

Term 3

Explanations of assignments

(If you are in class, you would get more detailed explanation with powerpoints, demonstrations, examples and other methods of learning.)

Categories:

Assignments are in Blue

Turn in the in-shelf when you finish

Sketchbook entries are in Green

Turn the entire sketchbook to the turn in shelf on 02/08 & 02/09

Projects are in Purple

Turn in the in-shelf when you finish

Charts are in Orange

Glue them near the back of your sketchbook

Extra Credit is in Pink

Tape an extra credit form to the extra credit & turn into the shelf.

Charts

- **Informal assessments:** You can get a form in class. These forms are to help you stay focused during class and assess yourself on your progress of the goal for the day. At the end of class, I will ask you if you met the daily goal and rate yourself according to: 5=definitely, 4=mostly, 3=somewhat, 2=not much, 0=not at all. I will initial stating that I discussed your progress with you, but you rate yourself.
- **Cleaning:** At the end of class, you will ask another peer to observed that you cleaned your desk/mess and that you helped clean the class somehow; they will write their name in your chart for that day.

Extra Credit

- Go back to the website and click on extra credit options
- You can ONLY do the extra credit that is listed on the website.
- You can only earn up to 200 points extra credit
 - If I offer a specific assignment at the very end of the semester, that will not count as the 200 points.
- Approximately 1 minute of effort = 1 points.

Get your disclosure signed and turned in

Pretest #1

- You are a freelance artist, you want an employer to hire you.
- On one side write:
 - Choose a commercial art career that you are interested in.
 - Cartoonist, production artist, illustrator, package designer, logo/letterhead designer, digital imaging, industrial designer, photographer, graphic designer, sign designer, web page designer, fashion designer
 - Write a specific assignment down of what the employer is interested in hiring an artist for.
- On other side draw:
 - Create a storyboard, or sketch of an idea that would inspire an employer to hire you
- You have 35 minutes

