

On Language

Assignment No. 1

The Assignment: Select one of the sports phrases from the excerpt of The New York Times' On Language column and use it as inspiration for a drawing that illustrates (comments on, interprets or embodies the spirit of) the concepts explored in the text. Is the article about sports language, or about the value of vernacular used out of context, or about the use of metaphor, or?

Use any medium you wish but the illustration should be proportional to 5 ½ x 3 ¾ inch black and white continuous tone image.

The Learning Objective: This assignment is an introduction to the basic elements of editorial illustration, emphasizing an awareness of the relationship between the book or magazine page and a drawing, the differences between a drawing and an illustration; creativity within the responsibility of the drawing for the client commissioning the drawing; the relationship between the type and illustration; and commercial and computer reproduction techniques.

Grading Criteria:

- 1) The quality of drawing and/or painting
 - 2) Concept
 - 3) Composition
 - 4) Craftsmanship
 - 5) Project management
- Two additional interacting criteria are:
- 6) How clearly does the work transmit its message?
 - 7) How uniquely does it employ its graphic vocabulary?
- *Late assignments will receive lower grades*

Turn the finished illustration in mounted and centered on black mat board (or black illustration). Turn in all the preliminary drawings in a 9" x 12" envelope at the same time.