

ARTS121 - 2D Design

DEVANN GARDNER

Color Posterize

Project Brief

In this project, students will develop a visual understanding of the differences between subject matter and form. Students will intentionally translate value into color and develop visual understanding of Color Schemes/Harmonies. Students will develop practical understanding of how to create either Monochromatic, Analogous, Complementary or Split-Complementary Color Harmonies. Inspired by artist, Shepard Fairey, students will design a poster using both representational and non-representational imagery in combination with Adobe Suite for technology aid.

Assignment

You will review posters and designs made the artist, Shepard Fairey (and you can view many of his public works locally at the Mercantile in downtown Rock Hill or at Camp North End in Charlotte. After review and in class lecture, you will choose a topic and design 5 thumbnail sketches and prepare portrait photos with designs for review. Once sketches pass review, begin translating sketch into Adobe to design a poster with conceptual message of student's choice. Combine edited portrait with iconography and design elements to develop a cohesive poster concept.



Materials

- Sketchbook
- Drawing paper
- Bristol board
- Tracing paper
- Drawing pencils
- Eraser
- Ruler
- Fine tip sharpie pen
- Brushes
- X-acto knife

- Acrylic Paint
- Other materials TBD

Each student will be supplied with a set number of materials which will supplement most of the project. Other items like pencils, pens and instructor resources are available. Even though we have these items in studio, students are responsible for having these as part of their general student artist tool kit:

- Pencils, pens, scissors • Ruler • Xacto Knives, Blades
- Masking Tape • Paper/Sketchbook • Erasers

If students require additional resources, they will need to purchase those items. Or contact instructor for alternative options.

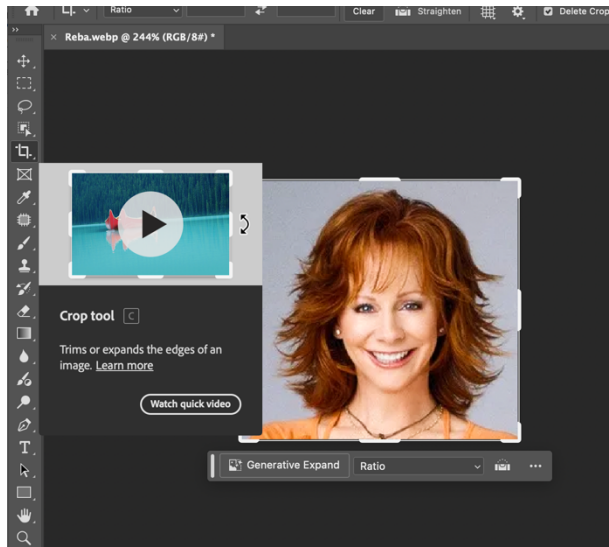
Instructions

Part 1 - In your sketchbook

1. Divide the paper into 4 equal working areas. Develop sketches 3" x 4" thumbnails of your composition into a portrait poster design.
2. Only use line, do not use color. Look at color schemes and begin brainstorming color palette choice for final design.

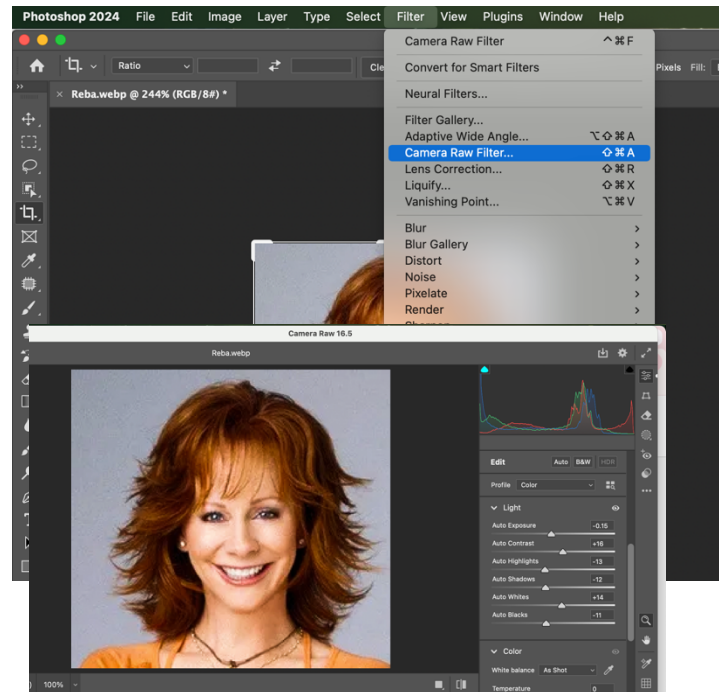
Part 2 -option 1- in the studio

1. Prepare a portrait photograph, with composition in mind. (Pose, take a thoughtful selfie, ask a friend for help). Make sure the photo has good light and shadow.