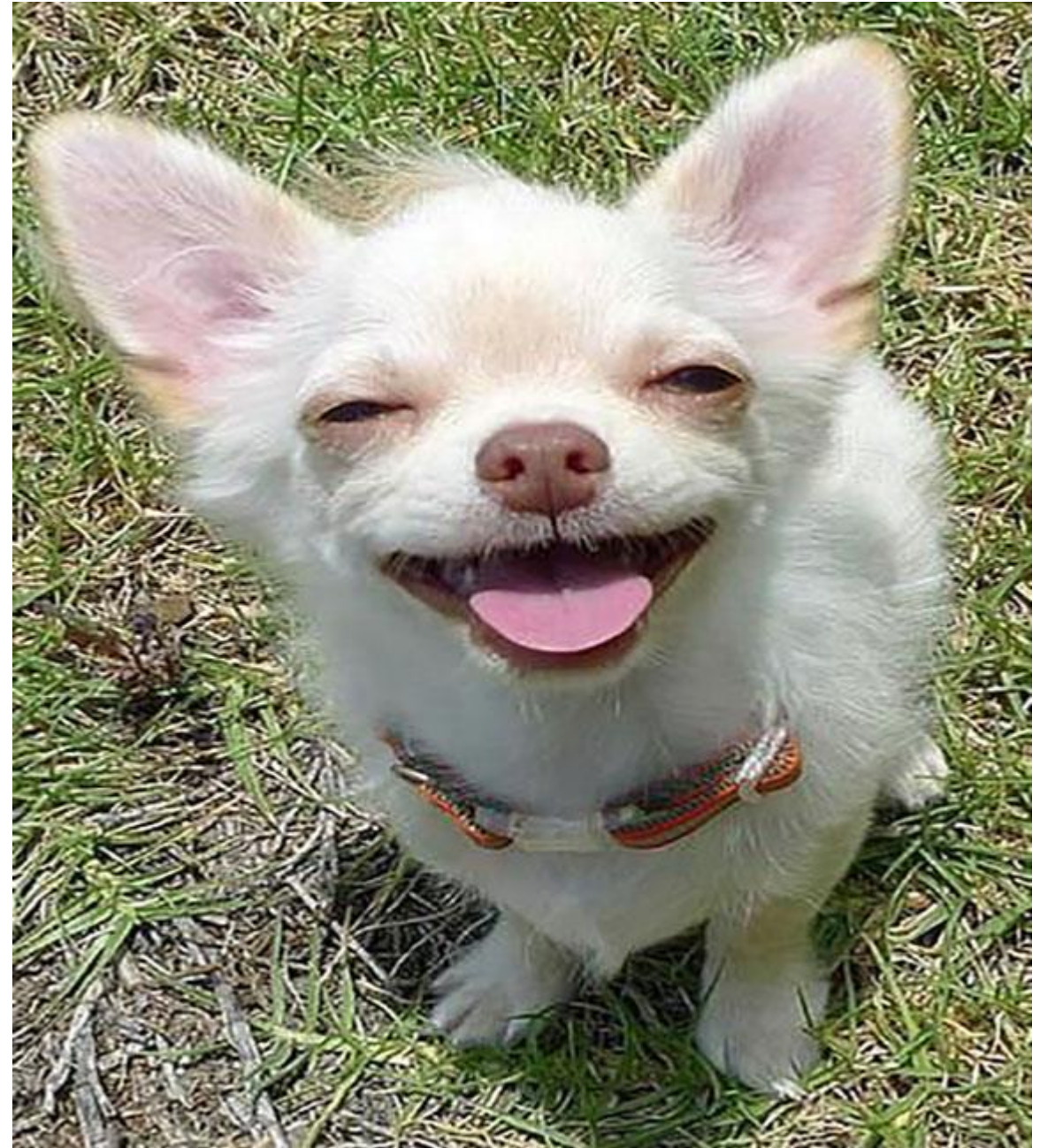
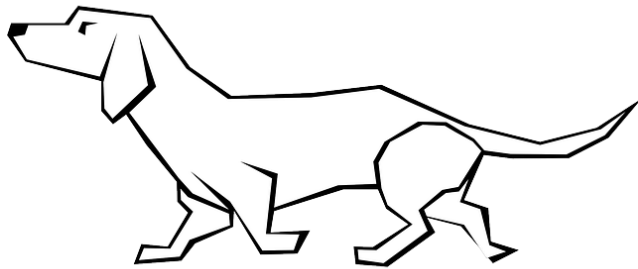
Illustrator Basics

- Go back to the website and click on illustrator basics

#1: Draw straight angles

- Observe this photo and draw straight angles
- Hold your pencil up to find angles
- Begin generically
- Draw more specific later

Example...



#2 List 7 things about Bonneville & what could you draw to symbolize them?

- List about Bonneville:

1. Logo
2. Boat
3. Community
4. Activities

- Visual:

1. Anchor
2. Boat, steering wheel
3. Fish all swimming together
4. basketball, football, pom-poms,

#3 Skills USA competitions:

- Pin Design
 - T-shirt Design
 - Promotional Bulletin Board
 - Advertising Design
-
- Sketch assignment: Choose one and come up with an idea sketch

#4 Draw 5 thumbnail sketches of ideas you get to illustrate images contrasting from each other



#5 Combine and draw two images in a bizarre way that contrast each other

You could use ideas you came up with yesterday, or do a new one, but today's drawing should be more detailed than yesterday's thumbnail sketches.



#6 Draw 12 Thumbnails Sketches

1. Draw 12 rectangles
2. Draw a basic shape logo idea, thinking about a company that would be wanting their company represented with the listed emotion on the handout.

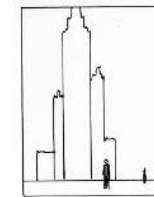
- Your first idea is not always the best idea.
- Coming up with 12 quick ideas can help you eliminate bad compositions and bad ideas. Through elimination, you are able to choose the best idea. This is why thumbnail sketching is so important to begin projects with.

