

icon set + poster

[OBJECTIVES](#)

[RUBRIC](#)

[ILLUSTRATOR REQUIREMENTS](#)

STEPS

- [3A: RESEARCH](#)
- [3B: IDEATION](#)
- [DIRECTIONS](#)
 - [3C: W.I.P. #1](#)
 - [3D: W.I.P. #2](#)
- [3E: FINAL FILES](#)
- [PRINTS](#)

 [PROJECT 3 BEHANCE](#)

[GOOGLE CALENDAR](#)

objectives

Design a system of 5 primary icons (and five secondary for extra credit) based on one imaginary scenario... "if I were... an astronaut / a movie director / a writer / an athlete / an artist / a musician / a girl who codes / an actor / a chef / a pilot / a peacemaker / a president / a scientist / a first responder... whatever!"

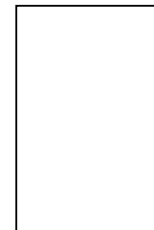
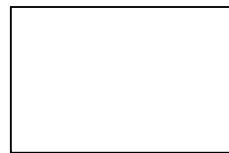
Then you will use your **icons to create a simple poster**. See examples on following pages.

ICONS:

- Your **5 primary icons must be people**.
- **One of the 5 primary icons will depict you as your chosen subject matter**, and the other four will be inspiring figures related to your subject matter.
 - » For extra credit, also create **five secondary icons will be objects and actions related to your idea**.
- Your icon system **must be cohesive**. This means all icons must look like the same person illustrated them and belong together. Pay special attention to size, line weight, color palette, solid or outlined shapes, and textures. Do not frame or box in your icons.

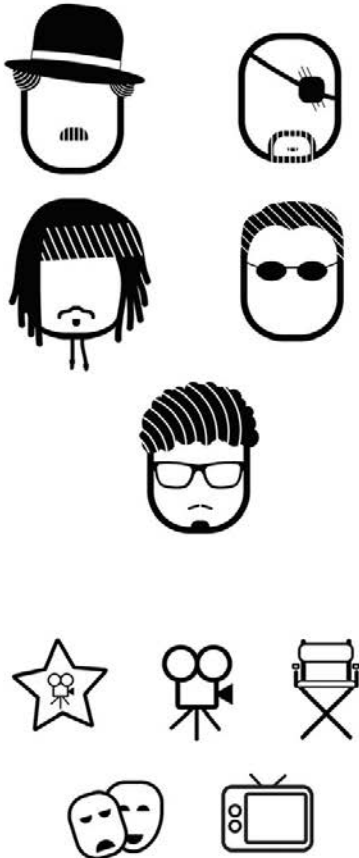
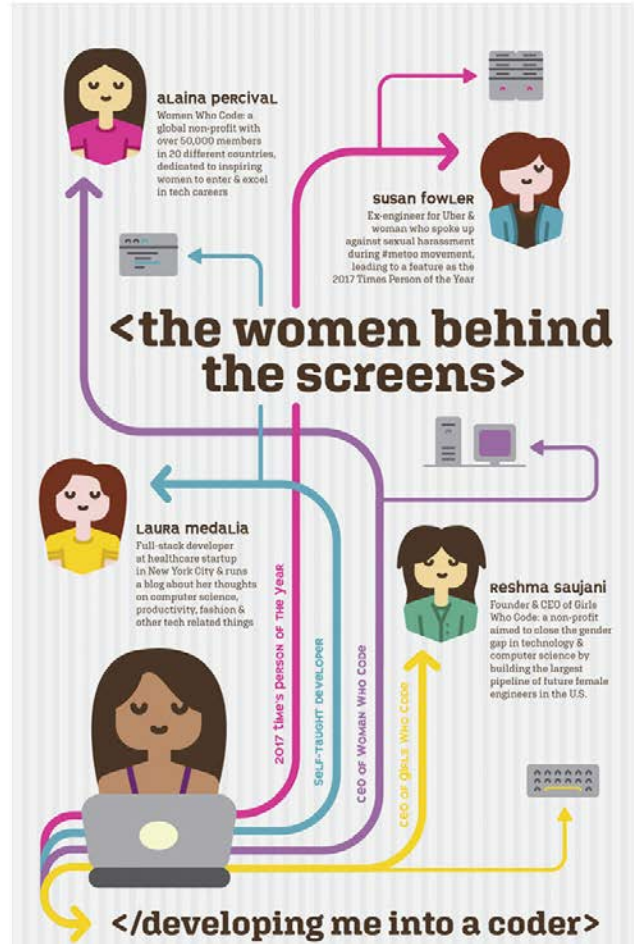
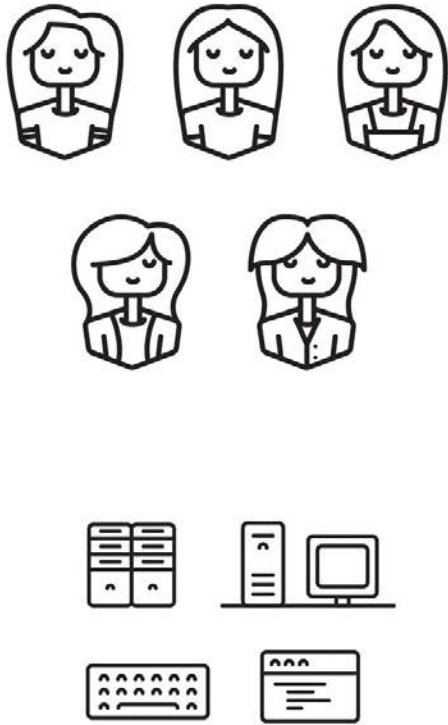
PRINTED FILES DUE:

