

Produce Stand

Illustration Assignment

Produce Stand is a project of product illustration in color

Materials: graphite pencils, paper, gray scale markers, toned Canson paper, color pencils

Assignment: The market *Trader Joe's* wants a full color illustration that celebrates lush, gorgeous, inviting fruits and vegetables to be used as an advertisement for the produce they sell. The client wants you to choose and compose the items.

Thumbnails: 10 b/w drawing of the produce.

Bring the fruits and veggies to each class for this project.

Roughs: minimum of 3 b/w gray scale marker drawings and one full color rough (color pencil on gray scale marker)

Final Art: The completed full color drawing (color pencil on gray scale marker), mounted on 15" x 20" illustration board.

Size: Minimum final art size is 8" x 10" (you may work larger). Make all the preliminary drawings proportional to the final art size.

Extra Credit: Place a copy of the final drawing in a layout that includes the text, "Trader Joe's Produce Stand."

35 points total are possible for the project

The Final art will be mounted on 15" x 20" black illustration board. Cover with a cover flap. Tape a 9" x 12" envelope on the back. The envelope will contain: Development drawings, and any practice in-class work and research material (if appropriate to the assignment)