Here is a page from Andrew Loomis' "Composing Pictures" describing what kind of lines can be used to create different kinds of feelings. Use these ideas to compose your sketches to achieve the effect you are looking for.

THE RELATIONSHIP OF LINE TO EMOTIONAL RESPONSE



Angles for agitation, confusion, action, strife, clash, insecurity



Verticals for dignity, strength, permanence, stability, awe



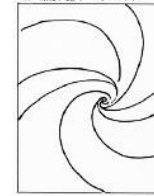
Horizontals for repose, calm, quietude, peace, tranquility



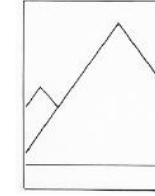
radii for glory, devotion, duty, patriotism, unity, ambition, freedom



Radiation for shock, attention



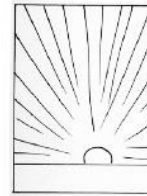
Spirals for motion, power, excitement



Triangles for permanence, security



Rhythm for grace, charm, movement



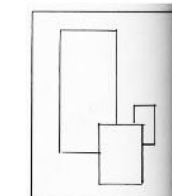
Light for hope, love, ambition



Broken Shapes for instability, uncertainty



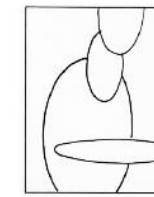
Obliques for combat, confusion, clash



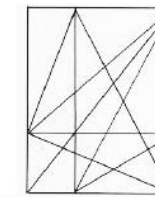
Rectangles for Strength, stability, unity



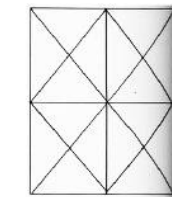
Circles for immensity, vastness, eternity, motion, equality, deliverance



Ovals for femininity, creativeness, sensuousity, grace, perpetuation























informal subdivision - activity, excitement, elasticity, progress



Formal division - dignity, unity, balance, formality, strength


#7 Thumbnail Composition ideas

Name _____ Composition ideas: Quick sketches

Motion 	Near the center 	Proximity  Georgia O'Keefe	Rules of thirds 
Background, mid ground, foreground 	Focal point: interesting  Frida Kahlo	Focal point: blur back 	Asymmetry 
Dominance 	Framing 	Golden rectangle 	Contrast 
Repetition & odd 	Rule of odds 	leading lines 	Geometry 
Convergence  (Salvador Dali)	Movement line 	Odd number 	Power of quadrants 

Draw quick thumbnail sketches that illustrate the concept of each composition idea in the worksheet.

Name _____ Composition Ideas quick sketches

Motion 	Near the center 	Proximity 	Rules of thirds 
Background, midground, foreground 	Focal point: interesting 	Focal point: blur 	Asymmetry 
Dominance 	Framing 	Golden rectangle 	Contrast 
Rule of odds 	Repetition & odd 	leading lines 	Geometry 

Name _____ Composition ideas

Motion	Near the center	Proximity	Rules of thirds
Background, mid ground, foreground	Focal point: interesting	Focal point: blur	Asymmetry
Dominance	Framing	Golden rectangle	Contrast
Rule of odds	Repetition & odd	leading lines	Geometry

#8 Thumbnail logo sketches

- Go to the website: <https://logotournament.com/contests>
- Choose a competition that you would be interested in competing for
- Create 12 thumbnail sketches of possible ideas. Use your handouts to help you. Follow these tips for a logo:
 1. Make it simple
 2. Make it memorable
 - Give a student a logo and ask them to draw that logo the next day
 - Everyone & all should identify it, not just target audience
 - If a young person or a senior person can remember it, it's a good design
 3. Logo: timeless, not old fashion, won't go out of fashion
 - What do you see company like in 10 years, not just current
 4. Versatile on what it can be put on: t-shirts, facebook, website, posters
 5. Keep it appropriate to the company

<https://www.youtube.com/watch?v=hcHZlogxpZ4>

Project: Create a logo on Adobe Illustrator

- Go to the website: <https://logotournament.com/contests>
- Choose a competition that you would be interested in competing for
- Choose your favorite one from your 12 thumbnail sketches in your sketchbook.
- <https://logotournament.com/contests>
- You don't have to enter the contest, but you do have to design a logo. E-mail it to me when you are done.

