

new faces in strange places

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objective +rules

- Each student will select their subject matter at random from a cup. The subject matter will contain **one character or creature** and **one environment**.
- You will then create an original illustration in Adobe Illustrator with the following parameters:
 - All artwork must be created using only Adobe Illustrator on the desktop. No other apps, like Photoshop, are allowed. No styluses or tablets are allowed.
 - The point of this project is to use the **Paintbrush** and/or **Blob Brush tools, Layers** (and layers within Layers), and **Fill & Stroke**.
 - Artboard must be 8 inches x 10.5 inches (portrait or landscape orientation acceptable)
 - Colors must fill the entire artboard. No white backgrounds. No Tones color backgrounds are allowed. In other words, the background is also an illustration.
 - No words are allowed to appear in illustration.
 - Each student is expected to spend a minimum of nine hours on this project, both in and out of class. Most students will spend much more time than this.
 - **All work created for this course must be original to you.** For this project, that means you cannot depict any object or character that is branded, trademarked, or illustrated by someone else. A character may be of a genre and/or style, but it cannot already exist.

See examples and artist name pulled from online sources like Behance on following pages. >>>



Wagamama's Ad
Tom Clohosy Cole

👍 1.2k 👁 11.4k



Admiring
Kimi L

👍 43 👁 202



The Forest
Victoria Kosheleva

👍 374 👁 3k



Fairy and Cola
Takui Kraus

👍 38 👁 142

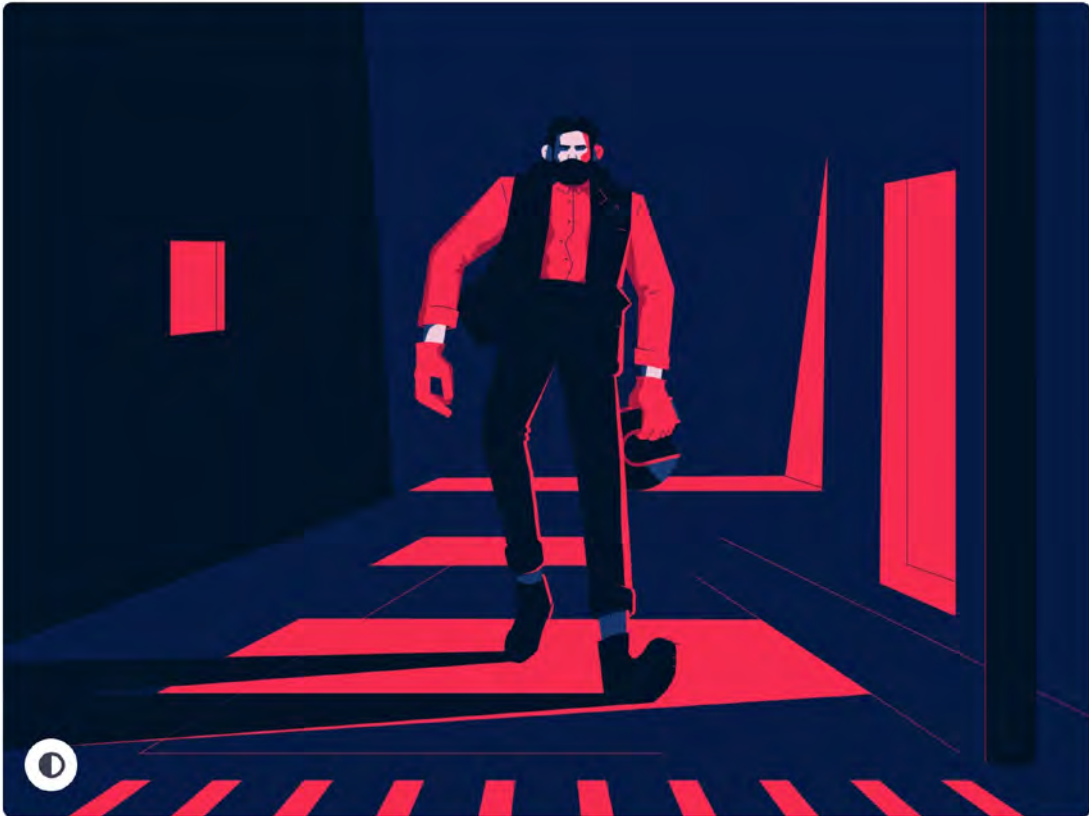




nightcrawler
Arnu • Follow

Save

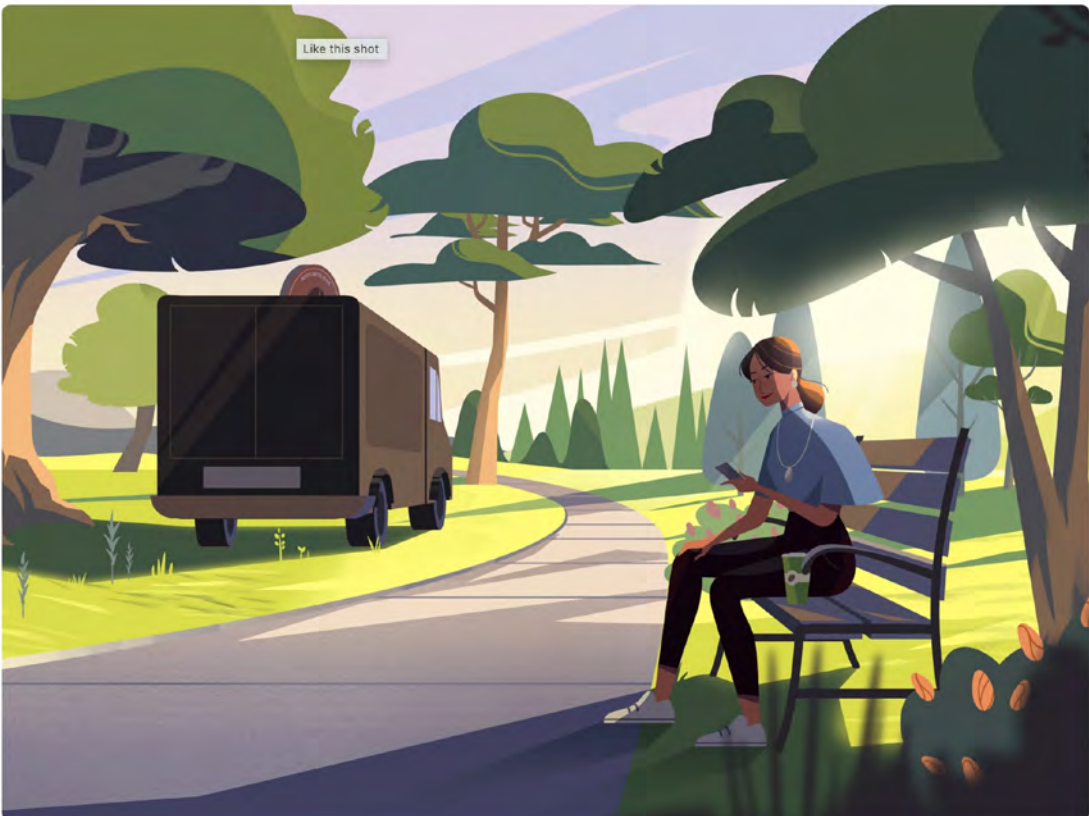
Like



Coffee in the park
Ewa Geruzel • Follow

Save

Like



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%**

OVERALL:

- **Directions were followed accurately on every step.**
- **Meaningful participation** in all class and/or one-on-one discussions.
- **Time management:** All work turned in on time or before due date(s).
- **Ambition:** The overall evolution of work shows commitment and creative problem-solving.

IDEATION + SKETCHES:

- Student present for in-class ideation/brainstorming activities and discussions.
- Narrative displays creativity and originality.
- Preliminary sketches show experimentation and significant ideation.

FINAL SKETCH + GOALS:

- No spelling or grammar mistakes.
- Work displays significant, unrushed efforts of critical thinking, self-reflection, and creativity.
- Ideas presented are original and creative.
- Final sketch takes into account shape and its relation to space (figure and ground).
- Sketch is completed using paper and dark pencil or ink (can trace over light pencil).

