

School of Design

PROJECT 1 – Dia de los Muertos Skull Mask

Theme: Dia de los Muertos

About the Theme: Dia de los Muertos or “Day of the Dead” is a holiday celebrated throughout Mexico, in particular the Central and South regions, and by people of Mexican ancestry living in other places, especially the United States. It is acknowledged internationally in many other cultures. The multi-day holiday focuses on gatherings of family and friends to pray for and remember friends and family members who have died, and help support their spiritual journey.

In one tradition, sugar skulls (representing a departed soul) are placed on the gravestone to honor the return of a particular spirit. Sugar skull art reflects the folk art style of Mexico with bright colors and elaborate illustrations.

Directions: Using the included template, you are to design a skull mask in the tradition of the sugar skulls to honor a friend or family member who has died. You may also choose to commemorate a famous person who has died if you prefer. Your mask design must have a theme and contain many intricate, hand-drawn illustrations of every day objects that are representative of the person you are commemorating.

STEPS

1. Decide on a person to commemorate with your mask.
2. Write a 500 word (1 page) paper about the person you have chosen.
3. Make a list of every day objects you feel represent this person (minimum of 6).
4. Get reference for each of these objects to draw from (photos or actual objects).
5. Practice drawing versions of these objects in your sketchbook (keep them simple).
6. In Illustrator, draw your best version of each of the objects in black & white (place in scratch space).
7. Decide on a color pallet for your skull design (warms, cools, complimentary, etc.) – maximum 6 colors.
8. Arrange your object drawings into the skull mask template in a pattern/design that works with the skull.
9. You can duplicate, rotate, and edit your drawings as needed to create the best design.
10. The skull template can remain visible or be hidden at the end. You can also alter the template if needed.
11. Take the time to try different configurations of your objects for the best result.
12. Add color keeping to your color pallet.

Tools & Techniques: shape tools, pen tool, pencil tool, scissors, eraser, pathfinder pallet, color pallet, smart guides

Document Specs:

NAME: *YourLastName_PROJECT1*
WIDTH: 12"
HEIGHT: 12"
RESOLUTION: NA
COLOR MODE: RGB
BACKGROUND: White or Black

MARGINS: Full Bleed
SAVE AS: .ai, .doc
PUBLISH AS: .pdf (high res)
UPLOAD: All files (4)

Extra Credit: Design a second version of your skull using a completely different color pallet

To Learn More: <http://www.nationalgeographic.org/media/dia-de-los-muertos/>

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PROJECT 2 – Illustrated Map

Theme: Your Commute

About the Theme: Commuting is periodically recurring travel between one's place of residence and place of work, or study – thus exceeding the boundary of their residential community. The word *commuter* derives from early days of rail travel in the US in the 1840s. The railways of the time, charged workers a reduced or 'commuted' fare into the city. Commuted tickets would usually allow the traveler to repeat the same journey as often as they liked during a given period. Before the 19th century, most workers lived less than an hour's walk from their work. Today, it is not uncommon for people to travel one to four hours per day by car or public transportation to get to work or school.

Directions: Illustrated maps offer a unique view of the world around us and engage the viewer in a fun and creative way. Illustrated maps go beyond mere directions by providing entertainment, interesting or historic facts, and character.

Using Google Maps as your starting point, you are to map out your commute from home to school. Then, through research and traveling the route, you are to identify points of interest that you can illustrate (along with the map itself). You must have a minimum of 6 points of interest. These points of interest can be architectural, natural, or even human. What makes them interesting is up to you.

Each point of interest must:

- be researched and photographed before starting your illustrations.
- be illustrated fully (no simple icons) within the map in whichever style you wish.
- be accompanied by type set information or fun facts about it.

Also, the map itself must be illustrated as well with the path of your commute clearly marked. The more detailed and fun your map is, the better. This is a full color project.

Tools & Techniques: All Illustrator tools.

Document Specs:

NAME: YourLastName_PROJECT 2
WIDTH: 19"
HEIGHT: 13"
RESOLUTION: NA
COLOR MODE: CMYK
BACKGROUND: White

MARGINS: 1"
SAVE AS: .ai
PUBLISH AS: .pdf

Extra Credit: Design icons to be used in a Map Key for your map.

To Learn More: <http://www.illustratedmaps.com/>

In-Class EXERCISE 1 – Drawing from Reference

Theme: Every Day Items

About the Theme: Like most things we interact with every day, we rarely take a good look at them; much less visually deconstruct them into simple shapes. This exercise is all about slowing down and working to “see” something instead of just looking at it.

Directions: Place each of the provided images (5) on a single 12” x 12” artboard each. On a separate layer (or layers), break down each object into the simple shapes you see using a red outline. Close as many shapes as you can. Next, on yet another layer (or layers), create a simple drawing of each object using your simple shapes in red as a guide. The final drawing **MUST** be recognizable as the object without showing the photo.

- Drawings must be in black & white.
- Use layers to stay organized. Naming and color-coding.
- Photo layers may be turned into templates.

Tools & Techniques: shape tools, pen tool, pencil tool, scissors, eraser, pathfinder pallet, color pallet, smart guides

Document Specs:

NAME: *YourLastName_EXERCISE1*
WIDTH: 12”
HEIGHT: 12”
RESOLUTION: NA
COLOR MODE: RGB
BACKGROUND: White

MARGINS: 1” AA
SAVE AS: .ai
PUBLISH AS: .pdf

Extra Credit: Once completed, add color to all your drawings.

To Learn More: <https://www.youtube.com/watch?v=fMKkEpZ7Krs>

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In-Class EXERCISE 2 – A Web Graphic in 3-States

Theme: Tri-Point US State Convergence

About the Theme: There are 65 mostly unadvertised spots in the US where three States converge. The tourist attraction “Four Corners” where Arizona, Colorado, New Mexico, and Utah meet gets all the attention, but the unsung tri-points in the US need some love too.

Directions: Using the interactive map at the link below (To Learn More), choose one of the tri-point locations. Based on the 3 States at that location, you will design a web graphic in 3-states that could be used as a button, link, or animated graphic. This will be designed in a simple graphic style and may include typography. Each state will reside on a separate layer and each state may only include two colors.

You must graphically represent something unique and recognizable about each State.

Each state should be different from one another, but share enough similarities that they work seamlessly together. Think of designing on the same grid for each.

Tools & Techniques: shape tools, pen tool, color pallet, pathfinder pallet

Document Specs:

NAME: *YourLastName_In-Class EXERCISE2*
WIDTH: 1000pixels
HEIGHT: 250PIXELS
RESOLUTION: NA
COLOR MODE: RGB
BACKGROUND: NA

MARGINS: None
SAVE AS: .ai
PUBLISH AS: .png for web

Extra Credit: Choose a second tri-point from the map and create another one.

To Learn More: <https://www.washingtonpost.com/graphics/lifestyle/trifinia/>