

FOOD IMAGE SERIES

ASSIGNMENT **3**

Fall 2017

DESCRIPTION

Working in series and creating graphic interpretations and expressive graphic illustrations of organic forms.

ASSIGNMENT

Create a series of 3 graphic interpretations or expressive graphic illustrations, one each of three different organic food forms (fruit/veg., etc.).

These images are a series, so they should have some technique or stylistic continuity such as similar color scheme, viewpoint, scale, background visual, line treatment, etc.

Use appropriate combinations of Illustrator’s brush tool and the Wacom drawing tablet with pressure sensitive pen, pen tool, live paint, geometric forms, filters, transparency, and object appearances, styles, and effects to create your images.

SPECIFICATIONS

DOCUMENT FORMAT

4"x4" ish image area (each artboard) with one image per artboard. Three artboards setup as a single file. Make sure total size does not exceed 10"x16"

DESIGN & TECH:

- **No** "found photographs" Work from “real” food or **take your own pictures** as reference, and templates.
- RGB for document color mode and for image. Base the number of colors on how the image is presented graphically and stylistic consistency of images.
 - put colors that you use in swatches palette for easy access.
- Use layers to help manage the elements in your design.
 - artwork layers — minimum of one per artboard (each artboard as a layer)
 - properly defined template layer (if used).
 - name your layers
- Use Groups to help manage complex components in your design.
- Templates (if used) are embedded — not linked. Templates can be youe line drawings, or photos that **you have taken**.
- Create your illustrations using the appropriate combination of brush, pen, geometric tools, and overlapping shapes or live paint
- Use filters, effects, appearances, transparency, and styles for “special effects” (optional).
- Expressive paint brush lines to define linear aspects of image (optional).
- Use related text (optional).
- Use background shapes and colors (optional).
- Pay attention to location and kind of and anchor points, and make sure any shapes are properly closed and filled.

ASSIGNMENT
 SCHEDULE

Introduction	TH	10/19
Lecture-Image Series Design		
Illustrator demo	T	10/24
Work	TH	10/26
Work	T	10/31
Work	TH	11/2
DUE -start of class	T	11/7

PRESENTATION

- Paper** Place the following in the YELLOW FOLDER provided:
- Process** **All** sketches, lasers of preliminary and revised designs, and references
Organized on **left** side of folder.
- Final** Laser or inkjet prints (2 sets) at 100% scale of the final design all 3 artboards on one sheet of paper
Centered **without** crop marks, on 11"x 17" paper
One organized on **right** side of folder
One **trimmed** and **mounted** on appropriately sized board

Digital

Create a PROJECT folder and include the following items:

- single Adobe Illustrator document file (final version) containing all three artboards, one artboard for each design.
 - PDF file of the final version of your designs — all 3 artboards in single PDF.
- Title the PROJECT folder: ASN3-your last name
 - Title the ILLUSTRATOR file: ASN3-your initials.ai
 - Title the PDF file: ASN3-your initials.pdf

Place your project folder in the **ASSIGNMENT 3** folder, in the **KLEMA-DigitalIllus** class folder on the **GraphicsServer**.

EVALUATION

- 10 **Process** - ongoing progress (milestones), quantity/quality of comprehensives, revisions and refinement to finished design.
- 50 **Concept/design/composition** - visual impact and interest (creative visual solution); effectiveness of composition and information hierarchy; follows visual guidelines and contains correct information.
- 20 **Technical** - document construction and quality of execution using tools, procedures, and techniques (Adobe Illustrator); follows specifications.
- 20 **Presentation** - paper and electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

TOPICS

- Creating graphic interpretations and illustrations of organic forms.
 - traditional “techniques” combined with computer generated images
 - “painting” with postscript (object oriented) software applications
- Working in an image series
 - continuity of style, color, background forms, type treatments
- Illustrator features
 - brush tool and pressure sensitive brush controls
 - width tool
 - setting multiple artboards in a single document
 - color modes (CYMK vs. RGB for effects, filters, rasterizing)
 - color options
 - color slider
 - saturate/desaturate
 - acquire/apply with eyedropper
 - effects and filters (vector vs. raster)
 - symbols and instances
 - appearances and styles
 - transparency
 - object outlines
 - text on paths
 - text outlines
 - reshape, smooth
 - envelope distort
 - offset paths
- Using the Wacom drawing tablet and pressure sensitive pen.
- Setting and printing crop marks
- Trimming artwork with crop marks

NOTES

PROCEDURES

SETUP AND PREP

- Define your subject and acquire real food as reference, take photos if you wish

CREATE ARTWORK — a few options

- Create numerous expressive sketches or interpretations using traditional ink or other sketch techniques.
- Choose best one of each image to refine or scan as template.
- Access your template and place on a TEMPLATE LAYER (optional), and trace.

OR

- Create numerous expressive sketches or interpretations using pressure sensitive tablet for each image - free hand or using your photo as template.
- Choose best one of each image, save it.

OR

- Create graphic interpretations using pen and shape techniques, either overlapping or Live Paint.

THEN...

- Create 3 artboards in a single document
- Setup layers.
- Apply Illustrator color settings as per handout and reviewed in class.
- Choose colors for body fills/background devices, and place appropriate swatches on Swatch Palette for ease of use
- Tweak image — add/delete/adjust anchor points as needed.
- Apply “special effects” etc.
- Add text if desired.
- Proof in color at 100% on tabloid paper. Revise/refine and reprint as needed.

SAVE

- Save your artwork in the Illustrator CC format.
- Make appropriate backup copies of your file on file server and your flash drive.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Print 2 copies with all three artboards on a single sheet of tabloid paper. Print with color and print settings as per the Illustrator output handout.
- Trim and mount as required.
- Assemble process and final as required.
- Assemble files as required.

NOTES