Design & Illustration

:: project

Book Cover Using Drawing

Can you create an illustration using drawing methods that you learned from blind contour, gesture or image out-of-focus to create an accurate, emotive cover for a non-fiction book?

:: project overview

You will create a cover design for a non-fiction book using some of the drawing techniques learned during the 'Building Drawing Skills' unit (blind contour, gesture, image out-of-focus). You will use a combination of 'traditional' and digital approaches to solve this design problem.

:: process

Read the assignment from the WIKI site:
www.design_illustration.wikidot.com
Go to: Assignments – Semester 1 – Graphic Design with Drawing! and click on 'Assignment'

1. Click on your desktop and create a new folder by going to 'File – New Folder' (or ⇧⌘N). Name the folder 'BookCover_Drawing' (no spaces). Put a copy of the assignment in this new folder.

2. Form your idea for a cover by: 1) starting with an interesting, evocative subject that you are interested in drawing or 2) starting with an evocative non-fiction book title

3. Now it is time for you to do research / 'hunt and forage' / experiment. What kind of research will you have to do? How will you generate ideas and inspiration for this project?

4. Organize your research into folders and put important parts in the pasteboard areas of your working Adobe Illustrator

document. Being organized and making your work process efficient is *extremely important* in graphic design work

5. Read the document on the wiki site 'Generating Ideas' and put it on your desktop

6. Begin assembling your imagery in Adobe Illustrator

7. Have an in-progress critique with a classmate

8. Revise your work and complete the cover design. The final design *may* be pasted onto a photo of a book to create a more 'realistic' feel.

9. Format your work as a (approximately) 640 x 480 pixel document, resolution 300ppi.

10. Save your final cover design as BookCoverDraw_YourName.tiff

11. 'Hand in' your .tiff document to Lisa's virtual drop box.

16. Format your work for the web and post your to the wiki site.

: : parameters & requirements

Physical Size & Specs: Minimum size: 9.5"H x 6"W
Portrait orientation

Color: CMYK

Format: Format and save your project as a 640 x 480 pixel, 300ppi tiff file and name it BookCoverDraw_YourName.tiff

Hand in your work: 'Hand in' your .tiff file to Lisa's virtual Drop Box

Finishing details: 1.) Properly label your project (portfolio style), 2.) print your result onto a heavier weight, 'nice' paper, 3.) Put final in a clear plastic sheet

Post Your Work: Post your work to the class wiki site by following the instructions on the site's side bar menu: Post Your Work!

: : design tips & considerations

Try:

- Using repeating lines and forms to create visual unity?

- Have the ground/background be in black and white and have localized areas of color?

- Consider the psychological impacts of color

- Create a gradient?

- Where will the focus of your design be? Where do you want the viewer to look *first*? *Second*?