#9 Geometric shape logo

- Start with a geometric shape to create a logo for a company that you chose last time. Turn it into a design for a logo of that company:
- Diamond
- Circle
- Rectangle
- Trapezoid
- Hexagon
- Heart

#10 Corporate Identity Notes

- How a corporation, firm or business present themselves to the public
- Branding
- Trademark
- Product design
- Advertising
- Public relations
- Corporate title, logo
- Color
- Typefaces
- Page layouts
- Communicate a visual statement about the brand to consumers.
- Company name,
- logo,
- slogan,
- buildings,
- décor,
- uniforms,
- company colors
- Corporate Identity is either weak or strong?

Brand consonance: having a unified message will increase the strength of corporate identity

Best practices: four key brand requirements-

Differentiation:

- Reason for being
- Stand apart from others
- Be noticed

Relevance:

- Connect to what people care about in the world
- Fulfil needs & aspirations of intended audience.

Coherence:

- To assure credibility with their audiences, brands must be coherent in what they say and do.
- All the messages, all the marketing communications, all the brand experiences, and all of the product delivery need to hang together and add up to something meaningful.

Esteem.

- Reputation a brand has earned by executing clearly on both its promised and delivered experience.

Integrated Marketing Communications (IMC):

Stage one: personal sales, advertising, sales promotion, direct marketing, public relations, packaging and events departments.

consumers, local communities, media and interest groups

Still have decision making power but are now guided by marketing level message sources.

Stage two: distributors, suppliers and competition

Stage three: administration, manufacturing operations, marketing, finance, human resources and legal departments, employees, investors, financial community, government and regulators.

Decisions are made not only by corporate level departments but also by departments classed in stages one and two.

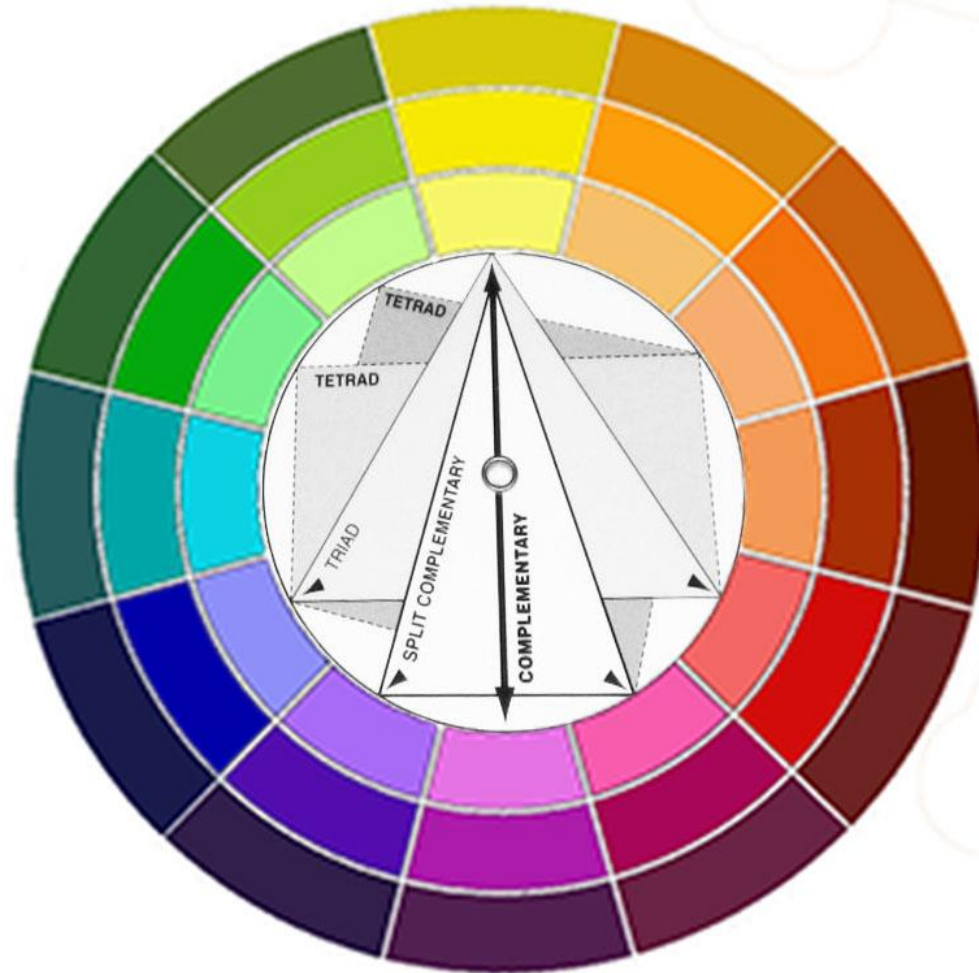
Final stages: all communications are synchronized to achieve consistency, consonance and ultimately strong corporate identity.