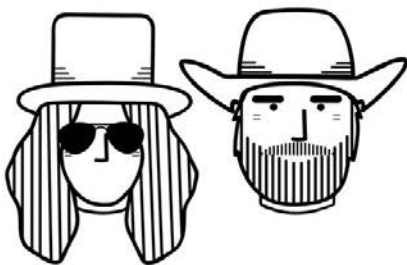
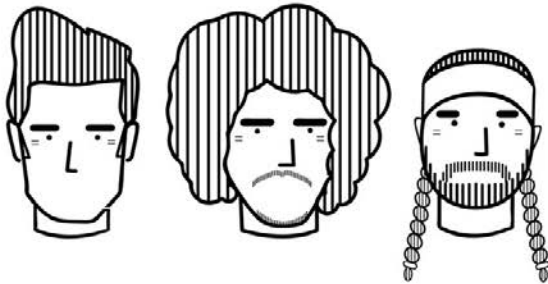
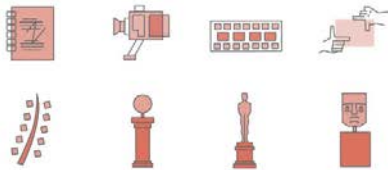
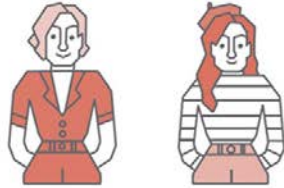
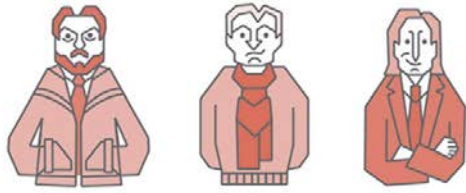
- One printed 17 x 11 inches page containing your **icon system** on plain white background.
- Your printed 11 x 17 inches finished **poster**. White margins trimmed.



