

SUMMER PROJECT

Introduction

The major module in your third year of study is *Graduate Portfolio* (60 credits). The clue is in the title – you will build a body of work for your portfolio. It is really important to have a cohesive body of work with your personal visual signature. Professional clients within the industry are inherently risk averse, to a large extent they want to know what they are getting, so your portfolio will need to demonstrate a broad range of work in your style. If your portfolio includes only drawings of flowers and plants, you will be extremely limiting outlets for your work.

To hit the ground running when you return at the end of September you need to begin working on this during the long summer break. With this in mind, we want you to create FOUR illustrations for magazine articles.

Whether, during your third year, you want to focus mainly on Picture Book illustration, Graphic Novels, Concept Art or illustration for advertising and design, it is a good idea to have at least 10 good editorial pieces in your portfolio too. This will give you a broader range of possible areas of commission for your work, and enable you to make a living from your art. Editorials are also a good source of inspiration when creating pieces for your portfolio - scour magazines for interesting articles and illustrate them!

Magazines are generally less ephemeral than newspapers. Whereas newspapers are soon recycled, magazines tend to be kept for a while. Some live on for years in doctors' and dentists' surgeries! There are more magazines being produced today than ever before, covering an ever-increasing range of subject matter. A visit to the average high-street newsagent will demonstrate the plethora of titles and categories available: Fashion, home and lifestyle, men's lifestyle, business and current affairs, health and wellbeing, computing and many more. W. H. Smith in Swansea is a good place to start your research. Alongside mainstream publications, there are many in-house publications for a variety of commercial companies and businesses. Most major retailers publish their own magazines: Tesco, Asda, Waitrose, Sainsbury's, Boots, Holland and Barrett – a great source of possible income and platform for your work.

Deadlines for magazine illustration commissions are normally longer than those for newspapers as the lead-in times are longer (the time needed to assemble the complete publication before it is submitted to the printers). However, the deadlines are still tight and the work needs to be turned around quickly. Magazines are usually published every week or every month, although some specialist publications may appear only three or four times a year.

This is also an area where you could have your first commission, it is not as well paid as some other areas of illustration so clients are more willing to take a risk with a new unpublished illustrator – you will then have some published pieces to add to your portfolio, giving future clients more confidence in commissioning you.

BRIEF

From the titles below (full articles attached), choose **FOUR** articles to illustrate. There should be plenty here to get your creativity flowing. Think about the illustrator you want to become, the work you want to produce, and get started:

1. Hit the mute button: why everyone is trying to silence the outside world

Uber is trialing a feature that allows customers to stop their drivers from talking. But there's growing evidence that cutting ourselves off like this isn't healthy.

2. The Newbie Guide: How to Deal with Stress at College

3. Nature at Work

From managing woodland to nurturing office plants, nature can boost wellbeing and productivity.

4. Serenity in the City

Bustling conurbations don't have to leave you feeling frazzled. Losing yourself in a crowd can be the ultimate getaway.

5. Word by Word

Reading is one of the most wonderful ways to shut out the incessant calls of the digital age. Just make sure it's the right type of book – one that inspires you to slow down and savour each word.

6. IN SEASON...peas

Often overlooked as simply a side, peas are rich in vitamins and packed with protein. So this summer, give peas a chance.

7. Beds that go bump in the night

In search of the world's most haunted items of furniture.

8. Tales from the Cyptozoological garden

A discovery that may shed light on a monstrous cryptid, the Nandi bear.

9. More Moon Mysteries

Mysteries and myths from the Apollo moon missions.

10. Am I Normal?

Can't concentrate for more than 10 seconds? Forget people's names as soon as you are introduced? Can't stop thinking about sex? Congratulations - you have a human mind.

11. Damned if you do...

They give us green energy, but destroy precious river eco systems. What can we do about dams, asks Terri Cook.

12. Mortality 2.0

Can we hack our outdated moral psychology to save the world?

TIPS

1. The four pieces of work need to have a cohesive 'look'. Although the articles you illustrate will vary in content, they all should have your visual signature. Look at the work of the following illustrators. They have a clear style, yet illustrate a broad range of subjects with broad applications from magazine illustration to murals.

<https://centralillustration.com/illustration/margaux-carpentier>

<https://centralillustration.com/illustration/lesley-buckingham>

<https://centralillustration.com/illustration/chris-gilvan-cartwright>

<https://centralillustration.com/illustration/montse-bernal>

2. As always, as a practicing illustrator, explore, research, develop, experiment and DRAW – primary research. Look at the following short video to see the research of professional, practicing illustrator, Daniel Egneus.

<https://www.youtube.com/watch?v=3vnhcJHcJWo>

See more of his work at <http://danielegneus.com>

3. Think about colour – full colour/limited palette/monochrome.

4. The **quality** of your artwork is of the utmost importance. Give yourself enough time to work on each article. This is what the client is interested in and what they are paying for.

5. Read the requirements of the brief **carefully**.

6. **READ** the articles!

REQUIREMENTS

- **Size:** 215 x 285mm
- **Full page illustrations** - consider cut marks and bleed (5mm - where necessary).
- **PRESENTATION:**

Create a PowerPoint of the final artwork. You will give a short presentation when we return after the summer break. Think of us, the tutors, as your clients.

HAVE FUN!