

# PERSUASION

A d v e r t i s i n g I l l u s t r a t i o n A s s i g n m e n t

*“Will the message get through?”*

**Materials:** **Thumbnails:** Black & White, **Roughs:** Color Pencil or Color Markers

**Final Art:** Color pencils and/or watercolor technique with ink line

**Assignment:** The energy drink company, **Xenergy** has commissioned you to create an illustration image that will communicate and imbed, in the consumer’s mind, a positive selling quality about drinking **Xenergy**. Your job is to pick, from the following list, one of the **Xenergy** attributes and create a full color, 11” x 17”, illustration image which through a fusion of form and content expresses the quality while associating it with **Xenergy**. The **Xenergy** logo may be included, however this is optional. Type may be used, but this is also optional.(note: you may choose your own favourite energy drink to the illustration for)

- .. Power
- .. Party
- .. A cool, hip, drink
- .. Female friendly
- .. All Natural
- .. Strong energy ingredients
- .. Juice beverage
- .. Can stay up late
- .. The kick that tastes good
- .. Other that the illustration defines

**Size:** all work proportional to 11” x 17, final art minimum size is 11” x 17” mounted on 15” x 20” black illustration board.

**Critique number one:** Present 15 thumbnails and one black and white rough

**Critique number two:** The color final art, mounted on 15” x 20” black illustration board, along with all thumbnails, roughs, in-class work, research and reference materials.

In-class work	=	10 points possible
Thumbnails /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, Color Rough, Practice in-class work and research material.**