

# Farm Fresh

## Illustration Assignment

*Farm Fresh is a project of illustration drawing skill building*

**Materials:** 3-ply Bristol Board and a range of graphite pencils (2H, HB, 2B, 4B, 6B)

**Assignment:** The market *Trader Joe's* wants 3 Black and White spot illustrations for an in-store advertisement. The client wants 3, 5-inch x 7-inch, full value, drawings in graphite on Bristol Board. One is a drawing of an egg(s); the next a drawing of a tomato(s); and the third, a drawing of an eggplant(s). Include value in the background. Draw the egg on a medium to dark surface. Draw the tomato on a dark surface and the eggplant on a light surface.

**Thumbnails:** 5 line drawing of each item (15 drawings total).

**Bring the egg, tomato, and eggplant to class to begin the final work.**

**Roughs:** 9 value drawings: each object drawn with white background, medium value background, and dark background.

**Final Art:** The completed value drawing of each item, mounted on 15" x 20" illustration board. 3- 5" x 7" drawings (each item in its own 5x7 rectangle) or one 15" x 7" drawing (all the objects together)

**Size:** 3 drawings, each 5-inch x 7-inch, leave a ¼" border around each drawing or one 15" x 7" drawing with all the objects

**Extra Credit:** Place a copy of the final drawings in the provided Farm Fresh layout.

**35 points total are possible for the project**

**The Final art will be mounted on 15" x 20" black illustration board. Leave a ½ inch space between each drawing. Cover with a cover flap. Tape a 9" x 12" envelope on the back. The envelope will contain: Line drawing, and any practice in-class work and research material (if appropriate to the assignment)**