OTHER RULES/EXPECTATIONS:

- **Adobe Illustrator must be used to complete this project.** Procreate and/or Fresco is not allowed.
- Icons must be created using the **Pen Tool**. In other words, **a stylus is not allowed**.
- All work must be **vector**. No raster images are allowed unless professor first approves.
- **Text:** No text is allowed on icons. Text is required on poster.
- A.I. is not allowed to create any artwork unless professor first approves.
- The composition and concept must be original to you alone.
- **Remember to keep all work from all steps to document process in Behance post.**





I WILL BE

THOUGHTFUL
STANLEY
KUBRICK

SERIOUS
CHRISTOPHER
NOLAN

UNIQUE
WES
ANDERSON

STRONG
GRETA
GERWIG

I WILL EXECUTE

INNOVATIVE
SCRIPT

INNER
PICTURE

EXCELLENT
EDITION

SKILLFUL
DIRECTIONS

**MY JOURNEY
TO THE FILM
INDUSTRY**

I WILL ACHIEVE

CANNES FILM
FESTIVAL

GOLDEN
GLOBE

ACADEMY
AWARD

BAFTA
AWARD

**READY TO
ROCK**

Young Jimi
Jimi Hendrix was a pioneer in electric guitar playing, known for his wild, energetic style and innovative use of feedback.

Jacob Hernandez
Jacob Hernandez is a multi-talented musician, producer, and songwriter, known for his work with the band The Roots and his solo projects.

Elvis Presley
Elvis Presley was a legendary singer, actor, and performer, known for his unique sound and charismatic stage presence.

Slush
Slush is a multi-talented musician, producer, and songwriter, known for his work with the band The Roots and his solo projects.

Shotgun Willie
Shotgun Willie was a blues and rockabilly singer, known for his energetic performances and unique sound.

Willa Nelson
Willa Nelson was a blues and rockabilly singer, known for her powerful voice and energetic performances.

Some of the best musicians in history range from different genres and time periods. Whether it's someone who strums the guitar like rock, blows the sax like jazz, wails like Jimi, or rocks it like Elvis, music is a life force, and has many faces. It brings many people and makes many emotions.

"Music is the movement of sound to reach the soul for the education of the heart" - Bob Marley

As explained in the syllabus, grade sheets will be returned with rubrics and brief comments. By each rubric point, CR, 1/2 CR, or No CR will be listed. The numerical equivalent would be:

CR = 100% | 1/2 CR = 50% | No CR = 0%

- Directions were followed accurately.
- Participation in all class discussions and critiques.
- Significant progress and effort made in and out of class.
- Professional communication with professor, including thoughtful questions and active listening with note-taking.
- All work is presented with maturity and professionalism at every step required.
- All work turned in on time or before due date(s)
 - 3A: Research
 - 3B: Ideation
 - 3C: W.I.P. #1
 - 3D: W.I.P. #1
 - 3E: Final Files
 - Prints
 - Project 3 Behance
- Correct usage of Adobe Illustrator.
- Tools listed in [Illustrator Requirements](#) explored.
- 5 new swatches added.
- File built to specifications using the tools required.
- Icons show a consistent system.
- Icons built to specifications
- Icons communicate well.
 - Extra Credit: 5 secondary icons also created.*
- Poster built to specifications.
- Poster's text explains icons well.
- [Correct spelling and grammar.](#)
- File saved correctly. Icons Poster
- File printed and prepared correctly. Icons Poster
- Behance post completed as directed, including thoughtful writing that has [no spelling or grammar mistakes](#) and answers and all posted images according to requirements in each of the following:
 - Summary
 - Goals
 - Process
 - Final Work
 - Knowledge Gained

illustrator requirements

The following is a list of Illustrator skills/tools learned so far in this course that you should be able to do on your own with a few reminders. **If in bold, it is required to use on this project.** Like any other skill, software use takes repeated use for it to be easy. Remember to reference Demo Slides from class available online. Many things may also be learned from a quick Google Search or using the Help menu in Illustrator.

Illustrator interface.

