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## Exercises

At the end of some Study Units you will be given exercises to submit to the college for assessment. They are designed to test your progress and to develop your understanding. If you tackle them with determination you will find it pays off.

When considering your submissions your tutor prepares a critique giving you his/her personal advice and criticism. He/she will tell you where you have succeeded and where you need to make improvements. At the same time he/she will make corrections to your drawings where necessary and illustrate any difficult points with his/her own drawings.

Keep **all** your exercises carefully, not just the ones you have sent for assessment so that you can compare them with your work towards the end of the course. You will be surprised at your progress!

Are you ready to tackle your first exercises? Here they are:

1. In Study Unit 1 I asked that you make sketches from TV to improve your observation skills. Please send in 5 to 8 sketches from a well known TV series of your choice.
2. Get hold of a leaf from a tree of any kind and make a simple outline drawing in line showing the veins of the leaf. Do it in pencil first and then in ink. Do not use any kind of shading at this stage.
3. Draw a box and a cylinder in outline. Use a shoe box and a straight drinking glass as models (or similar objects found in the home).
4. Study the lines used in shading e.g. horizontal lines, broken lines, contoured lines, cross-hatching and stippling, and cover a space of about 1" square for each example as shown. Do another two of the same area showing how you would suggest grass. Use pen and ink in each case.
5. Draw a set of railway lines disappearing into the distance with a tunnel at the far end. This will help you get a sense of linear perspective. Also sketch a road showing the buildings receding as they get further away. Try to add details such as windows, doors etc to show how they reduce in size towards a vanishing point.

Send these exercises in to us after Study Unit 3 complete with that set of exercises.

# Study Unit 10

## Illustration

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Illustration plays an important role in art and design. It can be used to specifically communicate a subject or a theme. Nowadays designers can use illustration, photography, typography or any combination of these to help convey a message. We are exposed to illustration from a variety of printed design formats, such as posters, magazines, books, leaflets, brochures, packaging, signs and logos.

Who are you producing illustrations for?

There are two options to consider. Firstly you might wish to pursue illustration projects to work towards producing your own design projects, for example making your own stationery or cards, or building up your portfolio. You could use a computer to scan your images and then print out your work to make your own greetings cards.

Alternatively you might choose to aim to get some of your work published. If this is your desired route then you will need a good portfolio of illustration work which demonstrates your style(s), so that the viewer can clearly see the potential of your work before commissioning you.

### Style

Illustration styles vary greatly. You might already be confident with your own unique style or you might be ready to try a different style or establish a new style from scratch. Whichever position you are in this study unit offers you the opportunity to explore different styles and techniques, enabling you to select the appropriate one to suit you and the subject matter you are depicting. It is a good idea to start a reference file of examples of illustration that you like. Take magazine cuttings of illustrations and keep packaging labels, leaflets and anything printed that you feel might help stimulate ideas later on. It is so useful to analyse other peoples work as the positive conclusions you arrive at can be used when considering your own work. If you are trying to recreate a particular style of illustration it is useful to study existing illustrators work first.

## Realism

Illustrative work can be very true to life and it is difficult to distinguish between illustration and photography at times. Certain topics will dictate that a realistic image is drawn. For example if you were asked to produce an illustration for a book on the evolution of mammals, it might be necessary to put together a realistically accurate interpretation of the animals based on scientific information. Similarly, if you were illustrating instructions for a product, you might need to produce a technically precise drawing.



## Distilling reality

You might decide to go for a style that shows changes from reality. There are various ways in which you can use looser styles of illustration to depict a subject. You could follow a graphic, abstract, impressionist, retrospective or other style; depending on what you feel best suits the subject.

## Materials and methods

The range of materials available to illustrators is broad. Certain materials will require specific techniques in order to achieve the right effect. Some of the materials you might be familiar with or have heard of are:

Scraperboard, collage, computer, airbrush, felt tip and marker pens, pen and ink, coloured pencils, paints, mixed media and so on. Let us have a look at some examples of these in context.

Let us consider a novel by a new writer. It will have a wide appeal and has been written with an eye on the 'film rights'. It is about a scientist who in middle age has found a way of moving across the barrier of time and living an alternative and happier life. At first all goes well - then complications occur. The title of the book is 'Time after Time' the author is James Cain.

That is all you need to know.