ONE-ON-ONES:

- Student able to verbalize a general plan to create artwork via Photoshop tools.
- Significant progress and effort has been made since the last class each day.
- Professional communication with professor, including thoughtful questions and active listening with note-taking.

see next page >>>

FINAL WORK:

ILLUSTRATOR FILE

- Illustrator skills/tools learned in class so far used/explored to create final work.
- Composition and Layout take into account shape vs. space within the artboard.
- Attention to detail.

BEHANCE POST

- [No spelling or grammar mistakes.](#)
- Behance post contains required elements.
- Work displays significant, unrushed efforts of critical thinking and self-reflection.

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

Saving your work

Moving work around 

Select 

Direct Select 

Fill and Stroke 

Rotate  Reflect  Scale 



Object : Transform choices
> we covered Rotate, Reflect, Scale

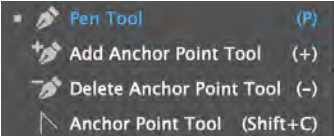
Window : Layers

Locking/Unlocking Layers

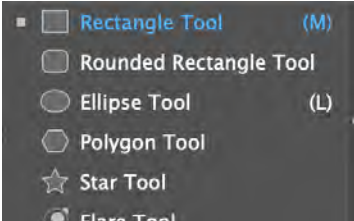
Hiding Layers

Eyedropper 


Free Transform  

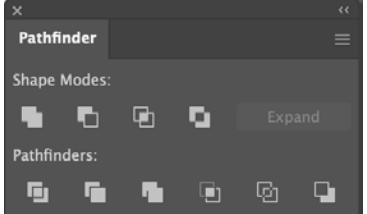
Pen Tool + 

Shapes: All but Flare covered.



Window : Pathfinder

Blend 



Shape Builder 

Paintbrush 


Blob Brush 

Brush Libraries

Swatches

Gradients

Swatch Libraries

Live Paint Bucket 

STEP 1 narrative + prelim sketches

Each student will select their subject matter at random from a cup. The subject matter will contain **one character or creature** and **one environment**.

Evidence of all of the following may be required on the final Behance page, so **do not lose it**.

BRAINSTORMING

Begin thinking about how you might communicate your narrative visually. How might you communicate a story without words? How might you communicate a feeling using color or placement? Start writing and drawing all of your thoughts down on paper in your sketchbook. Also, if there is time in class, students will be led through mindmapping as a form of ideation, often uncovering visual ideas beyond the obvious even though the process uses words.

CRAFT YOUR NARRATIVE

Create a narrative for your character. Why are they in this environment? How did they get there? How do they feel about it? Who else is there? Your goal is to be as creative as possible in order to tell the most original and interesting story possible. Write a **minimum of 1 paragraph**.


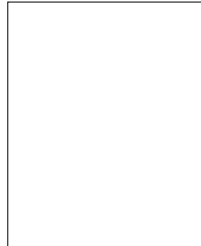
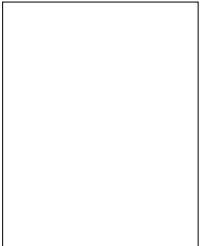

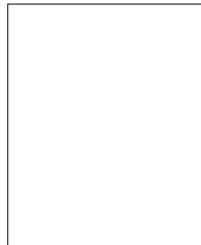
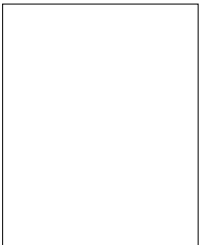
This must be typed, so use something like Word, Pages, or Google Docs. It will eventually part of you Artist Statement, which is part of both the final work for this project and the final class project when it goes up online. Check your grammar and spelling, as this is part of your grade.

THUMBNAIL SKETCHES

Create a **minimum of 8 thumbnail sketches** in order to visually explore and determine the best composition for illustration.

- Paper sheet provided for those who prefer paper and pencil/pen. The PDF will be provided if student would like use a tablet/stylus.
- If a style you are attempting to capture (not copy) exists, may print and include this also.

see next page for further directions >>

name _____	name _____	note: turn page sideways for landscape orientation.
		
		

- Color is not required, but can be used.
- These are not final quality sketches, but they must be legible and show awareness of both shape and space (positive and negative space).


DUE > WHAT • WHEN • WHERE

DUE for discussion in class on **2:00pm** on **Tues Mar26**.

