

Advanced Illustration Project One

Pictograms

If you have watched the Olympics, you may have noticed the graphic images that served to represent each sport. Not only do these icons represent the sport, but they also present a uniform visual style. If you look back at previous Olympics, you will see that each games has its own visual style presented through its icons.

For this first project, you will create three pictograms. Specific content will be your choice but your icons must represent the following three categories: person, place, thing

Process

1. Use line and graphic form to create a strong, simplified graphic sign.
 - use tracing and repetition to simplify the elements of the graphic form
 - develop a visual style that is communicated through three distinct images
 - express dimension, tone, action, figure/ground through careful adjustment of abstract form
 - consider how color may enhance or clarify your design. But keep in mind that color can also create confusion and reduce contrast
2. Work from original photography.
 - use your camera to find, capture, analyze the subject
 - observe the effect of light, background, context, point of view
 - learn to shoot photographs for the end result. Consider contrast, tone, and linear form
3. Work systematically
 - gather multiple angles, positions, lighting
 - enlarge, reduce, crop, combine images
 - use tracing paper and pencil to develop linear/graphic form. Use repetition to build fluidity in the image.
 - transfer pencil image to computer and build vector based graphic in Illustrator. Explore digital tools that will assist in drawing. Practice using the pen tool. You may not use live trace!
4. Research/Project Development
 - Research. Analyze the design problem, research subject and audience, outline methodology
 - Take pictures. Use the camera as your sketch pad. Take many pictures at multiple angles, change lighting
 - Choice/Refinement. Use tracing paper and pencil to simplify your form and create strong source material
 - Comprehensives. Complete digital comprehensives, experimenting and working towards finals. At this point you are perfecting your final concept.

Final Presentation

Use Adobe Illustrator to complete final compositions.

- Final presentation will be of three pictograms. One icon each will illustrate person, place, thing.
- Final size of each icon must be 7x7".
- Mount each pictogram on separate board.
- Label the back of each board with your name; class; person, place, thing
- There are no color restrictions.
- All source material must be original photography

Schedule

- Jan 30 Syllabus. Introduction of Project One.
Homework: Take photographs to solve the problem.
Shoot a minimum of 100 images: Person, Place, Thing. Create contact sheets.
- Feb 1 **Due Today:** Image contact sheets.
Individual and Group Critiques. Work Day.
Homework: Tracing paper comps.
- Feb 6 **Due Today:** Pencil comprehensives of three pictograms. Group Critique.
Work Day.
- Feb 8 Work Day.
Homework: Complete full-scale, digital color comps of three pictograms printed in color and ready for critique at the start of class..
- Feb 13 **Due Today:** Digital comprehensives of three pictograms. Group Critique.
Work Day.
- Feb `15 Work Day.
Homework: Prepare final digital pictograms for submission.
- Feb 20 **Due Today:** Three pictograms due. Submit Workbooks, with clear evidence of source material and icon evolution, for grading.

Your Name
Advanced Illustration
Assignment One: Thing