

Idea Generation



Jillian Tamaki



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JILLIAN TAMAKI

MTA ARTS FOR TRANSIT

LOGGERHEADS, AND HALF WORLD





Discuss Jillian Tamaki on Idea Generation:

[http://
blog.jilliantamaki.com/
2008/10/idea-generation/](http://blog.jilliantamaki.com/2008/10/idea-generation/)

Are there technique she uses which you already incorporate into your Idea generation process?

Are there new techniques you learned which you feel might be helpful?



IDEATION : Illustrator Sterling Hundley's idea generation process

STERLING HUNDLEY, DIVER DOWN



STERLING HUNDLEY, THE BENDS

Who's Who in Illustration: Review



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

WHO ARE THEY?

DESCRIBE THEIR JOB.

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.

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!"



From Concept To Final

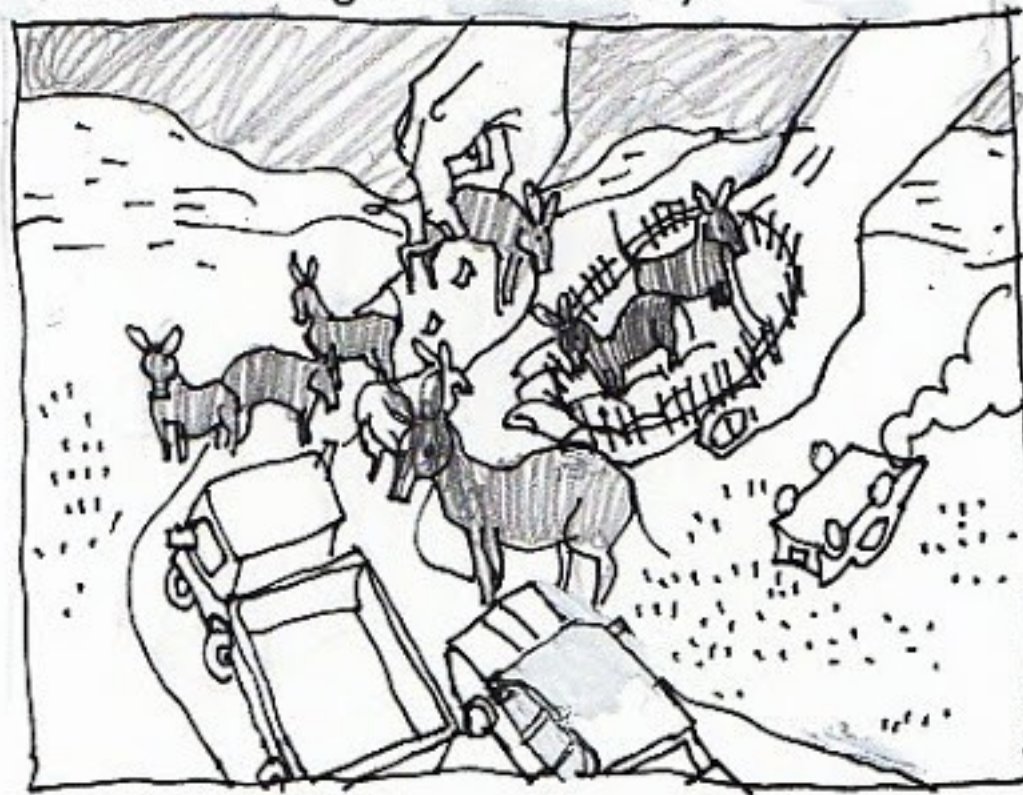


RED NOSE STUDIO, *FLIGHT TIGHT CONCEPT SKETCH & COLOR COMP.*

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



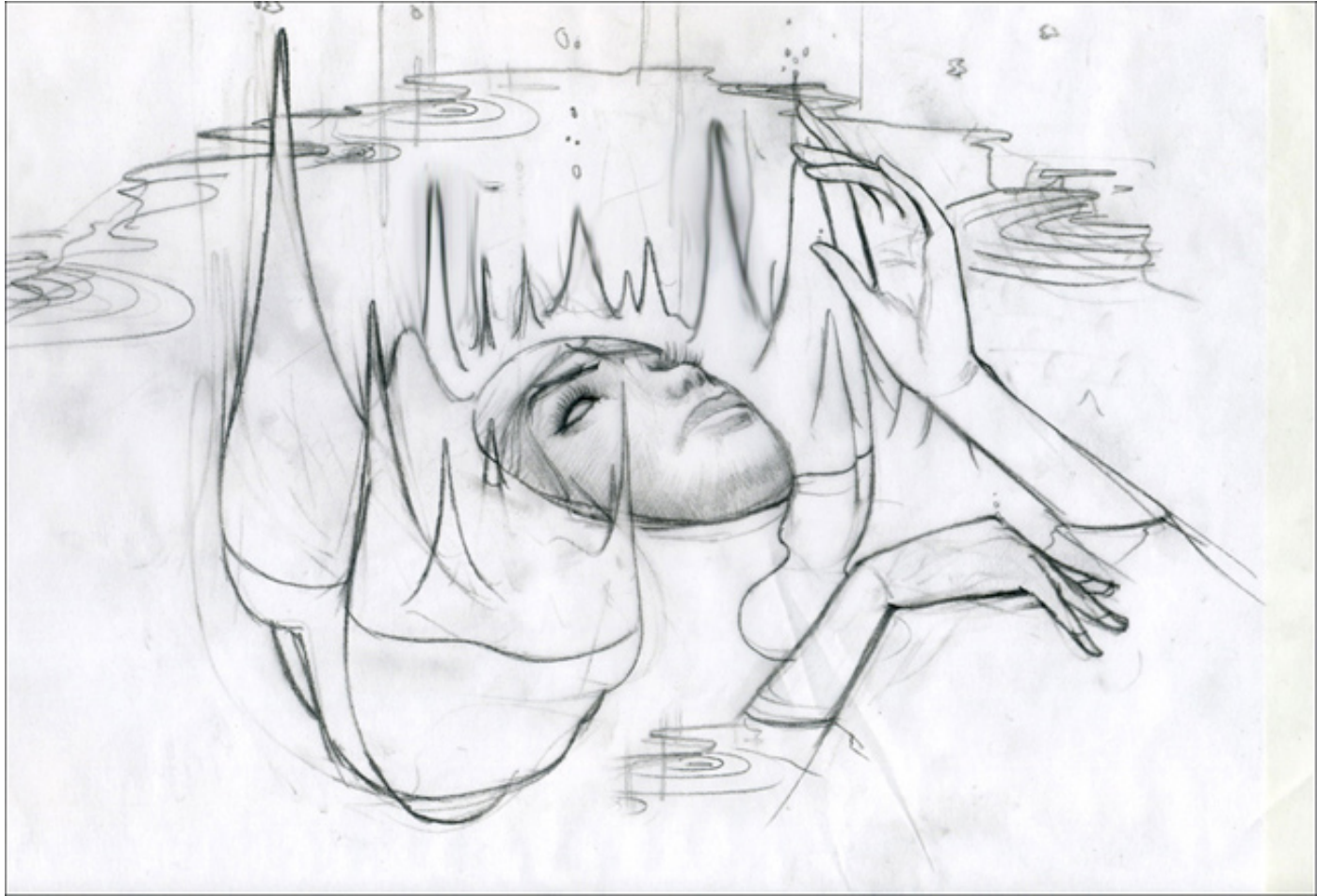
VICTO NGAI , TIGHT CONCEPT SKETCH



VICTO NGAI , *FINAL PENCIL*



VICTO NGAI ,DOMESTICATING WILD DONKEYS - *FINAL ART*





ERIC FORTUNE, I WANT TO BELIEVE - *FINAL ART*

Finalizing work: Using Reference



Thumbnail Sketches by Yuko Shimizu





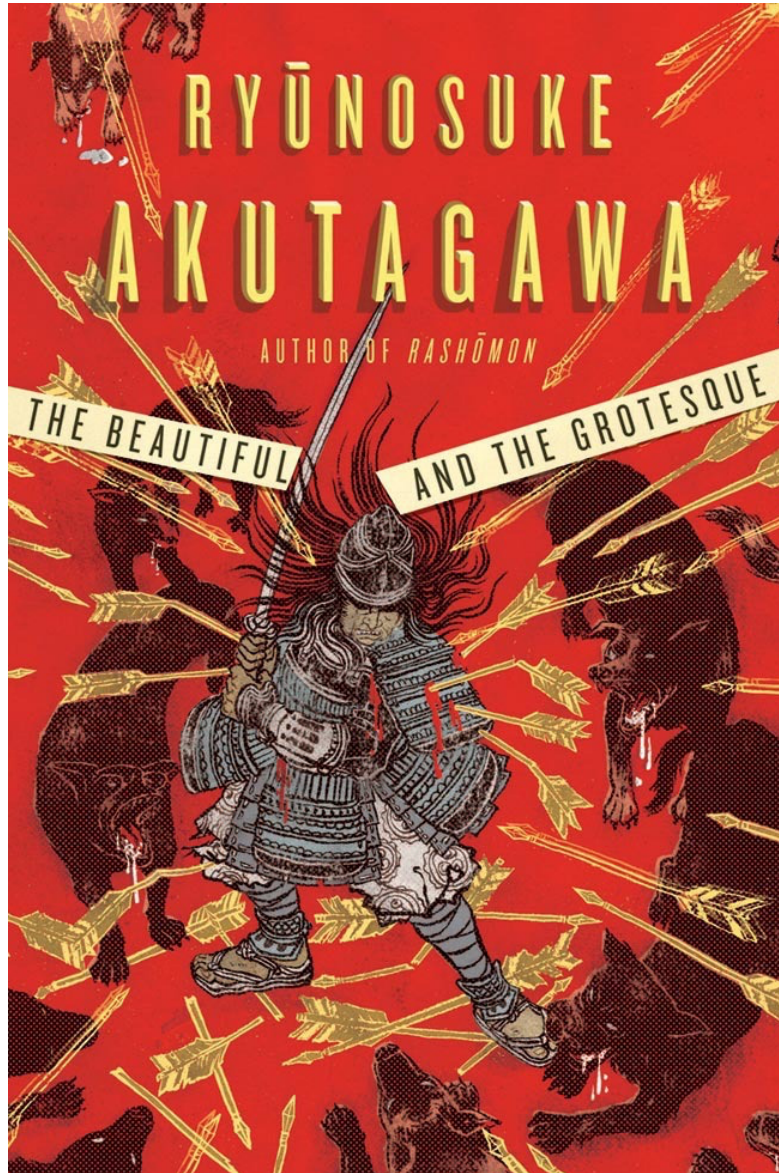




RYŪNOSUKE AKUTAGAWA

AUTHOR OF *RASHŌMON*

THE BEAUTIFUL AND THE GROTESQUE



The Use of Reference



Concept sketches by Eric Fortune for The Demon Haunted World





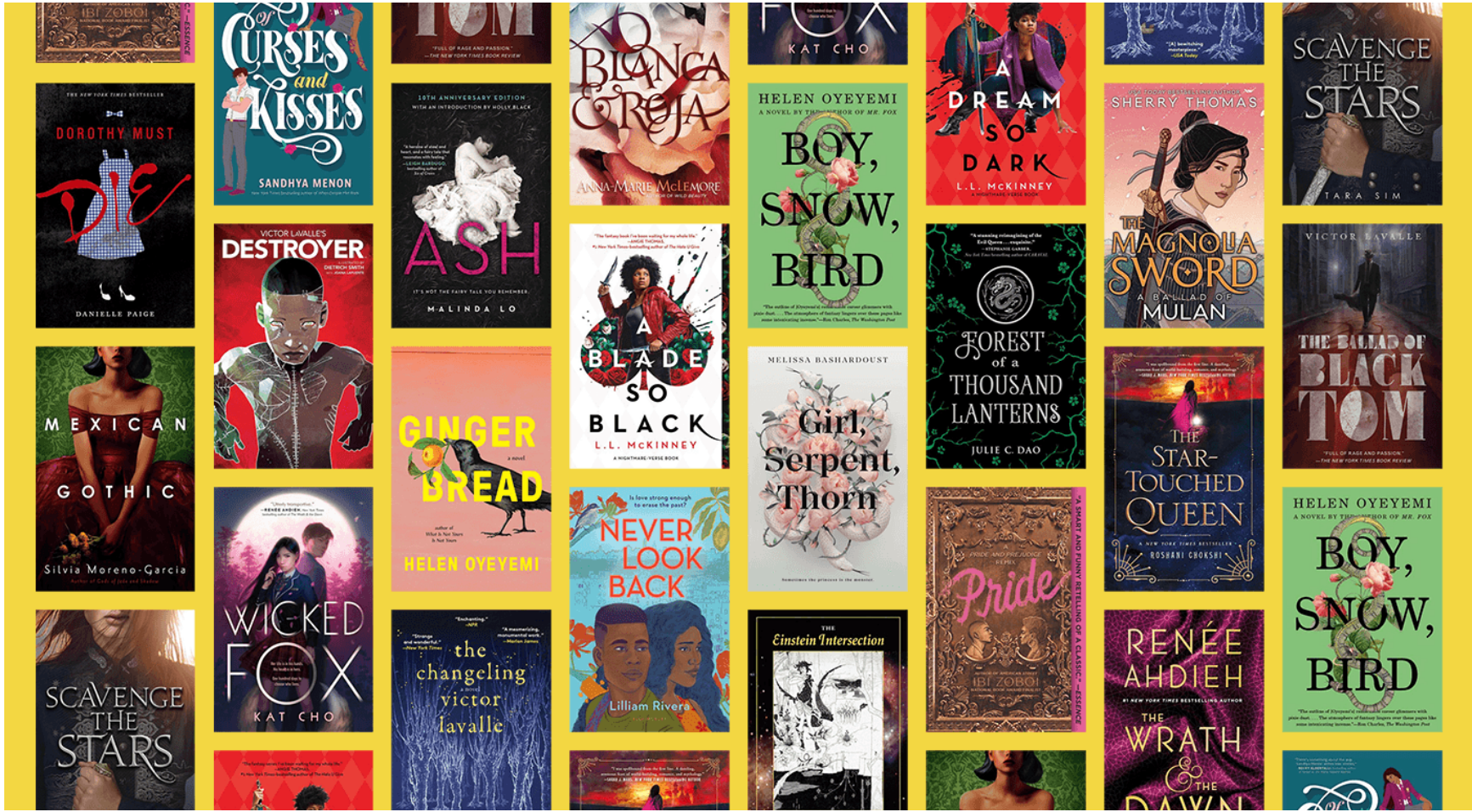




Illustration Heroes

- Your First Research Assignment!
- You were asked to bring examples of your Style and your Illustration Influences.
- Use these as the basis to begin figuring out where you fit in the illustration market, and where you'd like to be.
- Carefully research a minimum of 5 artists and drill down into their projects and client list.

Tor Books



Eric Fortune and Shade

Irene Gallo

Tue Aug 26, 2008 3:42pm | [5 comments](#) | [Favorite This](#)



Eric Fortune is awesome. He creates superbly crafted images that are both smart and emotionally evocative. When I read Steven Gould's sensitive story "[Shade](#)," Eric was the first and last person I thought

about commissioning.



Create a Google Doc to track the information you learn from researching these illustrators.

Include things like:

- Client List
- Art Directors
- Markets they work in (Books (Children's, Sci-Fi, etc., Editorial Illustrations, Advertising)
- Specific Themes or Subjects they are known for (Political, Dark, Sports, Etc.)
- Specific Techniques? Hand Lettering for example