

PERSUASION: JETBLUE

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: The airline Jet Blue has commissioned you to create an illustration image that will communicate and imbed, in the consumer’s mind, a positive quality about flying with Jet Blue. They want the public to think of this trait as part of the Jet Blue experience. Your job is to pick, from the following list, one of the positive Jet Blue attributes and create a full color, 11” x 17”, illustration image which through a fusion of form and content expresses the positive quality while associating it with Jet Blue. The Jet Blue logo may be included, however this is optional. No other type is to be used.

- .. Romance
- .. Relaxed productive business travel
- .. A cool, hip, flying experience
- .. In flight: Comfort and leg room
- .. On Time flights
- .. Safety
- .. Departure: Adventure
- .. Arrival: Reunion
- .. Exceptional, warm, friendly, in-flight service

Size: all work proportional to 11” x 17, final art minimum size is 11” x 17” mounted on 15” x 20” black illustration board.

Critique number one: Present 15 thumbnails and one black and white rough

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

In-class work	=	10 points possible
Thumbnails /Rough	=	10 points possible
Finished Art	=	15 points possible

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