IF THESE ARE LATE, YOUR PROJECT GRADE STARTS AT A C.

Significant evidence of brainstorming >>

- **NARRATIVE PAGE DUE:**

- 1 copy of printed Narrative page on normal letter-sized 8.5 x 11 paper.
- **YOUR LAST NAME_1413_Proj3_Narrative** document also turned in your **GOOGLE DRIVE**  shared folder for this class. Place in sub-folder **PROJECT 3**.

- **SKETCHES:**

- Minimum of 2 sketch pages (8 thumbnail sketches) filled as directed on previous page.

STEP 2 final sketch + goals

GOALS

Create an 8.5 x 11 inches multi-page document created in any word processing program like Pages, Word, or Google Docs. Save the file as **YOUR LAST NAME_1413_Proj3_Goals**. **Start on these while you are waiting to discuss thumbnail sketches with professor.**

This typed document must contain the following:

- **NAME:** Your name
- **GOALS:** At least 1 paragraph or bullet points of complete sentences explaining your goals for this project. Be specific. "I want to learn more about Illustrator" is too broad.

FINAL SKETCH

After discussing with professor about sketches, each student will proceed with a final sketch that is due by the end of the class.

- Paper sheet provided for those who prefer paper and pencil/pen. The PDF will be provided if student would like to use a tablet/stylus; however, do not allow this to cause frustration when the final project's artwork must be completed using a mouse or track pad only.
- If a style you are attempting to capture (not copy) exists, you may print and include this also.
- Color is not required, but encouraged.
- Work must show awareness of both shape and space (positive and negative space).
- **This final sketch will be required on the final Adobe Express page, so do not lose it.**


name _____ note: turn page sideways for landscape orientation.

notes:

Once professor approves, student should begin to render on Illustrator using a laptop or desktop computer. **Tablets and styluses are not allowed for any of the following steps.** To do so will cause you to get an F on this project.

DUE > WHAT • WHEN • WHERE

DUE for discussion in class on **4:50pm** on **Thurs Mar 28**. >>

- **GOALS PAGE DUE:**
 - 1 copy of printed Goals page on normal letter-sized 8.5 x 11 paper.
 - **YOUR LAST NAME_1413_Proj3_Goals** document also turned in your **GOOGLE DRIVE**  shared folder for this class. Place in sub-folder **PROJECT 3**.
- **FINAL SKETCH:**
 - 1 final sketch pages filled as directed on previous page.

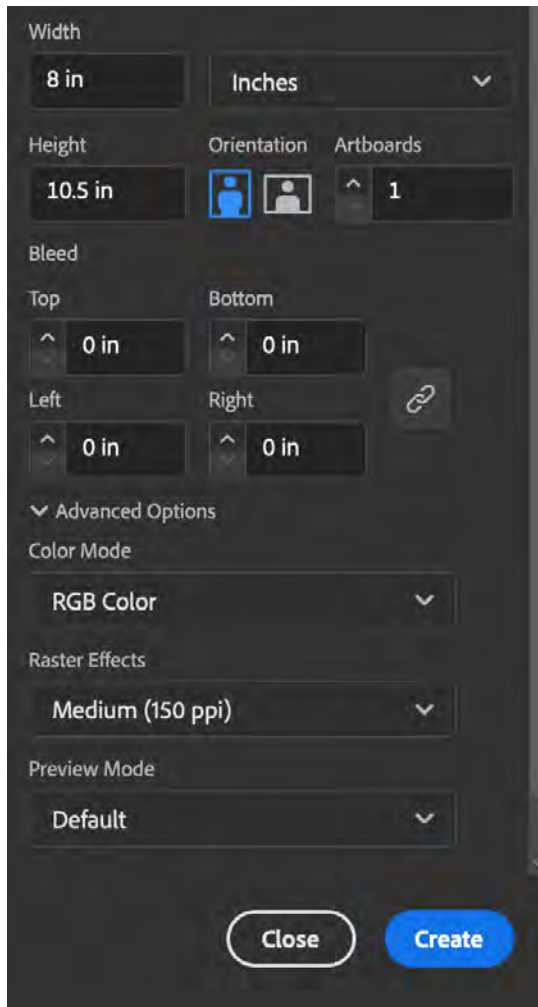
As soon as final sketch is approved (or even before), student should begin working in Illustrator. Significant effort of Illustrator work will be due by the next class!