Working with multiple artboards

Window : Layers

Saving your work

Moving work around 

Select 

Direct Select 

Fill and Stroke 

Rotate 

Reflect 

Scale 

Object : Transform choices

Scissors

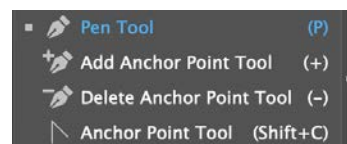
Knife

Eraser

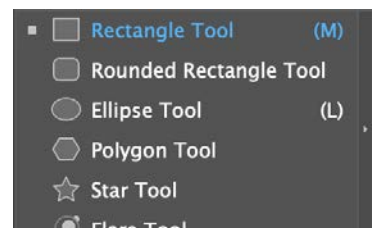
Eyedropper 

Free Transform
> +Shift to Scale 

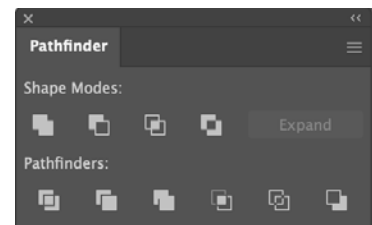
Pen Tool +



Shapes:



Pathfinder



Blend 

Shape Builder 


Paintbrush 

Blob Brush 

Brush Libraries

Swatches

Gradients

Live Paint Bucket 

3A research

On the day this project is introduced, students will be required to research icon sets to explore how a series of concise images can communicate ideas.

>> Reminder: Document as much as you can to later show on your [Behance](#) page.

All work from this day is also **DUE** in the final Behance post, which documents the entire process.

DUE > WHAT • WHEN • WHERE

Follow directions and upload to Canvas Discussion



PROJ 3A: Research

PROJ 3A: Research

Each student post 3 separate times.

Each time, include an image (JPG or PNG) of a set of icons that you think is successful. Also explain in 1-3 sentences what you like about it.

BEGIN in class: Thurs, Apr 3

DUE by start of next class: Tues, Apr 8

Reply

3B ideation

IDEATE ON YOUR OWN

Using skills learned in Project 2 as well as other means acquired in other classes, student will complete the requirements below. Be sure to do these in this order.

- **SET 1: Written:**

At least 20 ideas for a series of icons. Remember these need to be people.

- **SET 2: Written and/or Drawn (Rough Sketches):**

Choose your 5 strongest from Step 1.

Consider what their 5 primary icons would be. You can consider multiple ideas beyond these 25 (5 sets x 5 icons = 25).

- **SET 3: Drawn (Tight Sketches):**

Choose your 3 strongest from the 5 sets in Step 2.


Create tight sketches of the 5 primary icons. (If you had drawn them in the previous step, refine the sketch.) This means you will have 15 (3 sets x 5 icons each).

Sketch out the 5 secondary icons too for extra credit.

- » **Color is not required.**
- » **Remember to keep things very simple and in a system.**
- » **The point is to reuse the base construction!**

All work from this day is also **DUE** in the final Behance post, which documents the entire process.

DUE > WHAT • WHEN • WHERE

- Upload all required evidence of Ideation to Canvas Discussion  **PROJ 3B: Ideation**
- Each student post once with all elements. Remember that you can size down images after you upload them.

You can begin this work as early as **Thurs, Apr 3**.

All work **DUE** by **11am** on **Thurs, Apr 10**.

One idea will be picked in class on **Apr 10** for student to proceed. >>>

directions

Begin by reviewing everyone's research. Note consistent line, color, and style use, and how many icons in a set reuse the same elements repeatedly. This creates a cohesive set and makes the workflow much more efficient than starting each icon from scratch.

