PROJECT: Editorial Illustration

Introduction

As designers, you have choices in what you use to communicate a message. Sometimes you'll need a real image. Other times you can get away with a very abstract version of an image. Understanding your choices as a designer lets you exhibit a broader range of dynamic and unique design. Mastering these skills makes you a formidable designer. Editorial Illustration is a perfect showcase for designers.

PICTORIAL EXAMPLES
CONCRETE = Real (The actual object)
PHOTOGRAPH = Picture of the real object with Graphic Embellishments
ILLUSTRATION = Your realistic drawing of the real object

GRAPHIC EXAMPLES
IMAGE RELATED = Silhouette of real object. A Vector version.
CONCEPT RELATED = Your own unique visualization of the object
ARBITRARY RELATED = The object visualized in its most basic geometric shapes or forms

VERBAL OR TEXT EXAMPLES
DESCRIPTION = Accurate but simple description of the object
NOUN = The simple word which describes it.

EDITORIAL ILLUSTRATION AND DESIGN
- **Editorial Illustration basics**
- **How To Break Into Editorial Design**
- **How to do editorial illustration (Tips and great examples)**
- **Create a double page spread using Adobe InDesign 2021**
- **About pages and spreads using Adobe InDesign**

PROJECT DESCRIPTION – 5 point project
PRE-PRODUCTION
Find a news article that spans at least a few paragraphs or more. Concept sketch appropriate artwork which accents a 2-page spread for the articles content. Looking for a minimum of five concept ideas. (2 pts)

PRODUCTION
- Create imagery relating directly to your news article. (2 pts)
- Format your news article to wrap around your illustration.
- Using Adobe InDesign, layout a 2 page news article that includes your illustration. It should directly relate to the news articles content.

POST-PRODUCTION
- Save your layout as InDesign files. Upload to focus (1 pt)
- Output your files to match this design style. Use necessary software to do this.

Project Outcome

Students demonstrate their strengths and areas to further study through their own work and self reflection. Accounts for the student not only illustrating but thinking abstractly, working with current events and news for inspiration. Students evaluate what visual design elements could be incorporated into advertising or artwork besides what is typically expected. Students further their skillset using Adobe InDesign.

Grading Rubric – 5 points

An *A* grade will look like: 5 points
Your attention to detail is self-evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set.

A *B* grade will look like: 4 points
Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A *C* grade will look like: 3 points
Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A *D* grade will look like: 2 points
Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

A **Failing** grade will mean: 0 - 1 points
The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.