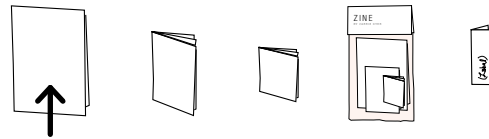


ZINE A. | ADOBE ILLUSTRATOR

EXPERIMENTS:

/// DIGITAL SYSTEMS & METHODS + ZINE PACK



| DESCRIPTION :

A client has approached you and has requested a contemporary, creative, unique series of folded artifacts for a zine fair to give away as swag to entice creatives to use creative software. They want a series of zines that communicate imaginary landscapes and emotion through visual energy, a unique visual language, and a mixture of raster, vector, and 4D imagery. You will create a series of 3 Zines using Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. > For Zine A. You will use Adobe Illustrator to create the primary panels of the first Zine in the Pack of three.

| OBJECTIVES :

- a. Students will gain a thorough understanding of an industry-standard vector program used for typography and illustration.
- b. Students will explore concrete and abstract imagery, experiment with primary and secondary meaning of words, symbolism and metaphor.
- c. Students will explore vector illustration techniques.
- d. Students will express design decisions through written form.

| DESIGN PROCESS / RESOURCES :

- 1. DIRECTIONS/ PARTS/PIECES. See following pages for assignment process, directions, videos, etc.
- 2. PROTOTYPING. [How to Fold Zines video](#) -Video from Chloe Castelli <LINK >
- 3. MAKING / PLANNING / PRINTING / PRESENTING.
 - Templates & Files: [AI = Adobe Illustrator, ID = Adobe InDesign]
 - a. NOTES from AI video prez: <LINK >
 - b. SOURCE files - AI:
 - I. Zine A. AI template source file: <LINK >
 - II. PDF Example [built in AI] <LINK >
 - c. STORYBOARD files:
 - I. PDF of Storyboards for Zine A-C. <LINK >
 - d. PRINTING files- ID:
 - I. ID template [source file]: <LINK >
 - II. Carrie PDF example: <LINK >
 - e. VISUAL PRESENTATION files - ID:
 - I. ID Visual Presentation template: <LINK >
 - II. Presentation examples by students: <LINK >
 - III. Presentation Video: <Link >
- 4. RESEARCH. Professional Zines & Books: <LINK >
- 5. RESEARCH. Student Work Examples. <LINK >

| RESEARCH :

VISUAL EXPLORATION is essential. Below are examples of successful, creative, contemporary design work. A lot of these examples are award winning works. I give you these links to explore and develop aspects of your own aesthetic. The examples here are selections from my inspiration. Behance is also a great place for visual exploration.

- a. Main Pinterest Link. <LINK >
- b. Books-Zines. <LINK >
- c. Layout Design. <LINK >
- d. \TYP3_Candy. <LINK >
- e. DESIGN | : | : <LINK >
- f. line, shape, texture _ / - / : : <LINK >
- g. surface d3sign /// / pattern <LINK >

ZINE A. | AI - ADOBE ILLUSTRATOR PANELS 1-5. ASSIGNMENT PROCESS /



- To Start click on the black play button for each section to watch the primary video.
Extra supplemental videos are in GRAY to the right.