Logo Critique & vote

- Open your file for your logo you've been creating
- Walk around the computers and give one compliment and one suggestion for each logo on the scratch paper
 - Put this paper by their keyboard
- Vote on the logo you think is the best. Don't vote for yourself. Put your name on the other side and circle YOUR NAME
 - Put this paper in the box

#11 Color wheel in your sketchbook

1. Glue color wheel to the back of your sketchbook
2. Cut around the circle of the color schemes
3. Put a fastener through the center
4. Turn the dial and use throughout the semester to help you come up with color schemes for your projects

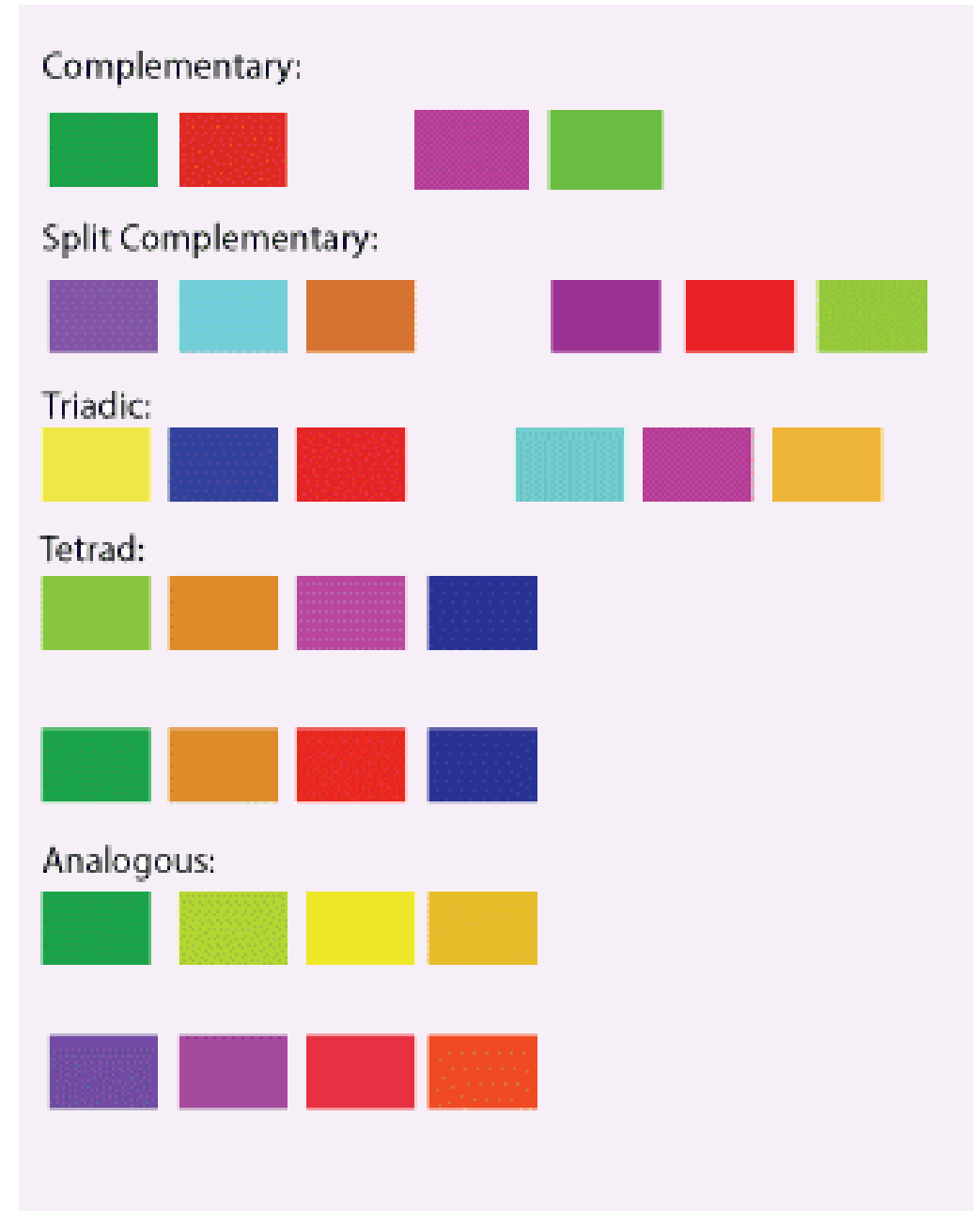


Corporate identity-logo/letterhead

- Go back to the website and click on corporate identity worksheet

#12 Color scheme examples:

- Turn your color wheel dial