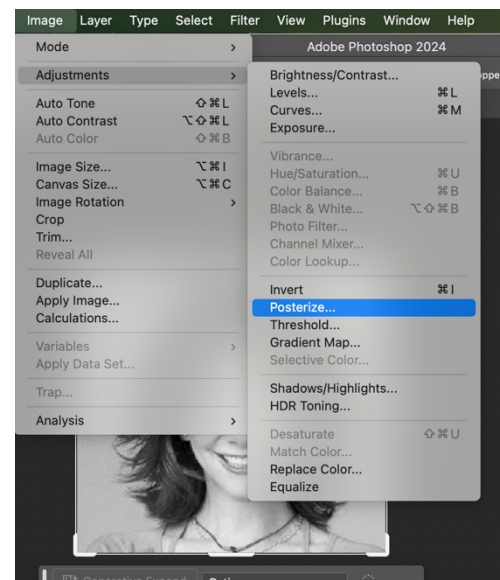
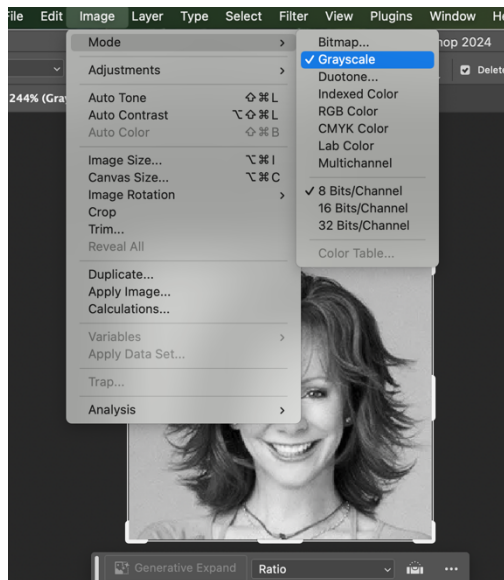


2. Once you have your image, you need to open it in **Photoshop** and Crop it appropriately. The top of the image should be cropped to the top of your subject's head, and the bottom should be a bit higher than chest height. The crop should have about a 2:1 ratio.

3. Emphasize the light and shadow shapes. **Filter > Camera Raw Filter.** This will open a new window where you can adjust the image to emphasize the lights and darks. This is important to help make defined shapes later.

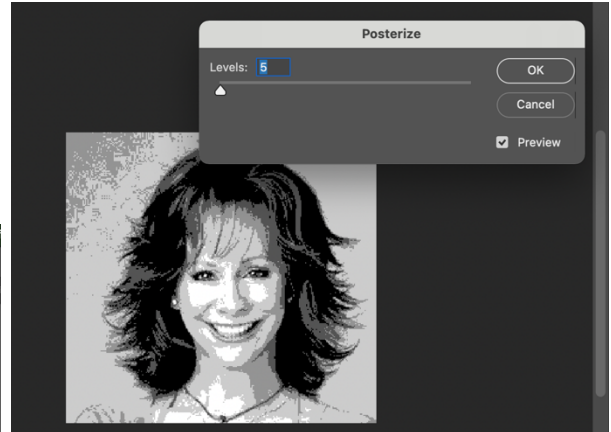
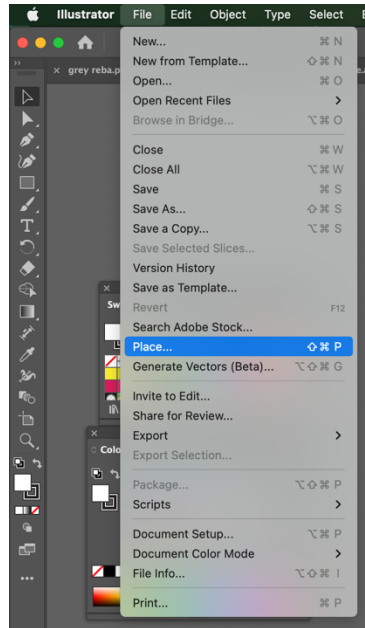
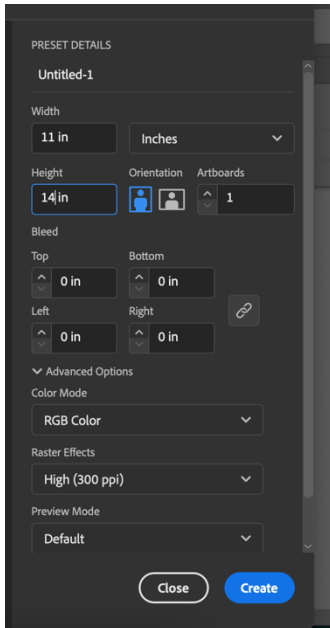