EXPECTATIONS:

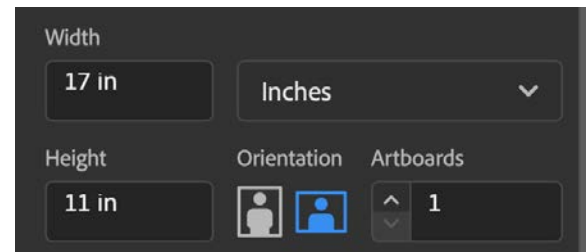
- **Plan on working both inside and outside of class.**
 - » **LIB-340** is open when the library is. Illustrator file should be self-contained because you aren't placing images nor using text. If you move on to the poster, you might need a font file.
 - » You may work in **LIB-336** on Tuesdays and Thursdays from 8:15am-5:20pm while Prof. Nikki is teaching. You might not have "your" computer, but one will be available.

SAVE EARLY, SAVE OFTEN!

1 > ICONS:

Create a new file in Illustrator as shown here.

File : Save as **YOUR LAST NAME_Proj3-icons.ai**.



TIPS:

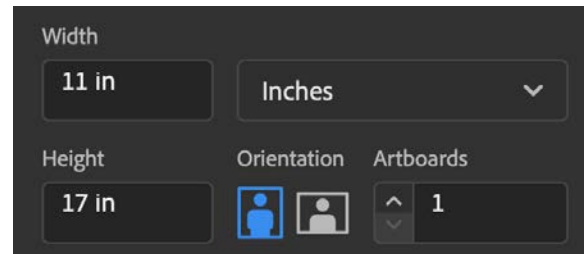
- Suggestion: Create each icon to be about 2 inches x 2 inches. Remember this is vector, so you can build it as small or as large as you want and the resolution won't matter. It's a "scalable" element, so resizing is easy.
- **The POINT is to reuse elements.** Remember this! Plan your work out and complete it in the most efficient way possible.
- Achieve consistency quickly by selecting and using the Eyedropper tool and Swatches
- Color is not required for icons. If color is used, remember to be as simple and consistent as possible.
- A system of 5 "people" icons is required. 5 additional secondary icons are extra credit.
- Figure out how you work best:
 - » You may create all work on 1 artboard in 1 layer. You can do all work on 1 artboard using layers. And/or you can create sets or versions using multiple artboards like pages (Window : Artboards).
- When done, all icons will be placed well on 1 17 x 11 inch poster with no background.

2 > POSTER:

Create a new file in Illustrator as shown here.

File : Save as **YOUR LAST NAME_Proj3-poster.ai**.

- Create text to explain your icons.
- Color is required.
- Use 1 to 2 typefaces and consider visual hierarchy to guide the read.
- Simplicity is key. All elements must stay vector and all information must be legible.
- Check all spelling and grammar before turning in the file!



MORE ILLUSTRATOR TIPS/REMINDERS:

WORKSPACE SET-UP

Next, ensure the workspace is set up for best performance.

- Window : Workspace : **Essentials Classic** (or **Reset Essentials Classic**)

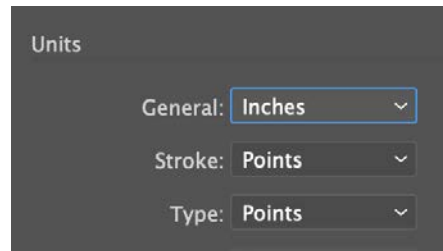
» MAC: Illustrator : Settings : **General** >>

» PC: Edit : Preferences : **General** >>



» MAC: Illustrator : Settings : **Units** >>

» PC: Edit : Preferences : **Units** >>



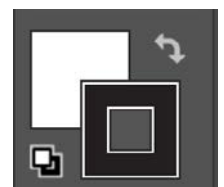
»

OUTLINE & PREVIEW

View : Outline and **View : Preview** (or use the shortcut to go back and forth quickly) to see the vector build. **Use Outline and Preview all the time!**

BE AWARE OF FILL AND STROKE

There are many ways to control how to get a color to fill within a shape, none of which will make much sense if you don't adjust your mind to how vector artwork works.



