

Image Use in Graphic Design I Project Two

High Contrast Illustrations

Universal Product Codes (UPC) are ubiquitous graphic elements that are found on packages, publications, and pretty much every manufactured object. While there are specific requirements for these codes to function properly, there are also opportunities to develop these codes into interesting graphics that can add appeal to consumer packaging.

For this project, you will illustrate a series of black and white, vector-based illustrations that are developed around the form of the UPC Symbol.

Process

1. Create three illustrations that seamlessly incorporate a UPC symbol
 - Use the templates provided on the class homepage
 - Observe the barcode restrictions that are included in this handout
 - Barcodes must be created in black on a white background. No shades of grey or screening can be incorporated into the design
2. Plan your graphics for specific products
 - Consider what imagery/concepts might be suitable for particular packaging
 - You may consult found photographic imagery for elements of your design
 - Do not use clip art/illustrations of any kind for source material
 - Thoroughly document your process with contact sheets, sketches and drawings
 - Overall illustration/concept must be original
3. Explore Illustrator Path and Object Tools
 - Use tracing paper and pencil to develop line/shape/graphic form. Don't work too small, draw at a large size
 - Enlarge, reduce, crop, combine images. Use repetition/practice to build fluidity in the image.
 - Transfer pencil image to computer and build vector based graphic in Illustrator.
 - Use digital tools such as the pen tool and pathfinder palette to complete your designs
 - Do not use live trace
4. Research/Project Development
 - Research. Analyze the design problem, research subject and audience, outline methodology
 - Brainstorm. Make lists of contrasting concepts, explore visual analogies, create spider diagrams
 - Sketching. Create thumbnail sketches of potential solutions to the problem
 - Gather visual information to complete project. Take care that image research doesn't lead to plagiarism
 - Create comprehensives, proofing, editing, variations towards final

Final Presentation

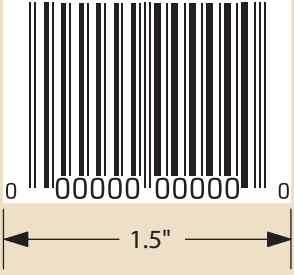


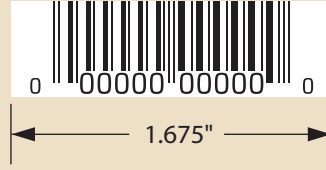
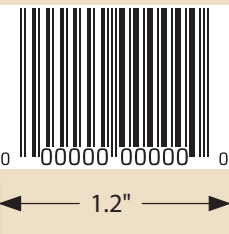


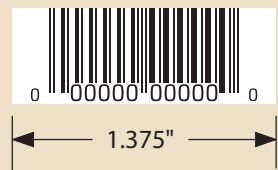
Use Illustrator to complete assignment.

- Final presentation will be of three UPC barcodes. Pay close attention to restrictions outlined above.
- Present each barcode design at 100% (according to the international guidelines) and also at 300%
- Print out all designs on one 11x17" sheet of paper and flush-mount on black foamcore
- Cover with stiff paper cover flap. Label back of your work

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Art 336
Assignment Two

Schedule

Feb 19	Project Introduction. Homework: Brainstorm. Draw 50 Thumbnail Sketches.
Feb 21	Due Today: Sketches, notes Individual Critiques. Work Day.
Feb 26	Due Today: Group Critique of Pencil Comps. Work Day.
Feb 28	Work Day. Homework: Complete full-scale, digital comps of barcodes. Barcodes must be printed in black and white at 100 and 500 percent scale before class
Mar 5	Due Today: Three Comprehensives. Group Critique. Work Day.
Mar 7	Work Day. Homework: Prepare final compositions for submission
Mar 12	Due Today: Three barcodes due. Submit Workbooks, with clear evidence of source material, process, for grading.

MINIMUM CLEAR AREA		RECOMMENDED CLEAR AREA	
<p>100% UPC A MINIMUM CLEAR ZONE (1.5"w x 1.06"h)</p>  <p>1.5"</p>		<p>100% UPC A RECOMMENDED CLEAR ZONE (1.675"w x 1.06"h)</p>  <p>1.675"</p>	
<p>100% UPC A MINIMUM CLEAR ZONE & MAXIMUM TRUNCATION* (1.5"w x .5"h)</p>  <p>1.5"</p>		<p>100% UPC A RECOMMENDED CLEAR ZONE & MAXIMUM TRUNCATION* (1.5"w x .5"h)</p>  <p>1.675"</p>	
<p>80% UPC A MINIMUM CLEAR ZONE (1.2"w x .85"h)</p>  <p>1.2"</p>		<p>80% UPC A RECOMMENDED CLEAR ZONE (1.375"w x .85"h)</p>  <p>1.375"</p>	
<p>80% UPC A MINIMUM CLEAR ZONE & MAXIMUM TRUNCATION* (1.2"w x .5"h)</p>  <p>1.2"</p>		<p>80% UPC A RECOMMENDED CLEAR ZONE & MAXIMUM TRUNCATION* (1.2"w x .5"h)</p>  <p>1.375"</p>	

*Barcodes may be truncated to a reduced height. We do not recommend less than .5" high.

The width should remain as shown above in "**suggested clear zone**" and never less than the "**minimum clear zone**".