4. Make the image black and white. **Image > Mode > Grayscale**



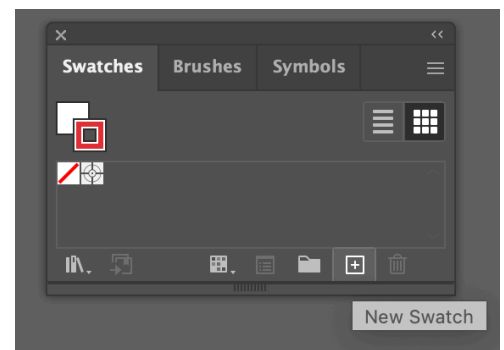
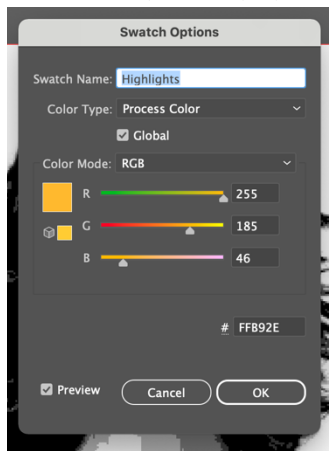
5. **Posterize** the image. Go to **Image > Adjustments > Posterize.** An appropriate posterization level is 3 – 6

6. **Save image** as a jpg to computer or drive and close photoshop.
7. Open **Illustrator**. Open your artboard to 11" x 14" Or 14" x 11". Inches! RGB mode.
8. **File > Place** import your image from photoshop.



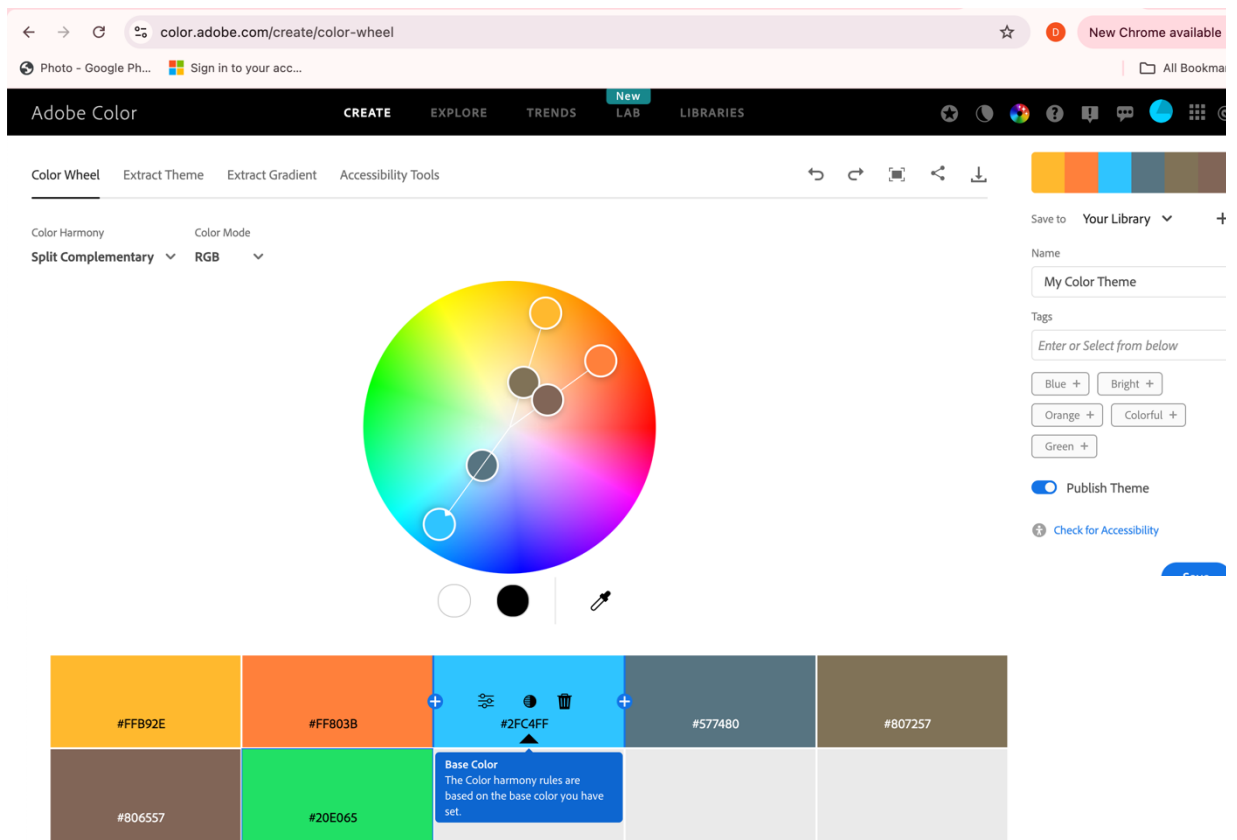
Now before we start drawing, let's get our palette saved. Whatever color scheme you chose,