Plus this project is just too demanding to only complete work during classtime.

CREATE NEW FILE

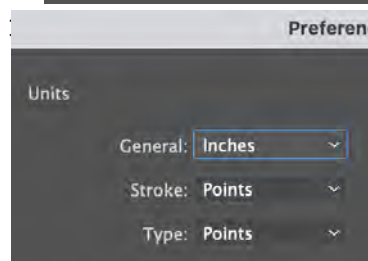
File : New. saving your file as **YOUR LAST NAME_1413_Proj3.ai**. (this is the Illustrator native file type and will be assigned by the program; therefore, do not type in "ai".)

Do as shown below, choosing the correct one per the orientation of your design.



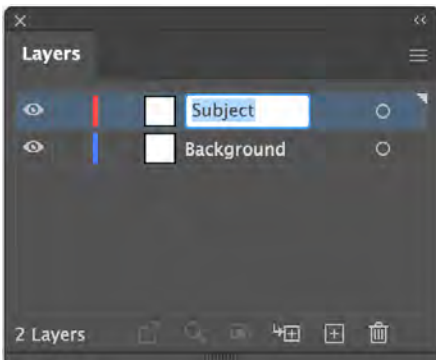
Next, ensure the workspace is set up for best performance.

- Window : Workspace : **Essentials Classic** (or **Reset Essentials Classic**)
- Illustrator : Settings : Preferences : General >>
- Illustrator : Settings : Preferences : Units :



USE LAYERS

Open **Window : Layers**.



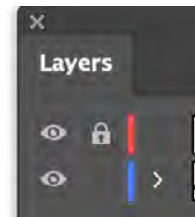
- Change Layer 1 to **Background**.
- Add a new layer. Label this layer **Subject**.
- File : **Save** (or Command + S).

You will need to control “layers” of your own artwork as you create.

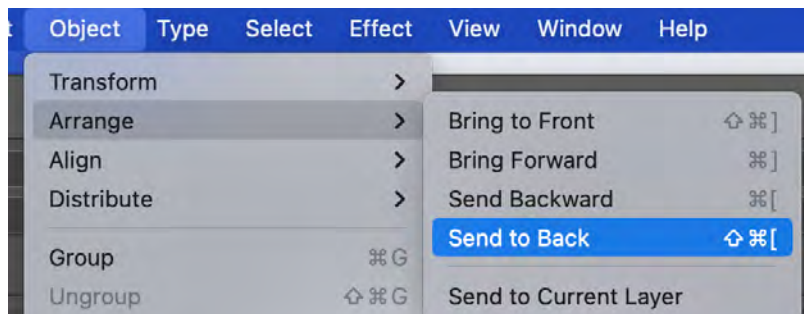
You will likely use both of the following as you create:

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 the bottom.

USE OUTLINE AND PREVIEW ALL THE TIME!!!

View : Outline and **View : Preview** (or use **Command + Y** to go back and forth quickly) to see the vector build. **This comes in very handy, so use it often!**

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. Refer back to demos about the Paintbrush and Blob Brush tool in reference to fill and stroke.

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://color.adobe.com/create/color-wheel>
 - <https://colorhunt.co>
 - <https://coolors.co>
- Use Color Picker and Eyedropper tool as you work.
- Review Swatch Libraries Illustrator provides. [Window : Swatch Libraries]

SAVE EARLY! SAVE OFTEN!

Command + S (or File : Save) often. Make this a habit!

START WORKING!

Review [Objectives and Rules](#). **By using mainly the Paintbrush and/or Blob Brush tool(s)**, you are doing the closest to freeform drawing that Illustrator does without a stylus.

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.

ONE-ON-ONE + WORK DAYS

Each student will have a brief one-on-one accountability check-in with the professor each day. This is an opportunity for individualized instruction as well. **Each time, student must show up with work that has been completed beyond the previous class day.**

Student must spend a significant amount of time outside of class to complete this difficult project at an A level by the due date.

DUE > WHAT • WHEN • WHERE

ONE-ON-ONE + WORK DAY #1

DUE for one-on-one discussion in class at **2:00pm** on **Tues Apr 2**.

