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 1: Pitch Bible

Introduction

You will have spent time looking at the wide reach of the illustrated books market, and you will have thought a little too about expanding upon the theme of "**Walking in the footsteps of Giants**".

In considering a potential project to develop this semester, you will either work on your own story, or base a story around an existing text, such as a folk tale or one of Aesop's fables. (if you decide to use an existing story, it would be best choosing a classic text rather than a modern one.)

Task 1:

For this 5-sessions task, you will need to have a narrative structure/rough story outline in place to work with. A good start will be to establish one or more of these starting points: **A theme. Character(s). Obstacle. Metaphor**

This can be explored in the first session.

Weeks 1-5: The Pitch

Early media experiments for an illustrated narrative is where the magic of your overall style and direction is often born. These early foundations and creative play are where your story's themes, mood and characters are established and brought to life in a very personal and unique way.

As you explore your own narrative, you will develop your own subtle techniques in capturing the emotion, gesture, personality and expression of your story's characters and compositions. Reflect upon the process and techniques you have enjoyed working with throughout your first year and explore these in more depth.

Through a sketchbook and eventually a 'Pitch Bible', explore and capture the spirit and atmosphere of your main character(s) and a setting of your chosen narrative.

Research other illustrators, artists and photographers. Consider the characters in your narrative- be inspired by everything and everyone as you draw (fellow students, people in the town).

Deliverables

A growing body of sketchbook work that explores the early potential of your narrative. You may consider a particular genre, for example, a picture book, graphic novel, comic, artist's book, a novel in pictures or a hybrid. Through the exploration of media and style, you will present a digital 'Pitch Bible' through a series of slides. These will cover:

- Research
- A synopsis of your chosen narrative
- Concept art and development drawings leading up to the final designs
- Final character designs
- Poses & expression sheets
- Backgrounds
- Characters in situ
- Any additional elements that are particularly relative to your narrative. The 'guide' from The Hitchhiker's Guide to the Galaxy for example.

Guidance

You are encouraged to be expressive and explore emotion and gesture.
Naturally, your approach will be individual to how you work. Embrace this but also challenge yourself to break old habits in the pursuit of discovering new ways to illustrate.