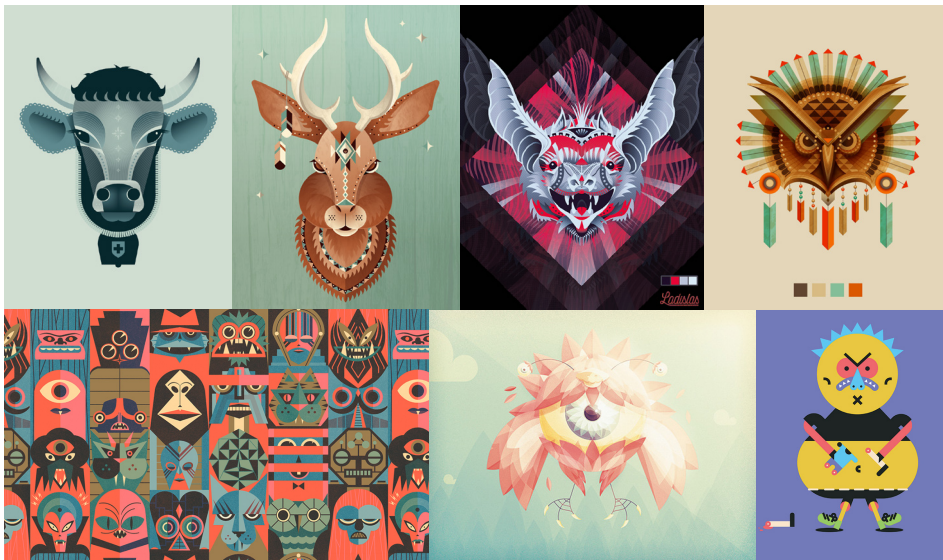# PROJECT 3: ANIMAL OR MONSTER

Fully rendered images, with realistic light, shadow and texture, are great and have their place but sometimes it's nice to get back to bare bones and treat an image more as a graphic than anything else. Apart from being fun and therapeutic it can also aid understanding of form and structure. This type of illustration also usually features a limited color palette.

For this project, you will create a geometric illustration of animal or monster of your choosing. By "geometric illustration," I am referring to a simple shape-based style where complex organic shapes are reduced to more basic, symmetrical forms. I strongly recommend using rules to define minimum shape sizes, angles, and types of shapes. This will help your final illustration achieve a consistent look. As you refine your illustration, take it to the next level with a pleasing color scheme and a style that conveys a feeling of personality. Remember, a good amount of trial and error will be required to determine what feels right — working with minimal shapes and maintaining recognition can be tricky to accomplish.



## INSTRUCTIONS

1. Brainstorm about possible animals or monsters you may want to use for your project. The animal does not have to be one that exists in the real world. It could be a fictional animal. Obviously the monster can be made up from your imagination. I recommend you create a pinterest board or similar mood board to gather images for inspiration and reference.

2. Once you have an idea about the direction you want to proceed, begin to create sketches of your animal or monster. I recommend that you sketch at least four possible ideas. Begin thinking about how the animal or monster will be broken down into geometric forms. Determine a color palette for the project. A limited color palette is recommended.

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. The file should have an artboard that is 10" x 12". Be sure to set up your color palette in Illustrator to make it easier for you to work. Create your animal or monster in Illustrator using basic geometric forms. You will want to put in a simple background of a color or, if appropriate, a basic texture.

6. When completed, print out the artboard with crop marks. Cut the page to size. Mount your project on black foam core that is cut to 12" x 14". The project should have a 1" border around it.

7. Place a label on the back as per the syllabus and a cover.

## SUBMISSION GUIDELINES

Project will be presented in mounted form. The final project will be 10" x 12". It should be mounted on a 12" x 14" 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 3. The file should be called:

lastname_art133_project3.ai
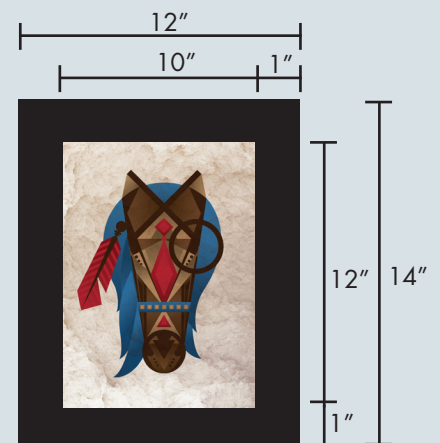


## DUE DATES

**Project should be submitted at the start of class on February 18.** 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