SWATCHES

Also, have fun with color! **Window : Swatches** to open your own default swatches and add more as you create. **It is required to add at least 5 new swatches while you work.**

Not sure where to start?

- There are multiple color palette sites that exist. Peruse these.
 - <https://colorhunt.co>
 - <https://colors.co>
 - <https://colormagic.app>
- Use Color Picker and Eyedropper tool as you work.
- Review Swatch Libraries Illustrator provides. [**Window : Swatch Libraries**]

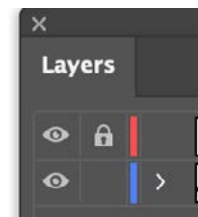
USE LAYERS > IN AND OUT OF THE PALETTE

Open **Window : Layers**. You will need to control “layers” of your own artwork as you create. You will likely use both of the following as you create:

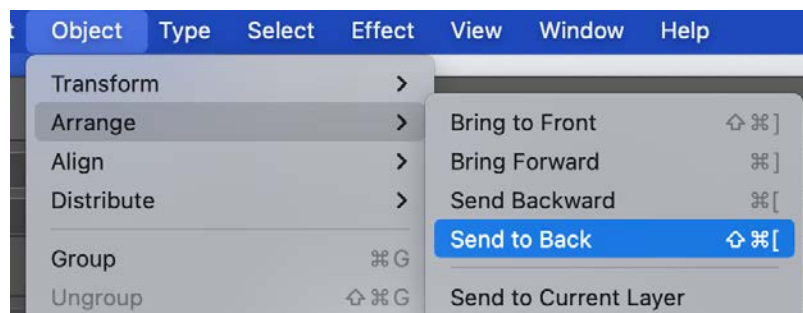
Use layers like you would in Photoshop, understanding that there isn’t nearly as much you can do with layer controls in Illustrator’s vector environment.

In other words, it’s simpler in this program. >>>

- **Add** more when you need more, **remove** those you don’t need.
- **Hide** and un-hide layers via the eye symbol by the layer.
- **Lock** and un-Lock layers by clicking the box by the eye symbol.



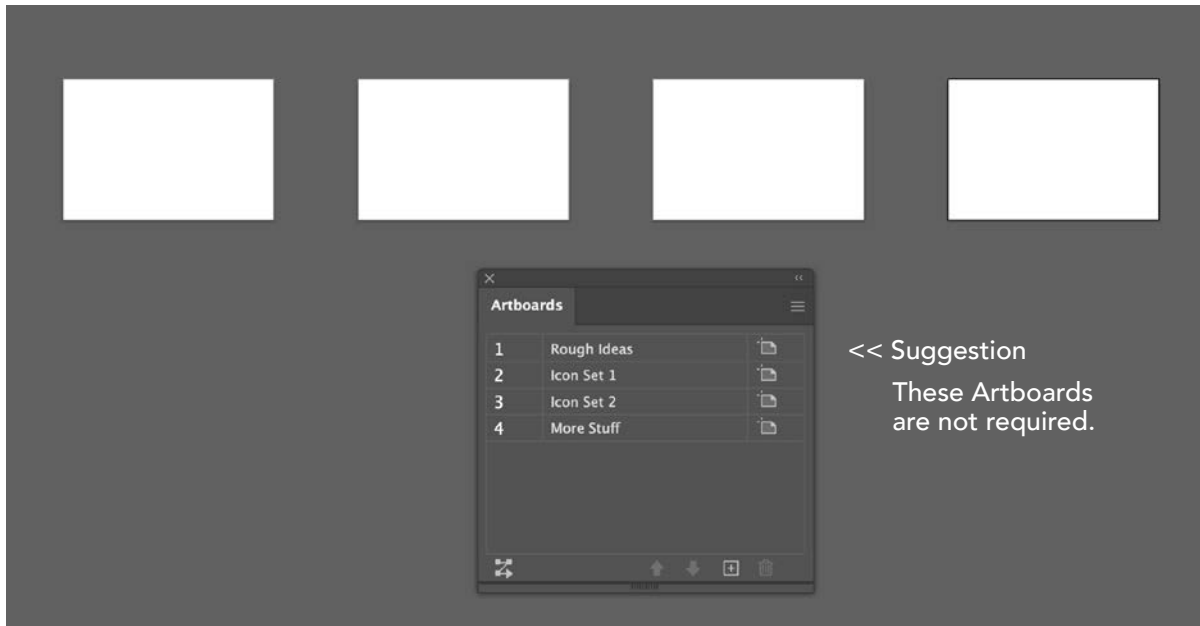
Within each Layer (Window : Layer), **there are layers of artwork**. Use **Object : Arrange :**



