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

Swansea College of Art
Founded 1853

BA (Hons) Illustration
Module: Narrative Illustration
Linked Task 2: Layout & Design of Word & Image (Task 2 of 3)

Introduction
The illustrator wears many hats when working within publishing!

When considering an illustrated narrative – for a picture book or a graphic novel, it can be helpful to imagine you are more than just the illustrator…

You are the costume designer of the characters in your story and you are also the stage/set designer, choosing the style, the era, and the very props within your narrative. You are the lighting technician creating the atmosphere and colour/mood. You are the camera person deciding upon long shots or close ups. You are the Director, crafting together scenes and creating a pace within your story, and you are also the editor who cuts back, and edits your work so that it comes together and works as a whole at the end.

Brief
Having explored the characters, mood and media/style of your narrative, now is the time to develop layouts that will map out your story. This would normally evolve from breaking your story down into a number of open double page spreads – usually working either to a standard 32, or 24-page book. These formats need to take into consideration endpapers, imprint/copyright page, and title pages in addition to your narrative. Alternatively, you can opt for a 4-page Comic/Graphic short story. The number of pages is negotiable. Please speak with the lectures if you wish to break these formats.

It is good practice to work from initial thumbnails through to developed visuals and a final dummy book, which shows the text and illustrations in position. Your dummy book will be the blue print from which you and a publisher would work from. The detailed extent in which you work in your dummy will be the measure of the success of your final pieces.

Publishers/Art directors are keen to know you have a grasp of design, continuity and pace. Careful, timely consideration of layout, ahead of art-working will result in well-realised finished artwork.

Guidance
Explore other books' layouts that inspire you. Analyse them in your visual diaries/research. Let this inspire your own eventual layout.
Consider the use of text and image equally in terms of creativity, design and functionality.

Decide upon your chosen format:
32, or 24 Page Book format
The single page size of the finished book should not exceed 300mm in width or height

or

4 Page Graphic Novel (Jonathan Cape/Observer Short Story Competition Template)
Single Page: 214mm Width x 280mm Height (The number of pages is negotiable)

From thumbnails through to final visuals, create a dummy book of your chosen size/format.

Your final visuals should contain the text and illustration in position, (unless you have decided upon a wordless narrative.) The layout drawings should also hold the level of detail needed to show a prospective publisher what you intend as finished artwork.

Overall Work Required

- **As part of your overall Visual Research – include an investigation into inspired layouts for picture books/graphic novels by way of an annotated visual diary.**
- **Extensive thumbnail drawing and layout exploring a range of approaches**
- **Written comments in your work – expressing the process, as well as your thoughts on layouts – what is working, what isn't.**
- **A Finished Dummy Book**
- **Consideration to the presentation of your work**

Deadline Tuesday 3rd December