

MOODY MONKEYS

Illustration Assignment

“Use Color as part of the Visual Language to evoke mood and emotion”

Objective: The objective is to use color theory as part of the communicative visual language along with drawing and stylisation that functions in the context of contemporary illustration applied to products. All of these visual tools will be used to evoke a mood, emotion, and/or attitude for a line of illustrations.

Materials: Thumbnails: Black & White, **Roughs:** Color Pencil on Paper (3 studies of different color schemes or color moods)

Final Art: Full Color, any media, minimum of a series of three illustrations (you may do more)

Assignment: Moody Monkeys is an action sports company. They are expanding their line called “The Zoo” and want inspired art (minimum of three separate pieces) to create The Zoo with. The Zoo will be art used on products that include t-shirts, shoes, handbags, watches, skateboards, and snowboards. **Moody Monkeys wants animals and attitudes for The Zoo:** all types, all attitudes, and styles. Therefore, in a format of 9” x 12” create 3 illustrations for The Zoo. The style and attitude can range from soft and gentle to strong and ultra aggressive or anything in between as their market is male and female: 7 to 25 years old (and the kid’s hip parents, too).

Size: Format the work proportional to for the final artwork size of 9 x 12 inches or larger. Make the thumbnails and roughs proportional to the final art.

Critique number one: 10 thumbnails

Critique number two: 3 color roughs: each with a different color scheme or color attitude expression about ½ size of the final art

Thumbnails= 10 points possible

Rough= 10 points possible

Finished Art= 15 points possible

50 points total are possible for the project

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, Rough, Practice in-class work and research material.