

Modern World

Illustration Assignment

“Use a fusion of form & content to create a memorable image ”

Objective: The objective is to create clear communication story telling and a memorable image through staging, juxtaposition of elements/images, value and the handling of materials.

Materials: Thumbnails: Black & White, **Roughs:** Black and White and White Prisma Color pencil on black paper

Final Art: Scratchboard

Assignment: Congratulations! Time Magazine has commissioned you to do a cover illustration. Time wants you to use George Carlin’s Modern Man as an inspiration and respond or interrupt or comment on the current state of life for the 21st century modern man and woman. This cover is for a special issue on living in the modern age of light speed electronics, multi-tasking, and communications.

Size: all work proportional to 8 ½” x 11, final art minimum size is 8 ½” x 11” mounted on 15” x 20” black illustration board. (if using Clayboard no mounting is necessary)

Critique number one: 15 thumbnails

Critique number two: 1 black and white rough

Thumbnails= 10 points possible

Rough= 10 points possible

Finished Art= 15 points possible

35 points total are possible for the project

Final art will be mounted on 15” x 20” black board with a Tracing paper cover flap and heavy dark gray cover flap. Tape a 9” x 12” envelope on the back. The envelope will contain: B/W thumbnails, Rough, Practice in-class work and research material.

"I'm a Modern Man"

George Carlin, November 5th, 2005

Beacon Theater, NYC

I'm a modern man.

I'm a modern man.

I'm a modern man.

I'm a modern man.

I'm a modern man,

A man for the millennium,

Digital and smoke free.

A diversified multicultural postmodern deconstructionist,

Politically anatomically and ecologically incorrect.

I've been uplinked and downloaded.

I've been inputted and outsourced.

I know the upside of downsizing.

I know the downside of upgrading.

I'm a high tech lowlife.

A cutting edge state-of-the-art bicoastal multitasker,

And I can give you a gigabyte in a nanosecond.

I'm new wave but I'm old school,

And my inner child is outward bound.

I'm a hot wired heat seeking warm hearted cool customer,

Voice activated and biodegradable.

I interface from a database,

And my database is in cyberspace,

So I'm interactive,

**I'm hyperactive,
And from time-to-time,
I'm radioactive.**

**Behind the eight ball,
Ahead of the curve,
Riding the wave,
Dodging a bullet,
Pushing the envelope.**

**I'm on point,
On task,
On message,
And off drugs.
I got no need for coke and speed,
I got no urge to binge and purge.**

**I'm in the moment,
On the edge,
Over the top,
But under the radar.**

**A high concept,
Low profile,
Medium range ballistic missionary.
A street-wise smart bomb.
A top gun bottom feeder.**

**I wear power ties,
I tell power lies,
I take power naps,
I run victory laps.**

**I'm a totally ongoing bigfoot slam dunk rainmaker with a proactive outreach.
A raging workaholic.**

**A working ragaholic.
Out of rehab,
And in denial.**

**I got a personal trainer,
A personal shopper,
A personal assistant,
And a personal agenda.**

**You can't shut me up,
You can't dumb me down.
'Cause I'm tireless,
And I'm wireless.
I'm an alpha male on beta blockers.**

**I'm a non-believer and an over-achiever.
Laid back but fashion forward.**

**Up front,
Down home,
Low rent,
High maintenance.**

**Super size,
Long lasting,
High definition,
Fast acting,
Oven ready,
And built to last.**

**I'm a hands on,
Foot loose,
Knee jerk,
Head case.**

Prematurely post traumatic,
And I have a love child who sends me hate mail.

But I'm feeling,
I'm caring,
I'm healing,
I'm sharing.
A supportive bonding nurturing primary care giver.

My output is down,
But my income is up.
I take a short position on the long bond,
And my revenue stream has its own cash flow.

I read junk mail,
I eat junk food,
I buy junk bonds,
I watch trash sports.

I'm gender specific,
Capital intensive,
User friendly,
And lactose intolerant.

I like rough sex.
I like rough sex.
I like tough love.
I use the f word in my email,
And the software on my hard drive is hard core, no soft porn.

I bought a microwave at a mini mall.
I bought a mini van in a mega store.
I eat fast food in the slow lane.

**I'm toll free,
Bite sized,
Ready to wear,
And I come in all sizes.**

**A fully equipped,
Factory authorized,
Hospital tested,
Clinically proven,
Scientifically formulated medical miracle.**

**I've been pre-washed,
Pre-cooked,
Pre-heated,
Pre-screened,
Pre-approved,
Pre-packaged,
Post-dated,
Freeze-dried,
Double-wrapped,
Vacuum-packed,
And I have an unlimited broadband capacity.**

**I'm a rude dude,
But I'm the real deal.
Lean and mean.
Cocked, locked and ready to rock.
Rough tough and hard to bluff.**

**I take it slow.
I go with the flow.
I ride with the tide.
I got glide in my stride.**

**Drivin' and movin',
Sailin' and spinnin',**

**Jivin' and groovin',
Wailin' and winnin'.**

**I don't snooze,
So I don't lose.
I keep the pedal to the metal,
And the rubber on the road.**

**I party hearty,
And lunch time is crunch time.**

**I'm hanging in,
There ain't no doubt.
And I'm hanging tough,
Over and out.**