

Chipsters' Fun Time

Advertising Icon Illustration Project



Art: E. Peck



There are two parts to this project.

Part One: Create an advertising character for a new line of potato chips from Frito-Lay. There are four flavors: **Big Blazin Bar-B-Q**, **Cha Cha Cheddar**, **Scream'n Sour Cream**, and **Really Original**. The product line is targeting the male and female youth market, 12 to 23 years old.

Part Two: Use the character in an illustration for a magazine advertisement (pick a current magazine for the youth market) The illustration must complement the tagline: **Chipters' Extreme Time**. The illustration will fit in a box: 8" wide by 10" Tall. Also, consider using an extreme point of view (bird's eye, worm's eye) and an extreme forced foreshortened perspective. You will present three tight full value pencil thumbnails and one full size tight pencil comp before finishing the final in scratchboard (color may be added, but is not required)

Critique # one: Present the character development drawings. Also, create a character expression sheet with five emotional states. Draw the whole character, as body language is as important as facial expression in portraying a mood. Further, trace a frontal view of your character and darken in the shape to create a silhouette. **The goal is to create a memorable character with a signature silhouette.**

Three full value thumbnails of the character used in a magazine advertisement. A full value rough is due by the end of class.

Critique # two: Present finished advertisement and turn in the entire project related work.

- Final Art is 8" x 10" Color (Watercolor Style and/or Color Pencil)
- The Final may include typography(optional): Chipsters Extreme Time

Scoring the project:

Character/In Class = 10 points possible

Roughs = 5 points possible

Thumbnails = 5 points possible

Finished Ad = 15 points possible

35 points total are possible for the project. Any missing parts will, at minimum, reduce the grade by 5 points for each missing part.

Types of Advertising Characters

Human: Characters based on people. These are most common at the beginning of 20th Century. Examples: Quaker Oats Man, Chief Boy-Ar-Dee, Campbell Kids, and Bob's Big Boy.

Literal: The product is turned into a character by adding a face and/or arms and legs. Examples: Mr. Peanut, Fruit and Vegetable people, Chiquita Banana, Kool-Aid, Funny Face, Michelin Man.

Animal: An animal is used to embody the spirit of the product. Examples: RCA Dog, Travel Lodge Bear, Elsie the Cow, and Playboy Rabbit, Nestlé's Quick Rabbit. "

Pixies, Elves, and Other Magical Beings: Characters based on the mythical and fantastic. Many are based in folklore. Examples: Peter Pan peanut Butter, Mobil Oil's Pegasus, Snap, Crackle and Pop, Mr. Clean, the Jolly Green Giant.

Futurism: Based on a conception of how science and technology will look in the future. Examples: Ready Kilowatt, Unifax Astroboy, And The Jetsons.

Cartoons: An abstraction to communicate symbolic information. These are less realistic, abstract, and stylized. Examples: Pep Boys, Mr. Wiggle, Mr. Zip, Mr. Bubble, and Buster Brown.

Television and Personalities: With television came the need for characters to go from an image to a unique personality. Examples: Green Giant's Little Sprout, Tony the Tiger, Pillsbury's Poppin Fresh, Cap'n Crunch, Quisp.

Losers, Nasties, and Cool Cats: Types of ignoble personalities.

Losers: Burgie Man, Trix the Rabbit, Cocoa Puff's Cuckoo Bird, Charlie Tuna. Nasties: Raid Bugs, Hawaiian Punch's Punchy.

Cool Cats: (often wearing sun glasses) Energizer Bunny, 7-up Spots, California Raisins, Mac Tonight, and Joe Camel.