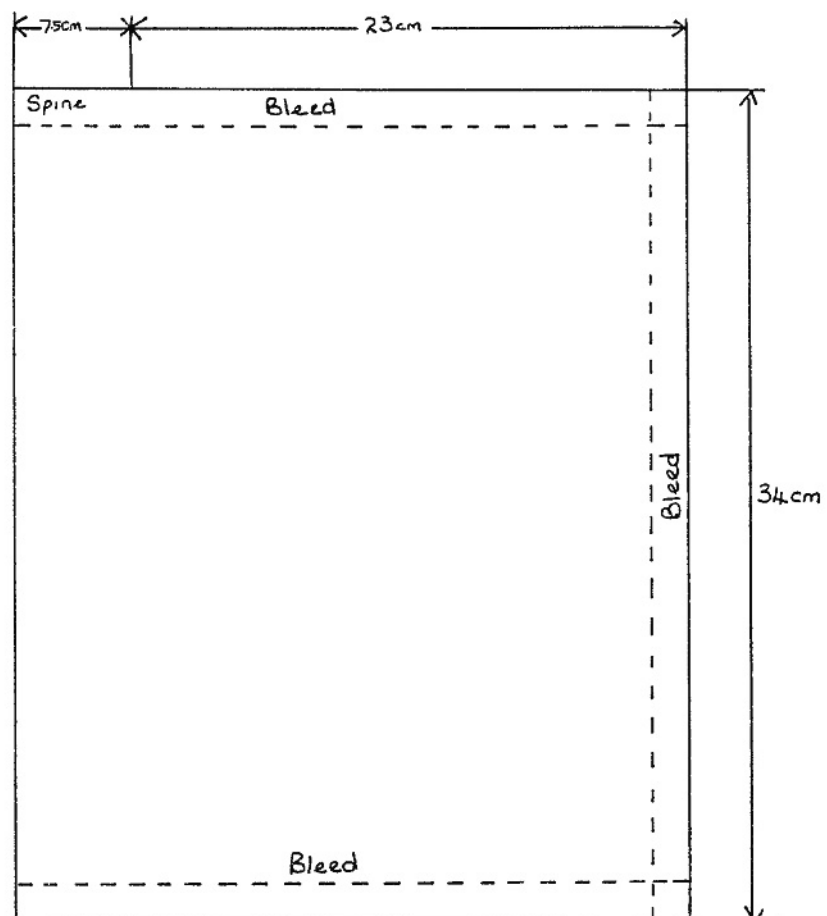
From your rough designs select two which you think are most suitable and develop these to a more finished state. This will allow you to get a clear impression of what the final result will be. Put yourself in the role of publisher and decide which one you are going to use.

The size of the book jacket is to be 14cm by 22cm and the spine is 5cm deep. This is the actual size, but book jackets are always drawn slightly oversize to allow for trimming. So we will say that the original size of the front cover is 15cm x 23cm and leave the spine as it is at 5cm.

### 'Bleeding' Space

Your drawing must be half as big again, so you will need first of all a piece of tracing paper measuring 22.5cm across by 34.5cm down. We arrive at these measurements by multiplying the dimension of the front cover by  $1\frac{1}{2}$ . Remember, we have allowed a centimetre around the edges to allow for trimming. This area is known as the 'bleed'.

Illustrated here are the measurements for a design to be submitted to the publisher for a book jacket which, in its final printed form, will be reduced to 14cm x 22cm with a spine 5cm deep.



## Task 4

It is time to bring all of your analysis and learning from this study unit together in one final design project.

You are required to design a logo for a local company of your choice. Choose a business in your area; solicitors, estate agents, hairdresser, green grocer, manufacturer, etc. Design a new logo for them, either by use of typography or a combination of type and image.

Please develop 4 roughs showing how you came to your final decision for the logo.

### Colours:

Please use black plus one colour.

(If your logo design was to be printed, by only using black plus one colour the cost of printing would be minimised. Generally speaking the more colours that are printed, the more expensive it will be. The larger the print quantity, the cheaper each individual item becomes).

### Size:

Produce one finished logo to A4 size and then show further highly finished visuals of how you would apply the design across at least two of the following:

- A4 letter heading
- Business Card
- Shop fascia
- Vehicle graphics (lorry or van)

Before going straight to the drawing board do some research of your own. Collect some examples of logos. Consider competitors' logos and see if you can find out how they are applied across different design formats, e.g. letter headings and vehicles.

## Exercises

In this Study Unit you were given tasks to complete. Please send in the final task plus one other (not Task 1) with your exercises from Study Unit 11 and Study Unit 13