

DIGITAL ARTS 112

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PROJECT ONE FANTASY MEAL

ASSIGNMENT BRIEF

You are a digital illustrator working on a story line and digital illustration which will be featured in cafeterias throughout the country. The ideas for the stories and illustration needs to be fantasy-like and relate to the topic of food.

To gain a better understanding of the project you should view *Student Sample Works* online.



THE OBJECTIVES

To gain written and visual storytelling skills through digital illustration as an art form.

To develop strong digital illustrations of imagery and/or characters and their environments.

To learn the use of the Illustrator and industry techniques and processes of digital illustration.

To develop your compositional skills by applying visual hierarchy principles to objects and their environment.

To design with consideration and respect of copyright law as it applies to commercial work, through the creation of your own original illustrations.

PROCESS OVERVIEW

This project begins with a set of exercises to introduce vector graphics in illustration using the current version of Adobe Illustrator. Technical instruction will be given throughout the duration of the project.

The following design process will be followed:

Project Assigned/Designer Briefing—Document/clarify your understanding of the project, asking questions for clarification, take notes.

Research—Review of student work samples, cartoon characters, food items, environments, etc.

Concept Development—Develop a concept by writing of a Fantasy Meal Story that is extremely visually descriptive, think scale, color, texture, etc.

Sketches—Rough Objects Sketches of Characters and Environment, and then multiple Composition Sketches that capture your story.

Digitally Drafting—Digital execution of best Composition Sketch based on feedback and video lessons. Scan Final Drawn Composition, Place in Illustrator, Trace in Illustrator, and Color in Illustrator.

Critique—Participation in online critique one week prior to due date. Receive and implement feedback.

Digital Refinement—Refinement of digital illustration by adding highlights/shadows/textures/effects, etc.

Online Submission—Present digital final, documentation and turn in all process and files.

(Project One Continued)

CONCEPT CONSIDERATIONS

Conceptually, your composition should revolve around the idea of fantasy, and meal.

Meal entails the idea of using imagery that revolves around the theme of food or something that is somehow consumed as food.

Fantasy can be portrayed in several ways.

Common ways to achieve the idea of fantasy are:

- Over Abundance: usually implied by amount/ quantity or implied by repetition;
- Variety and Selection: shown by a buffet-like selection in which your options seem endless;
- Grandiosity in Scale: depicting an object to be larger than life, such as a pizza the size of a tractor tire;
- Character Role Reversal: Common roles are switched, whereas prey is now eating predator (i.e. Fish is fishing for and planning to eat man).
- Landscape Reconstructed: the environment is recreated using other objects that take the place of the structural elements in a landscape, for example a broccoli stalk takes the place of a tree.

COMPOSITIONAL CONSIDERATIONS

Your design composition should display:

- Bleeding—Design should fill up the entire 8"x10" picture plane. Your elements should interact with one another in space and purposely flow off the page as opposed to just floating in the middle.
- Hierarchy—Composition should have a range of large, medium and small objects.
- Perspective—Scene should have an apparent way or angle in which we are viewing it.
- Color—Project should be executed in color.
- Unity—Composition should hold together through the use of repetition, continuation or proximity.
- Emphasis—Composition should have a focal point.
- Balance—Symmetrical or asymmetrical.

TECHNICAL SPECIFICATIONS

Templates. *Project 1 Design Template (vertical)* –or– *Project 1 Design Template (horizontal)*

Software. Illustrator

Orientation Format. Portrait or Landscape

Size. 8" x 10"

Color Mode. CMYK, 8 bit (default)

Images. Must be your own original illustrations (not google downloads).

Drawings must be closed paths with no outline left around drawings once colored in and completed.

EVALUATION METHOD

See *Grade Sheet* and *Gradebook*

TRIAL DOWNLOADS

Register at **Adobe**. Download/Install *Illustrator CC Trial* [WAIT until instructed to do so—trials expire!!!]

TURN IN FORMAT

Turn in all homework components for this project (such as, writings, sketches, exercises, drafts, critique, etc) via in the appropriate *Laulima Assignment*, and on its due date as indicated the *Course Schedule*.

For the final due date of Project 1, turn in via Laulima:

- The completed *Design Brief & Self Evaluation* file (Be brief but concise and be sure to clearly use design vocabulary to describe your work).
- Save your original LAYERED Illustrator .ai file. Name accordingly: *YourNameProj1_Final.ai*

SCHEDULED LESSONS + DUE DATES

www.ailedgarcia.com/112/#schedule