- **Bring to Front** brings the selected item to the top of everything in that layer.
- **Bring Forward** brings the selected item up one “layer”, not necessarily the top.
- **Send to Back** sends the selected item to the bottom of everything in that layer.
- **Send Backwards** sends the selected item down one “layer”, not necessarily bottom.

USE ARTBOARDS

Open **Window : Artboards**. These function like InDesign's pages. Use these as alternate workspaces if you would like.



REMINDER:

As you work, make sure to take screenshots of your work at various stages of completion. These work-in-progress screenshots will be required later in the project.

DUE > WHAT • WHEN • WHERE

See the following pages >>

3C w.i.p. #1

Student should show up to class on **Tues, Apr 15** with a **significant amount of work on their icons completed**, as they are due by the end of class on this day. When icons have been approved, student should begin on their main poster.

DUE > WHAT • WHEN • WHERE

Work completed in class. When icons are finished, begin work on poster.

5 primary icons finished **DUE** by **1:30pm** on **Tues Apr 15**.

- **Canvas Assignment:**

Upload correctly-named AI file(s) to



3D w.i.p. #2

Student should show up to class on **Thursday, April 17th** with a **significant amount of work on their posters completed**. There will be limited time for work in class after critiques and an additional required In-Class Assignment.

DUE > WHAT • WHEN • WHERE

Significant progress **DUE** uploaded at the end of class **1:50pm** on **Thurs Apr 17**.

- **Canvas Assignment:**

Upload correctly-named AI files to



3E final files

Make any final changes you would like to ensure your work is perfect.
Then turn in the final files and be ready to print.

SAVE + BACK UP

1. When finished with each, save the **2 .AI** files again.
2. Then **File : Export : Export As...**
Choose a **JPG**.
Keep the file names, but with the new **.JPG** file extension.
3. Finally, back up your files to a free online location like A-State OneDrive or Google Drive.

All work from this day is also **DUE** in the final Behance post, which documents the entire process.

DUE > WHAT • WHEN • WHERE

All work **DUE** by **11:15am** on **Tues Apr 22**.

- **Canvas Assignment:**

Upload both of the correctly-named AI files.



PROJ 3E: Final Files

Apr 22 0 pts

Upload both correctly-named Illustrator files here.

- YOUR LAST NAME_Proj3-icons.ai
- YOUR LAST NAME_Proj3-poster.ai

You should have no linked images, but check Links palette and embed any if so.

- **Canvas Discussion:**

Post once with both JPGs.



SHARE >> PROJ 3E Final Files JPG

Export both of your AI files to **JPG**.

Each student post once with both images uploaded to share with fellow students.

prints

When you are satisfied with your icons and poster, print both on 11" x 17" paper on either the Minolta in LIB-340 or another printer off-campus that will print to this size ("Tabloid") paper.

Bring these prints to class on the day of the final presentation. Each student will present their work to the class and hang their prints in the hallway, then get back into the final parts of the Lookbook project.

Take nice photos of these for Behance.

DUE > WHAT • WHEN • WHERE

All work **DUE** by **1:30pm** on **Tues Apr 22**.

