

Client N/A, Self-Promotional PiecesJob # **MD1-02-Raster-Illustration**Desc/Title 2 - 3+ portfolio-quality raster illustration(s)

Designer _____

Specs Build at a minimum 1200px wide @72 ppi;

ID # _____

then resize to various final submission specs requested

Deadline _____

Colors TBD: 1C - 4C, and/or RGB, as needed

Start _____ End _____

Competency/Task

Using Adobe Photoshop, create entirely original *raster* artwork for multiple, stand-alone illustrations. The complexity of illustration techniques involved will help determine the number of pieces to produce. Quality, over quantity, is the path here. Producing more than 3 illustrations is permitted... so long as they represent high levels of illustration software expertise/talent.

Instructions

1. **The Internet is the most fertile ground for creative resources; students (and career professionals alike) can find, and eventually learn, nearly any skill online.** This project requires you to research and choose specific online tutorials based on your style and level of proficiency. Because you'll need to actually build your art (perhaps from the sketch-and-scan stage), you will select tutorials that walk through complete, multi-step processes of creating objects/portraits/art/graphics/typography/effects vs. those that merely teach general software tips/techniques. Note: A variety of styles are acceptable (semi-abstract to realistic), however your illustrations must represent something more than just a "pretty" digital background, pattern or texture.
2. **Chosen projects will go, at least, from sketch to final piece.** Try to avoid cliché, overused trends, or dated illustration styles. Review, and choose your illustration tutorials from the sources* below (there are several hundreds of thousands of tutorials available, but here's a starter set):

With so many to choose from you'll need to drill down through the listed offerings on the linked sites to find those that will work for you (and fit this project)...

<http://design.tutsplus.com/categories/adobe-photoshop>

<http://www.smashingmagazine.com/search-results/?q=Photoshop+tutorials&cx=partner-pub-6779860845561969%3A5884617103&cof=FORID%3A10&ie=UTF-8>

<http://www.smashingmagazine.com/2007/01/12/hand-picked-photoshop-tutorials/>

<http://www.good-tutorials.com/tutorials/photoshop>

**Things change quickly in technology.... and although some older techniques shown may employ earlier versions of software, the techniques usually translate easily enough into the newer software tools/steps. Yes, you may have to think (and explore the interface) a bit.*

3. **Bookmark (and record) links to your chosen tutorials** (you'll need to provide them with the final piece for grading)! Discuss/confirm your choices with instructor to determine skill-level appropriateness, the best concept, and to acquire approval.
4. **Create project archive:** Once a project is finished, always *save, but do not submit*, any native files (.psd). You'll keep your *unflattened* Photoshop files intact to preserve the useful benefits of layers and editable text for later project/client revisions.
5. **Prepare exported files for submission:** For all illustrations, ensure that you save exported files with layers flattened and text converted to outlines.
6. **Submit links to ALL of these files for EACH original illustration (solution) created:**
 - **Thumbnails and/or Production Sketches for your original concept:**
 - Provide working links to the thumbnail sketches you created (and used) to develop your specific solution for this project. Photo, or scan, and save as 72 ppi JPEGs or PDFs (store in your "businesswebsite/images/thumbnails" folder).
 - **Original, unaltered Source Images for your solution:**
 - Provide working links to LoRes versions of each of the individual images/photos/scans you used/modified to create your specific solution.
 - Think of these as the "before," version of your reference/source images.
 - Save copies as 72 ppi JPEGs or PDFs (store in your "businesswebsite/images/source" folder).
 - **Tutorial URLs for your solution:**
 - Provide working links to all of the specific tutorial(s) you used/modified to create your specific solutions.
 - **Solo Artwork (in multiple formats) of your illustration solution:**
 - Provide working links to:
 - RGB JPEG = 72 ppi @ 1200px w (16.67" w)
 - 4C PDF (LoRes) = High Quality Print, no marks, 150 ppi @ 1050px w (7"w)

Criteria/Required Elements

All finished pieces should represent superior quality and demonstrate advanced illustration skills. Aiming too low, for simplicity sake, would be counterproductive. Having several "ultra-simple" projects in a portfolio will not help one's employment efforts. Note also that having a bit of stylistic variety (of high quality illustrations) in a portfolio will definitely help display the flexibility and well roundedness of the illustrator/designer. These are the kinds of pieces that should help build your "killer" starter portfolio... this is no place for lame efforts or lame results.

Grading Factors

- Procedural/Specification Accuracy • Concept Quality • Design/Layout Effectiveness
- Art/Photo/Illustration Usage • Proficiency/Production Speed