

COMD 2313 Intro to Illustration

New York City College of Technology  
Department of Communication Design

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## FINAL PROJECT Narrative Illustration

Project Description:

In this multilayered assignment you will reinterpret a classic folk tale or fairy tale through your own creative lens. You will, through the course of the assignment develop characters, setting, and finalize 2 illustrations featuring the same character in two very different settings and situations.

### PART 1: STORY CONCEPT

Using the link below, choose a classic children's fairy tale or folk tale that is in the public domain.

Public Domain Stories from [eastoftheweb.com](http://eastoftheweb.com)

Brainstorm different ways to reinterpret this story through your own unique lens. Try changing one or more of the main categories of story focus:

- genre
- cultural influence
- mood
- setting
- update characters

Settle on 2 very different concepts for your reinterpretation. *Research both concepts in part 2.*

### PART 2: RESEARCH

Though you are interpreting the story through your own personal artistic lens, it must be informed by thorough research and reference.

Begin a research library for this project.

Start by finding information on the setting: time period, culture, environment. Look for

reference for staging as well. You'll need props such as clothing, architecture, furniture, plants, or animals. All of this must be accurate and carefully researched in the final illustration. You'll also need to begin considering characters for your story update. Start researching reference on this as well.

This library is an ongoing part of the project. You will supply new research images as you accumulate them. Reference will be expected during each phase of the project.

Submit your reference along with the story proposal.

**PART 3: Story proposal.** At this point you may choose 1 of the 2 concepts to pursue. YOU MAY, but do not have to seek instructor's advice on which is the more compelling idea. In your proposal you should identify elements including:

- a brief summary of your story.
- an explanation of the changes you are making for your interpretation
- a clear targeted demographic for this proposed book
- a description of the characters and setting

**Due NEXT WEEK:**

Write a detailed Project Proposal and post it to the Open Lab. Include **STORY CONCEPT, RESEARCH and a link to the story you are proposing to update.** Post your proposal to the OPEN LAB. TAG your post *Project Four: Character Design & Narrative Illustration*

YOU ARE REQUIRED TO BRING A PRINTED COPY OF THE STORY AND A HIGHLIGHTER TO CLASS NEXT WEEK!

If you wish to do any sort of a rewrite of the story to better reflect the new direction you are taking it in, you must bring BOTH the original and YOUR VERSION.

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**Final Project GRADING BREAKDOWN**

**50 % project grade** CREATE A PDF PROCESS BOOK guiding us through the project from inception to conclusion. Carefully Label all of your work. Be sure all of it is presented well: facing the right way, no shadows in the picture, good contrast, etc.

**25 % project grade** CONCEPT ART ( Including concept sketches and Character Designs)

**25% project grade** Narrative Illustration

**BOTH PARTS OF THE PROJECT WILL BE DELIVERED DIGITALLY.**