

JOB 3-Call for Entry Poster

Open Date: _____

Art Selection Due: _____

B/W Proofs Due: _____

Final Due Date: _____

Utilize your own original hand created artwork with type to create a 10.5" x 16.5" **or** 10.5" x 10.5" call for entries poster for the Society of Illustrators Annual Juried Show.

Through this project you will explore:

- Creating vector art of your personal fine art sample.
- Creating and managing complicated illustrations through multiple layers.
- Scanning and creating a non-printing template of your original piece.
- Working with non-printing "notes" layer.
- Importance of Great Typography in poster design
- Your illustration may have you exploring any of the following:
 - Use of Transparent Paths, Gradient Meshes and Expanding Strokes
- Absolutely no filters/effects, and no flattening of your artwork.
- Defining and using a limited swatch palette – using Global CMYK colors.
- Presenting and Critique

RESEARCH & REFERENCE: For this job, you will select and bring into class at least two original drawings you have done in the past (projects from Drawing I/II, Illustrating I or other personal work that would be applicable.) We will help you select from the two, one of the drawings to then scan and redraw in Illustrator. (If applicable, multiple drawings may be utilized.)

Online resources:

- <http://www.societyillustrators.org/index.cms>
- <http://stage.societyillustrators.org/upcoming/246.cms>
- <http://www.sanfranciscosocietyofillustrators.com/>
- <http://www.si-la.org/>
- <http://www.commarts.com/CA/magazine/comp/>
- <http://www.directoryofillustration.com/>
- <http://picturingbooks.imaginarylands.org/palette/palette.html>
- <http://www.amateurillustrator.com/>
- <http://www.illustrationweb.com/>
- <http://www.imscared.com/>
- <http://www.yukoart.com/>
- <http://www.murphydesign.com/>
- <http://www.kentwilliams.com/>
- <http://www.folioplanet.com/?gclid=COmXj9H6uooCFRZAqQodI3e6Ow>

Student Resources:

- <http://www.societyillustrators.org/students/research/index.cms>
- <http://www.societyillustrators.org/students/scholarship/index.cms>

COLOR: Often a painter will define a limited palette of hues for a piece of work...prior to setting brush to canvas. In this job, I'm asking you to work in the same way. You will define and create a limited palette of Global Colors (All CMYK Process) in which to work. However, unlike in a painting...you will be able to adjust the hues in your Illustration during *and after* creation of the artwork. Demonstrations on creating this limited swatch palette of colors will be given in class.

DESIGN and THEME: You will be taking cue from your original piece of art as to the design/theme of the poster. Don't forget that your 'audience' are professional Illustrators and Artists. You should push yourself to be daring in your choices...convey the illustrative nature of your final piece and to create something really demonstrative of your style.

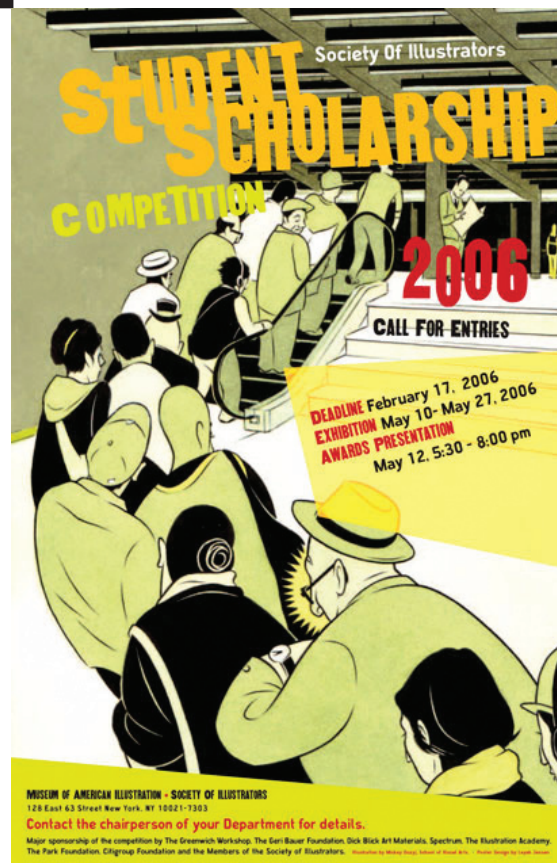
TYPOGRAPHY: You are responsible for including the following key pieces of information on this poster in some way.

Society of Illustrators

call for entries

deadline for entries: October 3rd, 2008

show date: October 19, 2008



You may choose a specific competition and design for that, if you wish. (see above poster example for the student competition), however, you must include at least the minimum text required; as above.

You will create outlines of all typography in your poster. Keep in mind that your choices in typefaces are a key component to achieving the look or style you are designing for. You will be graded on your choices of fonts, layout, and your ability to correctly format.

DETAILS: Great design is always about the details. Demonstrate how you articulate great design through creative details.

DIMENSIONS: For printing purposes I suggest: 10.5" x 16.5" or 10.5" x 10.5" (square), however, you are welcome to use any LARGER custom size you wish as long as you have a plan for output! The above sizes will print on 11" x 17" paper from our color laser. Alternatively, you may wish to print on the Epson Inkjet at East campus using a larger format of 13" x 19" (SuperA3).

PRINTING and MOUNTING/PRESENTATION: You'll mount a printed copy of your finished poster at 100%. Mounting specifications given at the beginning of the semester regarding materials and neatness are required. Although not required of this assignment, it should be known that all special papers (uncoated stock only) must be approved for use in lab printers. Bring paper and it's original packaging to Dennis for approval the day before you plan to print.

Grade Sheet

Student Name: _____

Grading Elements

Poss. Pts.

Your Grade

Research, resources and copied examples..... deadline met 15 _____
materials gathered from various sources, your illustrations, other artist's illustrations, poster art, etc. All items turned in with project.

Roughs..... deadline met 5 _____
well thought out pencil roughs and thumbnails following the graphic design process – completed on time and turn in with finished project.

Use of typography 15 _____
well thought out use of fonts and placement as per design style.
You must create outlines of typography

Digital file considerations..... 20 _____
file organization, layers, non-printing layers set-up (notes, template), etc.

Overall design, attention to details, composition, artistic creativity and technique 20 _____

Print proof, turned in for proofing and corrections made deadline met 10 _____

Mounting and Presentation deadline met 15 _____
attention to presentation details, neatness and materials.

Total Possible Grade 100 _____

Notes: