

# Persuasion

Advertising Illustration Assignment

*“Will the message get through?”*

**Materials:** **Thumbnails:** Black & White, **Roughs:** Color Pencil or Color Markers

**Final Art:** Color pencils and/or watercolor technique with ink line

**Assignment:** An energy drink company has commissioned you to create an illustration image that will communicate and imbed, in the consumer’s mind, a positive selling quality about their beverage . Your job is to pick, from the following list, one of the energy drinks attributes and create a full color, 11” x 14”, illustration image which through a fusion of form and content expresses the quality while associating it with the drink. The drink logo may be included, however this is optional. Type may be used, but this is also optional. The brand of drink is your choice.

- .. Power
- .. Party
- .. A cool, hip, drink
- .. Female friendly
- .. All Natural
- .. Strong energy ingredients
- .. Juice beverage
- .. Can stay up late
- .. The kick that tastes good
- .. Other that defines the drink

**Size:** all work proportional to 11” x 14”, final art minimum size is 11” x 14” mounted on 15” x 20” black illustration board.

**Critique number one:** Present 15 thumbnails

**Critique number two:** At least one black and white rough

**Critique number three:** The color final art, mounted on 15” x 20” black illustration board, along with all thumbnails, roughs, in-class work, research and reference materials.

**Final art will be mounted on 15” x 20” black board with a Tracing paper cover flap and heavy dark gray cover flap. Tape a 9” x 12” envelope on the back. The envelope will contain: B/W thumbnails, Color Rough, Practice in-class work and research material.**