- Pick 2 different color variations for each color scheme. Add an analogous color scheme.
- 10 Color scheme examples total (2 examples of each color scheme):
 - Complementary
 - Split complementary
 - Tetrad
 - Triadic
 - Analogous



#13 Color & Emotion:

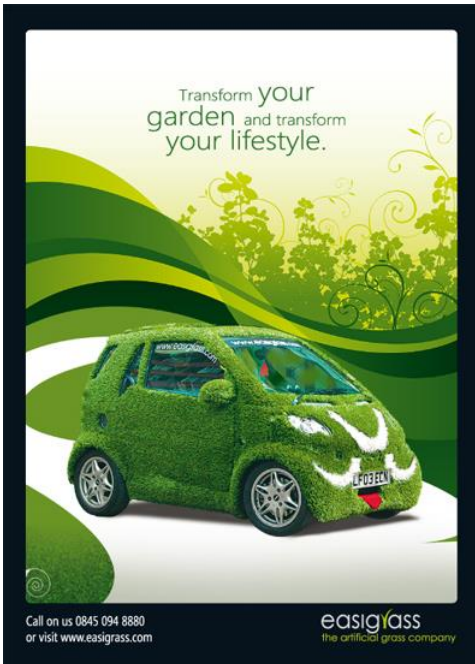
- Create a logo symbolizing yourself
- Use the colors that represent you & your personality

COLOR EMOTION GUIDE

	EXCITEMENT <i>PASSION</i> STRENGTH ENERGY BOLD <i>ROMANCE</i>
	CHEERFUL ENTHUSIASTIC FUN CONFIDENCE ENERGY PLAYFUL
	HOPE <i>FRIENDSHIP</i> WARMTH CLEAR OPTIMISM <i>JOY</i> WEALTH
	GROWTH HARMONY HEALTH LUCK NATURE <i>PEACEFUL</i> WEALTH
	TRUST LOYALTY STRENGTH DEPENDABLE CONFIDENT
	DEPENDABLE STABLE DEPTH <i>NATURE</i> COMFORTABLE
	<i>ELEGANCE</i> POWER <i>FORMAL</i> SOPHISTICATED <i>STYLE</i> STRONG
	BALANCE FORMALITY NEUTRAL <i>RESPECT</i> <i>CALM</i> SUBTLETY

