Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Coleg Celf Abertawe
Sefydlwyd 1853

BA (Hons) Illustration
Module: Narrative Illustration
Project Brief: Artworking (Project 3 of 3)

Executing Artwork for:
4 double-page Spreads
Or 3 double-page spreads plus Front/Back Cover,
Or 4-page Comic.

Introduction
Over the recent weeks you have spent time exploring narrative, style of character and mood, as well as creating a dummy book or dummy 4-page comic that contains the broad layout of your narrative. A dummy book is a really good way to show a publisher or art director, a proposal for a potential investment. The dummy book should contain clean, clear layouts, showing the planned compositions and layout of image and text, if text is used. There should be consistency in the finish of the dummy book, and in particular, you should ensure that the 4 double-page spreads (or 3 spreads and Front/Back cover), that you wish to develop as artwork, contain final detailed visuals. This will stand you in good stead for the last part of the project – creating finished artwork. If working on a 4-page comic, all pages should contain detailed visuals.

Your visuals will have taken into consideration the layout and placement of text - taking on board creative design and functionality of reading. It is good practice to allow for a healthy margin between the text and the edge of page. Your visuals should have ironed out any important details such as characters, gesture etc., leaving little guesswork to the artwork stage. Avoiding placing important detail on the spine such as details of faces and text is an important consideration.

Brief
You are required to produce artwork for at least 4 double-page spreads, or 3 double-page spreads and the cover. (Or artwork for all 4 pages of your comic.)

The chosen spreads can be any part of your story – endpapers, the beginning, middle and/or end. Consider selecting spreads that show a variety of layout approaches from your book, such as large compositions, close-ups of characters, framed illustrations, vignette illustrations etc.

Things to consider:
Are you executing your artwork at the same size or are you scaling it up, or down even?

Do you need to include a bleed? Consider crop marks and bleeds in regards to any artwork that runs to the edge of your page. If you have multiple illustrations within your artwork, do consider how you will approach executing them as artwork. Would it be more practical to split the artwork up separately or do them together?

Make sure you prepare properly in relation to the media you have chosen for your final artwork. For example – if you are using watercolour, inks or gouache, you will need to decide what type of paper to use? Watercolour paper – smooth (hot press), or rough and textured (cold press or knot) – Will it need stretching?

It is good practice to allow extra room for paper around your artwork to protect it from getting dog-eared.

Do not illustrate or position text upon your actual artwork. This is done digitally afterwards.

If your artwork is digital, make sure from the beginning, your files are the correct **size and resolution** for print.

Deadline for the submission of the entire project – 12noon, Monday 10th January 2022.

Presentation

Presentation is a key element of assessment.

You should present your research, development and final artwork carefully. A clean and practical way to present traditional artwork is to attach a piece of tracing paper. This will protect your work. Do not cut you artwork down to size – leave a healthy area around your work.

You might like to scan artwork and print it out, scaled to fit inside either an A3 or A4 Portfolio.

You might also consider producing a mock-up - proof printouts, using In-Design, to show how the artwork would look if it were actually printed with the text in place.

Good luck!