1. **Window > Swatches** to see your swatch panel.
2. In the new window select the + symbol to add to your swatches and find your first color.

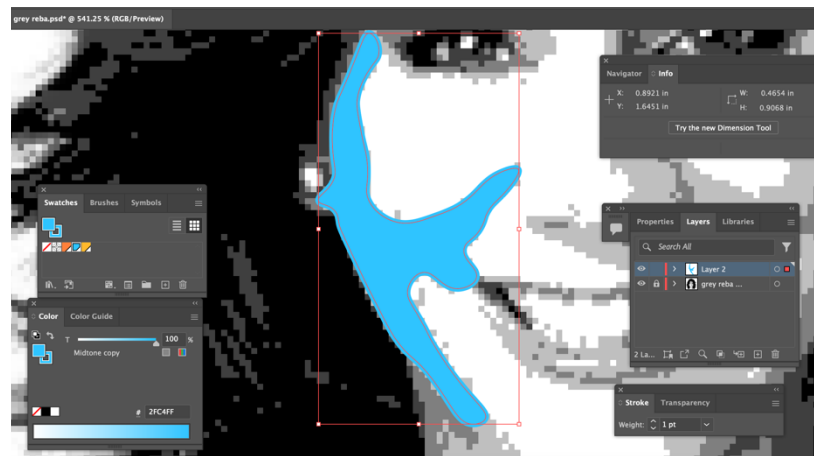
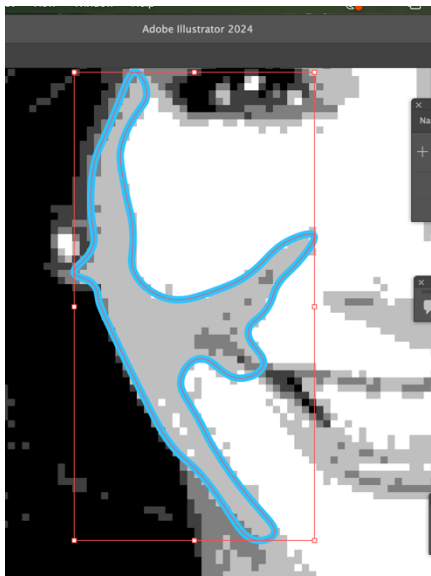
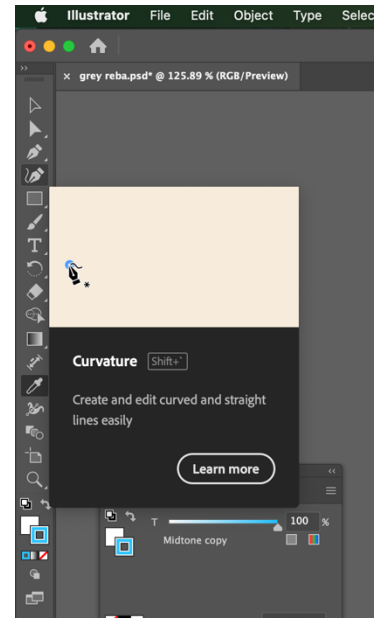


3. You can upload your own image or use this link: [Color Palette](#) or type in your color code. And label it.

- Remember this is a split or double split complementary color system. You can also save tints, shades, and tones of your base colors.
- Lock reference Layer & Create New Layer.** This layer will hold our outline.

