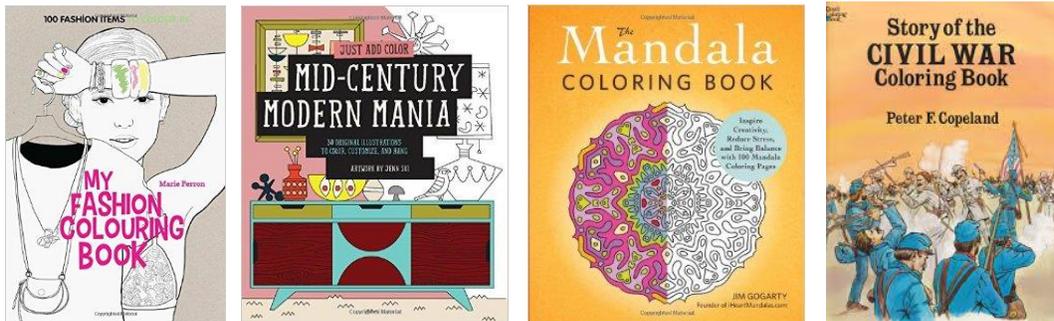


- You will make project 4 as individuals. However, the piece that you turn in will be one piece in a larger unified class project.
- The class project is to come up with a concept for a coloring book and execute that concept (make the book).
- Each one of you will make one page in the book that illustrates one facet of the concept, but first we need to determine what the subject of our book will be.

The possibilities for the coloring book concept are endless. Here are some examples:



I will break you into groups, and you will have fifteen minutes to come up with several ideas. At the end of the fifteen minutes, you will present your strongest idea. You must tell us:

- Your core concept (You should be able to describe it in a sentence)
- The inspiration behind your idea, and some reasons why you chose it as your strongest idea
- Why you think we should choose your idea (will it be fun to design for? Are there many sub-topics to explore?)

Your brainstorming session should talk about:

- Topics that potentially appeal to everyone in the class
- Topics that are visually-rich, and that lend themselves to visual storytelling or visual imagery
- Original ideas that haven't been covered to death

**Try not to focus on what your composition will be—there will be time to develop that later. Plus, you don't know what the project requirements will be yet! Instead, use your class time wisely to think of the project as a whole.**

#### DIRECTIONS

1. Divide into groups as directed.
2. Elect a scribe to write down the elements of your concept as it develops. Don't hold back: list, diagram or sketch the elements of your idea. Get all of the ideas down onto paper. You will have 15 minutes, which will go quickly! The more ideas you generate, the more specific and compelling your concept will be.
3. When 15 minutes is up, you will have an additional ten to clean up your ideas into a pitch. You will need to sell us on your idea, because we will vote as a class and choose a unified concept.

Read chapter 7 in your book for more information on the design element, "line," and how to use it well.

**You now have a core concept in place for your class coloring book.**

**The concept for the book is \_\_\_\_\_.**

Individually, you will each create a page in the book that illustrates your unique perspective on the concept, and that stylistically/visually speaks to your point of view as an artist. This is your fourth project for this class, and some of you may be noticing that your projects share elements in common with one another. Think about why you go back to certain design strategies: why do they appeal to you? Are they part of your artistic style?

This time, try to consciously discover and convey your own personal style of voice as you work.

To help you envision, and stay on track toward, the goal of your illustration, you must formulate a one sentence caption for your illustration.

**The caption should succinctly describe your image and entice the reader. This is the written portion of Project 4, and is due on Tuesday, 4/18 for approval.**

**Your final caption should be turned in typed and spell checked with the final project.**

**Your coloring book page:**

- May be drawn digitally or by hand in black on a white background
- Must be done on a Bristol paper that measures **exactly** 8.5 x 11 inches.
- Must have **exactly** a .5 inch border around the design (do not colorize or shade the border, for printing reasons).
- Must be done in **line** and include both an **articulated** and **implied line**
- Must use **line** to create **form**
- Must include a noticeable area of **visual texture** or **pattern**
- Must create **emphasis**/a focal point and you must be able to name which kind!!
- Must create a **unified design** and reinforce the **unity** of the book as a whole
- Must activate at least 75% of the visual space on the paper. The goal is to use your negative space wisely and strategically.

**Your coloring book page and caption are due for critique on Thursdy 4/20.**

**Grading Rubric:**

Complete and on time	_____
Craftsmanship/presentation	_____
Follows assignment's guidelines	_____
Thoughtfulness and creativity	_____
Total points out of 40	_____