your board by next week.

**IMPORTANT: VALUE ROUGHS:**

SCAN your concept sketches for WORK IN CLASS NEXT WEEK. Bring BOTH Photocopies of your Concept Sketches (at 50% size of concept sketch) and the scans of your concept sketches to class next week.

**We will be working on Value Roughs and Final Pencil Sketch in class next week.**

**YOU MAY CHOOSE TO USE ADOBE PS OR PENCIL SHADING for your ROUGHS!**

* As you work keep in mind the concept of tonal organization we learned earlier in this module as you work.
* All four value roughs should be posted with a note regarding the intended image hierarchy.
* SCAN your value roughs.
* All value roughs must be posted along with final art to the OPEN LAB site. These will be reviewed during the next class from your post.

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**SHOULD TIME ALLOW BEFORE NEXT WEEK… DO SOME INKING WARM UPS!**

**BRING ALL INKING SUPPLIES INTO CLASS NEXT WEEK.**