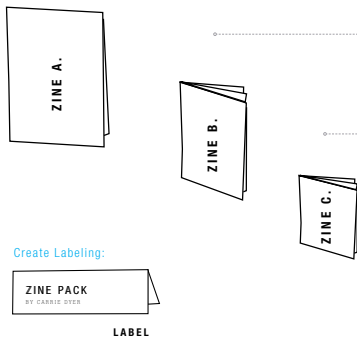
WEEK.	DAY.	VIDEO.	SECTION.	NOTES / INFORMATION / PREP / ADDITIONAL VIDEOS.
WEEK 01.	W.		I. OVERVIEW / CONSIDERATIONS / PREPERATION	<ul style="list-style-type: none"> > FILE STORAGE: External Hard drive / Do not save work on CC. / No copying. No tracing. / KEEP ALL WORK > THEME: Imaginary Environments / Psychological Spaces > COLOR SCHEME RESEARCH: <u>___ Adobe Color Themes. ___ COLOR</u> > BLOCK SCHEDULE: In your calendar write down all due dates for class. Block out time each week for homework between 2-9 hours a week. Some students need more or less. > FOLD & SKETCH: Fold Zine A, B, and C. Sketch ideas for your work into the practice Zines. These can work as a kind of Storyboard for your ideas.
	W.		ZINE A. PANEL #1 II. SHAPE DRAWING.	<p>SUPPLEMENTAL VIDEOS by {CARRIE for MICRO ASSIGNMENTS:</p> <ul style="list-style-type: none"> ___ MAC ENV / FOLDERS / AI ___ SQUARE PIXEL DRAWING. ___ CIRCLE PIXEL DRAWING. ___ GROUP/UNGROUP ___ FRONT/BACK ___ "MARKS". ___ MIXTURE #A. ___ BLEND/WARP/WIDTH ___ 3D TOOL ___ TRANSFORM/DISTORT/WARP ___ TEXT ENVELOPE. <p>ADDITIONAL AI TOOLS RESEARCH:</p> <ul style="list-style-type: none"> ___ ADOBE TUTORIALS. ___ 10 ESSENTIAL AI TIPS. <p>STUDIO RESEARCH:</p> <ul style="list-style-type: none"> ___ VECTOR VS RASTER ___ CRITIQUES ___ ELEMENTS & PRINCIPLES ___ FUNDAMENTALS OF DESIGN
WEEK 02.	M.		ZINE A. PANEL #2 III. VECTOR LINE.	<p>SUPPLEMENTAL VIDEOS by {CARRIE for MICRO ASSIGNMENTS:</p> <ul style="list-style-type: none"> ___ CUSTOM VECTOR LINES. ___ VECTOR BRUSH DRAWING. / #01 / #02 / ___ 100 LINES DRAWING.
	W.		ZINE A. PANEL #3 IV. VECTOR OBJECTS.	<p>SUPPLEMENTAL VIDEOS by {CARRIE for MICRO ASSIGNMENTS:</p> <ul style="list-style-type: none"> ___ VECTOR OBJECTS. ___ FLAT VS. DIMENSIONAL. ___ COLLECTION OF OBJECTS. ___ EMOTIVE OBJECTS PEN TOOL. ___ MIXTURE #B. ___ PEN TOOL EXERCISE/ FILE /
WEEK 03.	M.		ZINE A. PANEL #4 V. PATTERNS.	<p>SUPPLEMENTAL VIDEOS by {CARRIE for MICRO ASSIGNMENTS:</p> <ul style="list-style-type: none"> ___ PATTERNS.
	M.		[REVISIT WORK. QUESTIONS?]	<p>Revisit week one and write down questions you may have in a list. Submit questions to professor. Evaluate your progress. Rate how you are doing. What do you need to work on regarding form [Elements and principles of Design].</p>
	W		ZINE A. PANEL #5 VI. [CHOICE].	<p>Review the above lessons from week one and create a large poster-like composition for the back side of the Zine.</p>
WEEK 04.	M-F.		VII. WHAT TO TURN IN & HOW:	<p>What do you turn in on Blackboard?</p> <ul style="list-style-type: none"> ___ a. download the TO DO Checklist. <LINK> ___ b. Watch video tutorial here [click on black play button] ___ c. Download InDesign Visual Presentation Template. <LINK > ___ d. Export each source file above as a jpg or png at 300 ppi. Make sure to check "Use Artboards" in Adobe Illustrator. Then place png files into InDesign Visual Presentation file. Custom edit and design your own presentation. Under the Pages panel [>Window >Pages] add new pages/slides to add content. Think of your presentation as visual storytelling. Show your process work, variations or micro assignments, [any research], Self-Directed Critique with three categories [List: 2 strengths, 4 weaknesses / Write: 3 paragraphs of self critique / Rate: your work with the rubric categories using 1 to 5. Five is Stellar. One is Draft Quality. Three is Average. <p>1 x PDF PRESENTATION 1 x PDF of FINAL WORK [Exported from source file.]</p> <p>[*THIS PROCESS IS EXPECTED FOR EVERY VISUAL/FORMALPROJECT THIS TERM]</p>

ASSIGNMENT DIAGRAM.

FINAL ARTIFACTS:

I. MAKE 3 ZINES (SINGLE PAGE ZINES):

(Method & imagery are your choice but must be your imagery.)

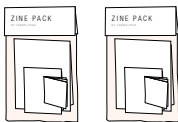


II. PACKAGE TOGETHER



III. TWO COPIES

MAKE 2 IDENTICAL COPIES FOR FINAL CRITIQUE:

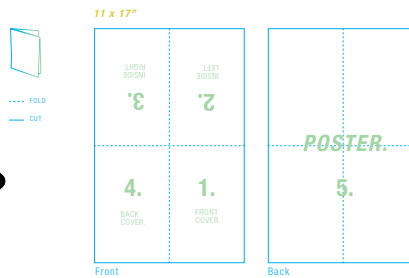


IV. FINAL STEPS

FINAL ASSIGNMENT WILL BE PRINTED, PHOTOGRAPHED ON WHITE BACKGROUND, AND PLACED IN AN INDESIGN PRESENTATION FOR DIGITAL TURN-IN ON BLACKBOARD.

ZINES: ZINE TEMPLATE FOLD PATTERNS & PANEL ASSIGNMENTS.

ZINE A. ADOBE ILLUSTRATOR.