All work from this day is also **DUE** in the final Behance post, which documents the entire process.

Save all steps of this project, and be ready to write a brief explanation of your design choices and self-evaluation. Your Behance page will be updated with each project.

» To **EXPLAIN**

FIRST, write all of this out in a document that can check your grammar and spelling (Word, Pages, Google Docs, etc.). **THEN** copy : paste the text and insert images in one sitting on Behance. This way you avoid the internet suddenly crashing midway and losing information that wasn't yet cached.

» How to take screenshots:

See Canvas **1: Introduction > SLIDES + RESOURCES > Screenshots - How To**.

Remember that you are **telling a story to the public**, not just the professor who knows what you did and why you did it.

- » When creating the post, **you must use visual hierarchy** by making sure sections, like **SUMMARY**, are clearly defined via type weight (and/or other techniques) so the information's "chunks" are clearly defined.
- » Below are specific directions for this project's Behance page. Follow them.
Exception: The following explanation lengths are a minimum. You may write more.
- » **Please follow the HEADINGS and >SUBHEADINGS as shown.**

SUMMARY

- **EXPLAIN** in a minimum of one paragraph (2-3 sentences):
Summarize the project and its objectives. Do not copy the project sheet. Instead, explain it like you would explain to a friend.

GOALS

- **EXPLAIN** in a minimum of one paragraph (2-3 sentences):
What did you want to learn with this project AFTER you read the preliminary (or full) project sheet. Aside from "my goal was to get an A," what did you hope to LEARN for your future use as an artist/designer/educator?

PRELIMINARY PROCESS

>RESEARCH

- **EXPLAIN** in at least 2-3 sentences how you researched first and what you found to inform your next steps. (Reminder: the first step of a design process should always be research.)
- **OPTIONAL TO SHOW** any details of your research that specifically informed your ideation and/or final project.

>IDEATION

- **EXPLAIN** in at least 2-3 sentences how you used multiple forms of ideation to come up with your chosen idea.
- **SHOW** at least the following, but also add any more that will aid your explanation.
 - » Screenshots of **SET 1: Written**
 - » Screenshots of **SET 2: Written and/or Drawn**
 - » Screenshots of **SET 3: Drawn**

>FINAL IDEA -

- **EXPLAIN** in at least 2-3 sentences how you created this and with what Illustrator tools.
- **SHOW** a screenshots of the final idea, probably circled from SET 3 and any notes.

WORK-IN-PROGRESS

> ICONS

- **EXPLAIN** in at least 2-3 sentences what you did here and with what Illustrator tools.
- **SHOW** screenshots of work as it developed.

> POSTER

- **EXPLAIN** in at least 2-3 sentences what you did here and with what Illustrator tools. Make sure to show/explain how the icons inform this simple poster.
- **SHOW** screenshots of work as it developed.

FINAL WORK

- **EXPLAIN** in at least 2-3 sentences your final work and how you printed it.

> ICONS

- **SHOW** exported JPGs of final work.

> POSTER

- **SHOW** exported JPGs of final work.

> PRINTED WORK

- **SHOW** in at least one sharp, clean photo [using skills you learned in Picture Perfect assignment!] of your printed work turned in. (In other words, the poster has no margin!)

KNOWLEDGE GAINED

- **EXPLAIN** in a minimum of one paragraph (2-3 sentences):
What did you learn from this project that you will apply in your future? Be specific about something like ideation, Illustrator skills, and/or printing.

DUE > WHAT • WHEN • WHERE

Project 3 Behance post **DUE** by **11:00am** on **Thurs Apr 24**.

- » Make sure your post is **published** on Behance.
- » It should be reachable via the link provided in the **INTRODUCTION :**
Behance Page URL Canvas module as soon as you publish the page because that's how the internet works.

Also, go to the actual Project 3 Behance page and copy that URL.

Paste it into the discussion on

