

PROJECT 2: PLAYING CARDS

Playing cards have been part of human life for over a millennium, used for everything from children's games to grown-up gambling, as well as being utilized for roles as diverse as the staple magician's tool and advertisers' promotional material. The playing cards typically utilize a theme of some sort across the entire deck.

For this project, you will create a complete set of playing cards utilizing a central theme of your choosing— animals, robots, spaceships, buildings, food, etc. You will create them using Illustrator. You can use any illustration style you want, but you will want to utilize similar design elements and a standard color palette to produce unity across the playing cards. Each playing card should include the symbol for the suit (spade, heart, club, diamond), the number or letter of the card (K, Q, J, 10, 9, 8, 7, 6, 5, 4, 3, 2, A), and an image of some sort based on your theme. You need to have a different graphic for each of the 13 different types of cards. However, you do not need to make different graphics for each suit. You can just change the colors/symbols between the suits. As you refine your cards, keep consistency, unity, and your theme in mind. Be sure to review your cards as a group. Check them often and look at how they are stacking up next to each other. You can earn extra credit by designing a back to the cards and a box to put the cards in.



INSTRUCTIONS

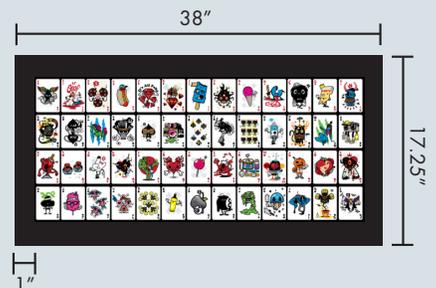
1. Brainstorm about possible themes for your playing cards. Do you have a particular interest you would like to use for inspiration? Is there a subject matter you think will lend itself well to playing cards? I recommend you create a pinterest board or similar mood board to gather images for inspiration and reference.
2. Once you have decided on theme, begin to create sketches of your playing cards. You need to create at least one sketch for each of the 13 different types of cards. You can make each suit's cards different or you can make small changes in color between the four suits. Determine a color palette of three to eight colors to use for your playing cards. Also determine a font to use.
3. Review your sketches with me. Decide on which ones you would like to pursue in digital format. You will need to produce a complete set of cards one theme.
4. Scan your sketches to use as reference when creating your digital files.
5. Create a new file in Adobe Illustrator. The file should have 52 artboards each sized 2.5" x 3.5". The artboards should be spaced 1" apart and be stacked in four rows. Be sure to set up your color palette in Illustrator to make it easier for you to work. Create your playing cards in Illustrator, one per artboard. Be sure to focus on using simplified forms.
6. Once you have completed all your cards you will create a 53rd artboard around the 52 other artboards. It should be 36" x 15.25". That is the art board that you will print.
7. When completed, print out the final artboard with crop marks. Cut the page to size. Mount your project on black foam core that is cut to 38" x 17.25". The project should have a 1" border around it.
8. Place a label on the back as per the syllabus and a cover.

SUBMISSION GUIDELINES

Project will be presented in mounted form. You will need to print all 52 cards. Each card will be 2.5" x 3.5". All cards should be printed on one piece of paper that is 36" x 15.25". The cards should be laid out in four rows of 13 with a quarter inch between each card on all sides. That page should be mounted to a 38" x 17.25" piece of black foam core. You should mount each solution with a 1" margin all around. Be sure to put a label on the back with all info as specified in the syllabus and a cover to protect it. Remember that craft counts in your final grade.

Digital copies of your files should be uploaded to class shares inside a folder called Project 2. The file should be called:

lastname_art233_project2.ai



DUE DATES

Project should be submitted at the start of class on February 4. We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

QUESTIONS

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Office Hours:

Monday: 5:00 - 6:30 pm
Tuesday: 6:00 - 6:30 pm
Thursday: 6:00 - 6:30 pm