PANEL ASSIGNMENTS:

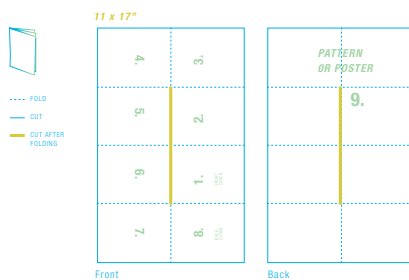
ZINE A. (ADOBE ILLUSTRATOR)

- THEME = IMAGINARY ENVIRONMENTS
- PANEL 1 = *Shapes Drawing*
- PANEL 2 = *Vector Line*
- PANEL 3 = *Vector Objects*
- PANEL 4 = *Patterns*
- PANEL 5 = _____ [choice]

OTHER:

- ___ Paper Size: 11x17"
- ___ Panel Size: _____"
- ___ Design Required: on both sides
- ___ Software: Adobe Illustrator

ZINE B. ADOBE PHOTOSHOP.



PANEL ASSIGNMENTS:

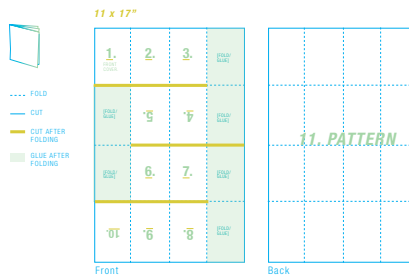
ZINE B. (ADOBE PHOTOSHOP)

- THEME = PSYCHOLOGICAL SPACES
- PANEL 1 = *Cycle of Life Circle Drawing*
- PANEL 2 = *Spaces of Life Square Drawing*
- PANEL 3 = *Figurative Face Collage*
- PANEL 4 = *Masking using Layers*
- PANEL 5 = *Analog Layered Protest Collage*
- PANEL 6 = *Monster Drawing*
- PANEL 7 = *Difference Filter Experimentation*
- PANEL 8 = _____ [choice]
- PANEL 9 = _____ [choice]

OTHER:

- ___ Paper Size: 11x17"
- ___ Panel Size: _____"
- ___ Design Required: on both sides
- ___ Software: Adobe Photoshop

ZINE C. 4D / ANIMATION.



PANEL ASSIGNMENTS:

ZINE C. (4D / ANIMATION)

- THEME = _____
- PANEL 1-8 = *Frames from Gif or Stop Motion*
- PANEL 9 = *QR Code to YouTube Link*

OTHER:

- ___ Paper Size: 11x17"
- ___ Panel Size: _____"
- ___ Design Required: on both sides
- ___ Software: phone & Adobe Photoshop
- ___ Images: Images are stills of animations

RUBRIC.

DIGITAL SYSTEMS & METHODS.

ADOBE ILLUSTRATOR.

0	DRAFT QUALITY
1	DEVELOPING
2	MEETS EXPECTATIONS
3	ABOVE AVERAGE
4	STELLAR



Rubric Criteria

1. **Formal Qualities.** [Elements & Principles of Design]. Examples include: ___.Compositional qualities (layering & balance). ___.Line Shape, Texture, Space, Color, Balance, Symmetry, Space, Rhythm, Scale, Contrast, Value. ___.Color Pallet includes students own mixed colors and not the default colors. ___.Has the student successfully solved the compositional qualities of the work? **20%**

2. **Experimentation, Originality, Visual Language, & Vector Forms.** Examples include: **15%**
 ___.Experimentation with Pattern, Unique Shapes, Forms, Illustrations. ___.Formal experimentation with cohesive shape, size, scale, line, weight, etc. ___.Range & Variation in form, line, pattern. ___. Uniqueness of Form and implementation of successful design decisions. ___. Are objects / compositions sophisticated? ___. Do compositions avoid branded elements like logos or other trite elements? If universal forms are utilized are they visually different with their own sense of visual language? ___. How are compositional aspects balanced? ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view? ___. Are there unique elements that express voice. ___. Form experimentation with cohesive shape, size, scale, line, weight, etc. ___. Range and Variation in form, line, pattern. ___. Experimentation with minimal and complex forms. ___. Uniqueness of Form and implementation of successful design decisions.

3. **> Technical Skills: Adobe Illustrator.** Examples include: ___. Technical development of Illustration skills & embracing digital tools. ___. Vector Technical Skills. ___. Crafting of vector objects. **10%**

4. **Visual Presentation, Followed Submission Instructions.** Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design? **10%**

5. **Design Process + Design Thinking.** Is evidence of the design process present? Examples include: ___.Did student experiment with their design process during the assignment? ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.? Design process can include brainstorming, visual research, aesthetic awareness, variation experimentation, "formstorming", different design techniques [Kit of Parts], etc. See *Graphic Design Thinking* and *Graphic Design the New Basics*, by Ellen Lupton for suggestions. **15%**

6. **Self-Driven Critique, Peer Critique, & Studio Culture.** **10%**

7. **Professionalism + Positive & Critical Thinking.** **5%**

8. **Time Management + Required Experiments.** **15%**
 ___.Did student complete all required experiments?

9. **Is Work Late? -20%**