#14 Movement & directional forces:

- Observe how these **advertising designs** have movement and directional forces.
- Draw an idea for an advertising design image for your graphic design company



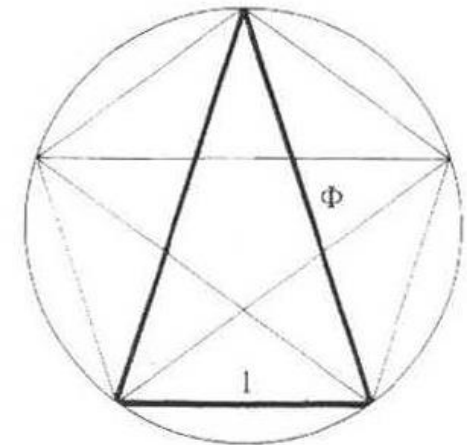
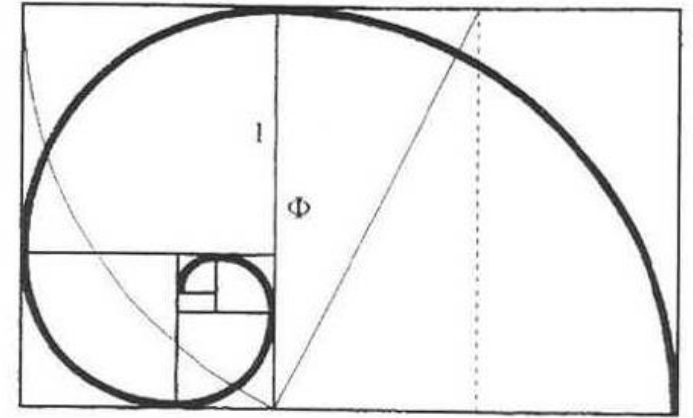
#15 Commercial art related jobs

- Go to this website: <http://www.allartschools.com/graphic-design/advertising-design-job-description/>
- Click a variety of links on the website of information that you are interested in.
 - Click on the blue links of different careers of what you are interested in.
- Write 10 notes down of things that were interesting to you, or things you want to remember.

