



VISUAL ART VIRTUAL LEARNING

ART II: THUMBNAIL THURSDAY

MAY 21ST, 2020



LESSON: 05-21-2020

OBJECTIVE/LEARNING TARGET:

Students will take time to learn about commercial artists and create thumbnail sketches of their own ideas for logo designs

Take a closer look at a Famous Artist and their work

Explore a technique or Artist happening somewhere in the world right now!

Figure drawing challenges

Masterpiece Monday

Technique Tuesday

What's Up Wednesday

Thumbnail Thursday

Figure Friday

Practice Skills
Known and new techniques

Small, loose sketches of objects we find or design concepts

WHAT IS A COMMERCIAL ARTIST?

Commercial Artists are creative people who love to draw or sculpt. Commercial artwork emphasizes ideas or concepts for employers or clients.

Their job may include any of the following categories:

- ❖ Graphic Design
- ❖ Commercial Character Design - creating a character to market a product.
- ❖ Illustration - Drawing pictures.
- ❖ Photography
- ❖ Television Commercials/Music Videos
- ❖ Animation
- ❖ Computer Art

SOME OF THE TASKS OF THEIR JOB MIGHT INCLUDE...

- ❖ Using a variety of media such as oils, watercolors, acrylics, silk-screen, clay, and computers.
- ❖ Making products and ideas more appealing to the public by creating designs, illustrations that attract attention.
- ❖ Drawing samples of finished ideas and presents them to their employers or clients for approval.

GRAPHIC DESIGN

Sometimes graphic design is called “visual communications,” a term that emphasizes the function of advertisement, logo, or Web site design. An important part of the designer's task is to combine pictures and words into an ordered and effective whole. Graphic design is therefore a collaborative discipline: writers produce words and photographers and illustrators create images.



WHAT SKILLS DO I NEED & HOW DO I GET THERE?

Skills:

- ❖ Ability to generate original and creative ideas.
- ❖ Ability to draw and sculpt, along with a knowledge of design techniques.
- ❖ Ability to write using correct grammar and punctuation.

Develop a Portfolio:

Along with the proper education, Commercial artists must organize a portfolio (a collection of artwork which contains samples of art ability) to present to potential clients or employers during job interviews.

Artists usually learn art styles and techniques by attending art schools or universities

Most educational programs range from 2-4 years to earn an art degree.

Aspiring Commercial artists must also receive computer-art training in programs such as Adobe Photoshop, Illustrator, Indesign etc. (know that tech based design is ever changing and it is key to keep up with new programs)

ACTIVITY

As you have been learning about commercial artists I hope that you have been thinking about what makes certain labels, brands and logos appealing to you personally (or popular in general)

Understanding and applying the elements and principles of design are key to creating aesthetically pleasing commercial art.

One way that commercial artist might work out their design concepts are through the use of thumbnail sketches of various design ideas.

ACTIVITY

- ❖ Today I want you to choose a logo that you see around you:
 - on your shoes, a purse, a box of food, an add on Youtube, etc.
- ❖ Sketch what you see:
 - try and copy the design as close as you can, this can be good practice and help bring you more understanding of the original design
- ❖ Reinvent what you see:
 - change the typeface of the lettering, the colors, the shapes that make up the logo itself, have fun adding your own ideas to the logo
- ❖ Reinvent your idea again and again until you have created several different mock up ideas for the original logo that you started with



When you create a design that you are really happy with, draw it a few times so that you can create different color combinations for your logo design

The logo designs you could create are endless.

If you are having trouble finding a logo to reinvent them maybe come up with a concept for a store that sells your favorite items or a restaurant that serves your favorite food!



POSTERS WE USE TO
TEACH YOU...

ELEMENTS & PRINCIPLES OF ART

LINE

Line is the path of a point moving through space



PATTERN

Pattern refers to the repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat.



SHAPE / FORM



Shape implies spatial form and is usually perceived as two-dimensional. Form has depth, length, and width and resides in space. It is perceived as three-dimensional.

RHYTHM / MOVEMENT

Rhythm or movement refers to the suggestion of motion through the use of various elements.



COLOR

Colors all come from the three primaries and black and white. They have three properties – hue, value, and intensity.



PROPORTION / SCALE

Proportion is the size relationship of parts to a whole and to one another. Scale refers to relating size to a constant, such as a human body.



VALUE

Value refers to relative lightness and darkness and is perceived in terms of varying levels of contrast.



BALANCE

Balance is the impression of equilibrium in a pictorial or sculptural composition. Balance is often referred to as symmetrical, asymmetrical, or radial.



TEXTURE

Texture refers to the tactile qualities of a surface (actual) or to the visual representation of such surface qualities (implied).



UNITY

Unity is achieved when the components of a work of art are perceived as harmonious, giving the work a sense of completion.



SPACE / PERSPECTIVE

Space refers to the area in which art is organized. Perspective is representing a volume of space or a 3-dimensional object on a flat surface.



EMPHASIS

Emphasis refers to the created center of interest, the place in an artwork where your eye first lands.



HOW TO SHOW US YOUR CREATIONS...

We'd love to see your
work!!!

**Email your art teacher and
be sure to tag your
principal as well.**

**abigail_gordon
@idschools.org**

(You may send examples to your own art teacher!)