- **YOUR LAST NAME_1413_Proj3.ai** file up on student's computer to discuss.
- Screenshot of work at beginning of class and at end of class DUE on **Slack #1413_proj-3** in thread requesting it. *This proof of progress can also be used in Behance later!*

ONE-ON-ONE + WORK DAY #1

DUE for one-on-one discussion in class at **2:00pm** on **Thurs Apr 4**.

- **YOUR LAST NAME_1413_Proj3.ai** file up on student's computer to discuss.
- Screenshot of work at beginning of class and at end of class DUE on **Slack #1413_proj-3** in thread requesting it. *This proof of progress can also be used in Behance later!*

PRELIMINARY CRITIQUE

Final work **DUE** for Preliminary Critique in class at **2:00pm** on **Tues Apr 9**.

Work should be in its final stage - as if you were turning it in for a final grade.

- **YOUR LAST NAME_1413_Proj3.ai** file up on student's computer to discuss.
- **YOUR LAST NAME_1413_Proj3.ai** file DUE on **Slack #1413_proj-3** in thread requesting it .
Students and professor will critique all students' work.
>>>> *Only final touches should be needed before the next class!*

FINAL WORK DUE

See explanation of Illustrator and Behance final work due [on the next page](#).

final work



DUE > WHAT • WHEN • WHERE

FINAL WORK DUE at **2:00pm** on **Thurs Apr 11**.

GOOGLE DRIVE

- **YOUR LAST NAME_1413_Proj3.ai** file turned in your shared folder for this class.
Place in sub-folder **PROJECT 3**.
- There shouldn't be any placed images; however, embed any if they are present.

SLACK

- **File : Export : Export As... [PNG]**. Save this PNG to your Desktop to easily access.
- **YOUR LAST NAME_1413_Proj2.png** file posted in **#1413_proj-3 channel** in thread requesting it.

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.

- » **It is highly suggested you write all of this out in a document that can check your grammar and spelling first** (Word, Pages, Google Docs, etc.). Then copy : paste your text and insert images in one sitting on Behance. This way you also avoid the internet suddenly crashing midway and losing information that wasn't yet cached.
- » When creating the post, remember this should also display comprehension of design. **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.

See next page for specific directions for this project's Behance artist statement page:

- **SUMMARY:** Minimum of one paragraph summarizing the project and its objectives. Do not copy the project sheet. Instead, explain it like you would explain to a friend.
- **IDEATION + NARRATIVE + SKETCHES:** Minimum of one paragraph per each bullet point below, briefly explaining these first steps of your design process. **Remember that you are telling a story to the public, not just the professor who knows what you did and why you did it.**
 - Explain your **Narrative** and how it informed your sketches. Start with what you created in the first step. If your narrative changed, explain briefly your initial narrative and then its shift to the narrative you ended up illustrating. If nothing changed from your initial narrative, you may use your original.
 - » **SHOW** image(s)/screenshot(s) of your preliminary sketches. Briefly **EXPLAIN**.
 - » **SHOW** image(s)/screenshot(s) of your final sketch. Briefly **EXPLAIN**.
- **GOALS:** Start with what you created when you handed in your final sketch. Update anything that needs to be now that you are at the completion of the project.

- **WORK IN PROGRESS: Explain your progress.** Use screenshots. Tell a story. :)
 - » **SHOW** screenshot(s) of Photoshop as work completed. Briefly **EXPLAIN your process.**
- **FINAL WORK:** Minimum of one paragraph explaining your artwork and how it illustrates your narrative, which was the word you were assigned. Convince the reader that your solution(s) is/are thoughtful and worth seeing.
 - » **SHOW** screenshot(s) of final work.
- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Share the technical skills (Illustrator) but also discuss any changes to your mindset or expectations of art, design, college, etc.

Make sure you check your grammar and spelling using Grammarly, or similar. **Improper grammar and misspellings greatly reduce your project grade!**

DUE > WHAT • WHEN • WHERE

Project 3 Behance post **DUE by 2:00pm** on **Thurs Apr 11.**

Make sure your post is **published** on Behance.

Then check the URL for your page on Slack channel. Your new project should be up! :)