#16 Golden Mean proportion

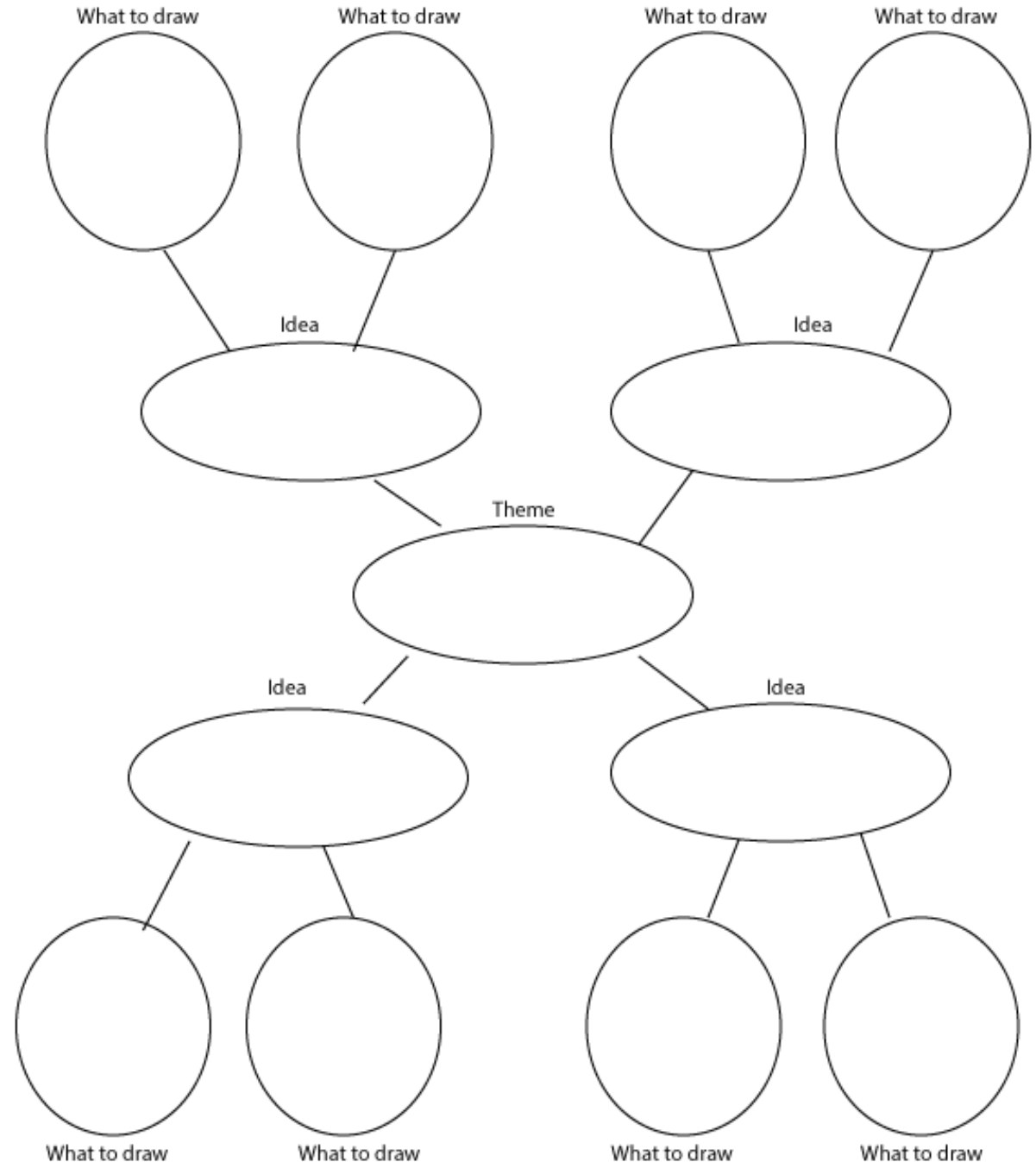
Draw a composition based on the golden mean proportion of anything you want to draw.

The beautiful Golden Mean Proportion and the mysterious Fibonacci numbers have fascinated philosophers for thousands of years and are still the subject of inquiry in the field of art, architecture, music, botany, biology, astronomy and physics. So far science has documented its existence, but no one as yet has fully penetrated its mystery.



#17 Brainstorm web

- Choose a theme for your next project of digital scratchboard. For example:
 - My personality
 - What makes me sad
 - What makes me happy
 - Changes I want to see in the world
 - Important in Life
- Write ideas from your theme. If the theme was important in life, for example:
 - Growth & learning
 - Time spent with loved ones
 - Giving
 - Kindness
- Write what you could draw, for example:
 - Growth & learning: seed, roots, flower
 - Time spent with loved ones: Clock
 - Giving: hand dropping coins in another hand
 - Kindness: dog



Digital Scratchboard Project on Adobe Illustrator



Art by John Suarez



Mrs. Udink's Dog

- Demonstrations:
- <https://www.youtube.com/watch?v=6hvFfwYahpM>
- <https://www.youtube.com/watch?v=DM96tEAnbGs>
- Use a symbol(s) from your brainstorm web

#18 Golden Mean Proportion

The beautiful Golden Mean Proportion and the mysterious Fibonacci numbers have fascinated philosophers for thousands of years and are still the subject of inquiry in the field of art, architecture, music, botany, biology, astronomy and physics. So far science has documented its existence, but no one as yet has fully penetrated its mystery.

- Last time you used one of these compositions to begin a drawing.
- Begin today's composition by drawing the golden mean that you didn't start with last time.