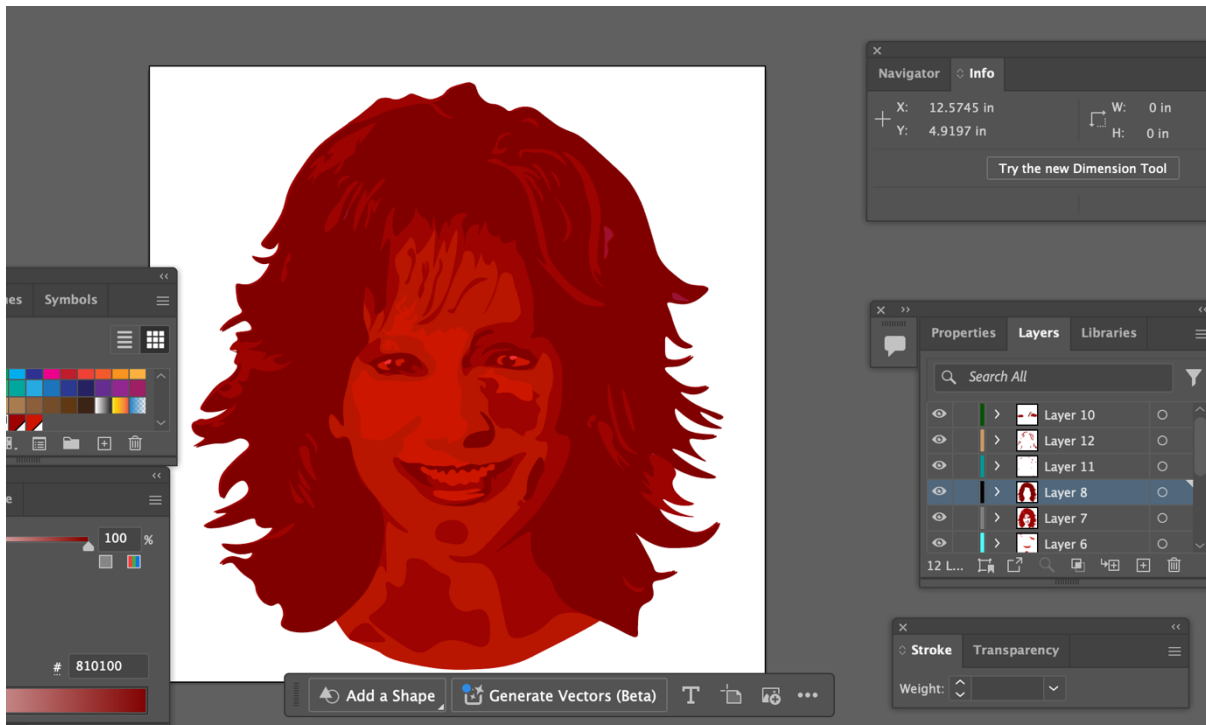


6. Now we grab our **Pen Tool (P)**, or **Curvature Tool (Shift+~)** giving it a stroke of null and a fill of our pattern. Then start outlining all the black areas with the **Pen Tool (P)**. The key is to average it out—don't follow the guide layer too closely. Just roughly outline it, and don't worry about our curves as we'll fix them after we create our outline.



7. You might have noticed that there are lighter portions in the middle that we just went right over with outlines. We're going to fix that by outlining those using the same process. Fill those with your color choice B. Do this on a **new layer** just above the pattern layer.
8. Now we just do this same thing for each layer: roughly outlining it, then outlining the highlights with the color immediately below it, and then smoothing out our outlines.

Once each major section is outlined and filled with color choice from chosen color scheme, begin composing background with design to strengthen your "poster"/"mural". Design can include geometric divisions, graphic icons, symbolic icons, etc.



Finish:

1. Save your final Illustrator design as .ai and a copy as .pdf
2. Print at the CreatorSpace on large format paper
OR
project/trace image on 11" x 14" Bristol paper and color block paint your color scheme.

Part 3 - Documentation and Reflect for Critique prep

1. Photograph your finished image and submit high quality images.