

PROJECT 4: EDITORIAL

The New Yorker, Time Magazine, Wired and Business Week are all magazines that regularly feature editorial illustrations. All of these illustrations have one thing in common: identifying a metaphor, and visually running with it. Editorial illustrations require a thoughtful conceptual process that involves finding an appropriate metaphor. This metaphor is the meat and potatoes of editorial illustration. Editorial illustrators have the unique opportunity to share their vision with a general audience.

For this project, you will choose one of the articles listed below to create editorial illustrations for. You will need to create three illustrations—one main image to be used with the title and two smaller images to also accompany the article. The illustrations should speak to what the article is trying to get across. Ideally, your goal is to portray these ideas in a new way. The main illustration should highlight the overall ideas of the article while the smaller illustrations should highlight one important point within the article. Finally, you will use the illustrations in a four page magazine spread. It is helpful to see your illustrations in their final context.

Articles to choose from:

1. <http://www.forbes.com/sites/jmaureenhenderson/2012/07/11/is-social-media-destroying-your-self-esteem/> (Note this link is just to the first page, but you need to consider both.)
2. <http://www.rollingstone.com/politics/news/ripping-off-young-america-the-college-loan-scandal-20130815?page=4>



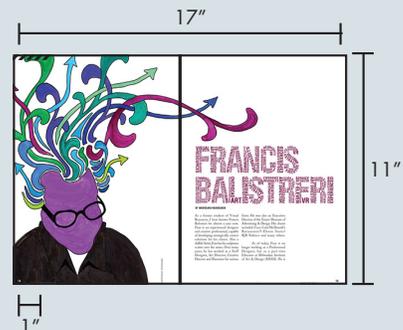
INSTRUCTIONS

1. After choosing an article to work with, begin brainstorming about what you think are the most important ideas in the article. What visual elements are typically associated with them? Is there a way to combine these images in new, interesting ways. I recommend you create a pinterest board or similar mood board to gather images for inspiration and reference.
2. Begin to create sketches of your illustration. You need to make at least four sketches of ideas for the project. Think about the style of your illustration and how it impacts the message you are trying to convey about the story. You will need to have a consistent illustration style across all three images. Begin thinking about how you will use type and color in the final layouts. The illustration is the focus, but the type is also important.
3. Review your sketches with me. Decide on which sketch you would like to pursue in digital format.
4. Scan your sketch to use as reference when creating your digital file.
5. Create a new file in Adobe Illustrator for your illustration. The file should have three artboards—one that is 8.5" x 11" and two that are 3" x 3". Create your illustration in digital form.
6. After creating your illustrations, create a four page InDesign file. The pages should each be 8.5" x 11". It should have two facing page spreads. Place your illustrations in the file along with the article text. Create a four page layout the features your illustrations.
6. When completed, print out the file as two spreads with crop marks on 12" x 19" paper. Mount your project on black foam core before cutting the project out. Then, use the crop marks to cut the project and the black foam core to 11" x 17" for each spread.
7. Place a label on the back on both spreads as per the syllabus and a cover.

SUBMISSION GUIDELINES

Project will be presented in mounted form. The final project will be two 11" x 17" spreads. It should be mounted on a 11" x 17" piece of black foam core. It will be flush mounted meaning there will be no border. It will go to the edges. 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 4. Be sure to Package the InDesign file which will gather all fonts and images into one folder. It will also make a pdf of the spreads. The file should be called: lastname_art233_project4.indd



DUE DATES

Project should be submitted at the start of class on March 3.

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