Materials needed
- Reference story
- Visual references
- Flash drive
- Pencil
- Tracing paper
- Eraser
- Sketches
- Scanner
- Computer
- Black presentation board
- 3M Repositionable
  spray mount glue
- X-acto knife
- 18 inch metal ruler

Project 01 Object-based Illustration

Object-based or as it is commonly called, vector-based computer images are used to create art that can be enlarged without losing quality. Logos, signage, silkscreen art, maps and other illustrations that might be used in a variety of sizes need to be created using an object-based drawing program so that they can be reproduced in many ways in a variety of media. Object-based illustrations are composed of basic shapes using lines and fills that when put all together can become quite visually complex while remaining machine readable. In many animation programs, figures are broken into parts to allow for individual movement of each part. Object-based illustrations tend to have a certain look resembling a gouache painting, cut-paper composition or silk-screen print because of the flat areas of color.

Objective
Create an editorial illustration using Adobe Illustrator that is meaningful to you.

Description
Find a story, song, news article, personal experience, poem, dream or fantasy event and create an illustration.
- 10 x 16 inches horizontal or vertical
- Print, CMYK color mode
- Can make it proportionately larger or smaller
- Story words will be added to image later when we get to InDesign so you must have words from an article, song, poem or written down from your head. Use a word processing program to capture the words. Cutting and Pasting from the internet is okay so long as you give the author credit and site your references. This is acceptable only in an academic setting without permission from the author.

Process
1· **Find a story** and come up with an idea. What interests you? What are you passionate about? Look around you. What do you see? What have you heard? What do you do? What brings you joy? What makes you upset? What evokes a feeling that could be expressed visually?

2· **Research...** read more about it; find visuals; take your own images; what are other people doing of similar interest; investigate

3· **Thumbnails sketches...** make 10 to 20 thumbnails (or how ever many you need) to get ideas out of your head and down on paper. Brainstorm, mind map, bounce ideas off each other. Good art must have a concept or an idea. Fuzzy thinking makes for bad design.

4· **Enlarge sketches and find references…** scan your thumbnails in to enlarge and refine layout. Use tracing paper to help you push visual references around until you have an excellent composition. Scan your visual references in so that the actual size you will be using them is 150 dpi. For example, if you plan to enlarge the reference to twice its size, scan it in at 300 dpi. Save scanned files in TIFF format.

(Process continued)

5· **Refine composition…** Some people use the computer for this stage, others use tracing paper or sketches to completely work out the composition before scanning it in. I recommend working out your design manually unless you are already familiar with how to use a computer program to push images around. It is often easier to do most of your thinking with a pencil and paper... the shortest distance from your brain to the outside world. Use the **principles of design** organization—balance, movement, rhythm, emphasis, simplicity, contrast, proportion, space and unity—to arrange your **design elements** of line, form, shape, value, and color. After you have resolved your design composition and scanned it in, you are ready to begin.

6· **Begin Production…** After your design composition is scanned in:
-- Open Adobe Illustrator, create a new document,
-- Place the tiff file on a layer.
-- Double click the layer, name it and click template to lock and dim the layer. Think of taping art down so it will not move and then taping a piece of tracing paper over it so you can draw from the art underneath.
-- Add another layer to begin drawing from your reference(s).
-- Organize your drawing using the layers panel. You may want to put each element on a separate layer. Remember the top most layer in the Layers panel is the top most layer on your art board.

7· **Choose your Color Palette…** We are building this illustration for print production, so your colors must be in the process colors of CMYK.
-- Design on your color palette
-- You may use the Pantone Process Colors Swatch book or choose colors from the color picker
-- Delete other colors

8· **Save often…** Command s and Command z are your friends. While drawing your art, save the file as: yourname_Assignment03_BCI.ai

9· **Delete reference file(s)…** delete the tiff file(s) and save as an encapsulated postscript file for production: yourname_Assignment03_BCI.eps.

10· **Prepare for presentation…** Clean up art, remove stray points, check it in preview / outline mode (command y), remove reference files, clean and smooth curves, the fewest number of points on a path but as many as you need to create the shape, properly closed shapes and clean lines and fills. Save file as an EPS and PDF.

Presentation

Print final illustration on tabloid sized page with half-inch margins on all sides. Check print in class room. Once it is to your liking, carefully coat the back of the print with a thin film of spray mount (outside, on the grass) and mount on a 15 x 20 inch black board for presentation. Allow a little more space at the bottom to provide orientation to viewer. Cover neatly with a flap of tracing paper or some other paper. Put name on back with a neatly printed square of paper in the lower right hand corner.

Schedule
January 23 + 28 - discussion, concept, research, thumbnail stage
January 30 - conceptual sketches and story due
February 04 - Composition sketch due, scan in class and begin
February 06 + 11 - Check progress Work in class
February 13 - Project due for presentation

Grading Criteria
- Concept behind art
- Execution of imagery
- Quality of points and paths
- Ability to follow instructions
- Definition and detail of imagery
- Effective use of class time
- Organization of art layers
- Naming and use of layers,
- Use of proper color mode
- Use of drawing tools, pen and basic shapes tools
- Integrity of shapes
- Quality of presentation
- Final digital file