

GRACI501

ILLUSTRATION CREATION

CREATE ILLUSTRATION

Competence



Credits: 8

Learning hours:80

Sector: Art and Craft

Sub-sector: Graphic art

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Purpose statement

This module describes the skills, knowledge and attitudes required to create visual compelling, historically and cultural influenced illustration artworks. The module emphasizes the fundamentals of illustration and offers a balanced approach to classical and digital illustration techniques and skills.

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Learning Unit 1 – Develop illustration

LO 1.1 – Develop illustration belief

- Describing illustration

Defining illustration

An illustration means a picture or diagram that helps make something clear or attractive.

Roles of illustration:

- **Documentation, reference and instruction**

Through use of illustrations, they can describe the use, operation, maintainance or design of any kind of task, for example opening an envelope of face mask, it has directions inform of illustrations to explain everything.

- **Commentary**

Any form of illustration can explain a point in case of unfortunate or anything else, for example illustrations that talk about corona virus.

- **Storytelling**

Illustrations can describe the social and cultural activity of sharing stories, sometimes with improvisation. It can also be a method to teach ethics, values and cultural norms and differences, for example storyboard in Ninyampinga magazine that talk values and norms through illustration.

- **Persuasion**

Illustrations can be used or meant to get you do or believe something, for example an illustration that shows a powerful man after taking energy drink. All sorts of illustrations persuade people to believe in the outcomes after consumption.

- **Identity**

The way you think about an illustration, or the way you recall or recognize it, for example an illustration of MOMO (mobile money agent)

NB. Using illustration and words together allow to communicate abstract and complex concept or ideas. It helps create interest in new or unknown subject and is good for attracting visitor's attention.

- Key elements of illustration belief

- **The Client** (You need to consider or know what your customers need, the taste and preference matter most)
- **Illustration Objectives** (What do you need to achieve with your work? Set targets or goals of your illustrations, that is you can target more customers with one illustration to get more orders)
- **Subject matter** (The source of inspiration matters most, illustrating needs more research from different sources to gather different information to achieve what you need related to your client)
- **Illustration Context** (You need to consider how your illustration will be understood, is it influencing anything or any idea of the past, present or future? You need to think deep)
- **Audience** (Apart from your client's taste and preferences, how will your illustration appear in the faces of other people, for example if an illustration is all about advertising new product of condom, how will your illustration appear in the faces of young children, meaning that it should be illustrated in a sense that it keeps the morals in young children)
- **Illustration type** (Consider the type of illustration you going to illustrate, it is not producing any illustration without knowing where it lies, this enables you to know which group of people are you targeting)

All the above are what to be considered before you illustrate any form of illustration

● Types of illustration

- **Editorial illustration**; is an artwork created in response to written text, usually an article in a magazine or newspaper. These illustrations bring stories to life and entice readers to engage with content. It's like bread and butter work for many illustrators, and many find it extremely satisfying.
- **Publishing illustration**; is artwork created to make information, literature, music, software or any other content available to the public, that is making something to be publically know.
- **Advertising illustration**; is artwork created to market, promote or sell a product, service or idea. Such illustrations deal with business selling of products or services.
- **Fashion illustration**; created for reproduction in fashion magazines and for the purpose of fashion advertising and promoting fashion makers or designers, fashion houses and many others.
- **Entertainment illustration**; describes production artwork used in games movies and TV shows. This is the way of conveying ideas in the entertainment world. These ideas may relate to pre-production costume or character sketches.
- **Concept illustration**; is form of illustration used to convey an idea for use in film, video games, animation, comic books, or other media before it is put into the final products. Concept artist has to do everything and show exactly how things are made and how they move.

LO 1.2 – Gather illustration inspiration

- **Description for source of illustration's inspiration**

- **History of illustration**

It covers image-making and print history from around the world, spanning from the ancient to the modern. Hundreds of color images show illustrations within their social, cultural and technical context, while they are ordered from past (cave painting) to the present (digital explorations)

Throughout history, humankind has used narrative images to tell stories. These images featured pictorial representations or logograms in succession, which detailed important events. In ancient Greece and Italy, art flourished in honor for gods, human kind and the cultural themselves. Illustration of heroes and festivals, mythological tales, funeral scenes and sports events were drawn and incised onto ceremonial vessels.

In middle ages, narrative pictorials appeared in illuminated manuscript. Christian belief in the sanctity of religious writings was primary reason for the preservation and copying of books.

Starting in the 14 century, artists of renaissance presented new art and publications that was brought by invention of a mechanical printing process by Johannes Gutenberg in 1452. Creation of woodcuts and engraved prints brought images, ideas and entertainment to wide audience with possibility of experiencing art.

With the start of the industrial revolution in the mid-1700s, printing technology improved rapidly and more publications were distributed and seen. Illustration became more commonly encountered in daily life

In 1980s, English and French illustrators earned a living in with sales of etched or engraved prints through small, gallery like print shops and city street book stalls. This made illustration accessible and affordable

With wider and more efficient distribution networks, illustrated newspapers, books and magazines were enjoyed by millions of people as affordable entertainment.

In fact, illustration was beginning to be seen by publishers as a necessity, and competition between the publications for the limited number of fine illustrators led to increased budgets for art, instituting higher fees and greater recognition for the artists.

- **Influential illustration artists**

*Charles M. Schultz, Richard Corben, H.R. Geiger, William Blake, Maurice Sendak and many others

- **Influential illustration artworks**

Peanuts, Meat Loaf, Star Beast, A poem in two parts, Where the wild things are

NB. These artworks names are for above artists respectively

- **Gathering reference materials**

Create an illustration, gathering information and knowledge from different sources is very important. For examples gatherings from the environment we live in, on media, in books,

LO 1.3 – Apply visual communication principles

- **Describing visual communication**

Visual communication

Visual communication means delivery of message through the use of visual elements such as charts and graphs, clip art and electronic images to convey ideas and information to audience.

Also, visual communication is the conveyance of ideas and information in form that can be seen.

Visual storytelling; can help make complex stories easier to understand and as result, deliver a more impactful message. It makes stories as imaginative, modern and relevant for readers as they could possibly be.

Sequential narrative; is very much like a continuous narrative with one major difference, focuses on surrounding to develop temporal progression. Sequential art is the cave painting where all artist rotated around to achieve the development.

Stylization; the process of or result of designing or presenting in accordance with a style following presentation statues

How to communicate visually

- Colour
- Typography
- Layout
- Space
- Illustration
- Iconography
- Drawing
- Data

- Communication problems

- **Technical** (this where information is clear or unclear, to avoid that you need to make information clear and understandable in order to make business more productive and consumers goods more convenient. Relating to illustration, use an illustration that does not confuse the client)
- **Semantic** (the misunderstanding between the sender and receiver arising due to the different meaning of words, illustration and symbols used to deliver a message)
- **Effectiveness** (it is crucial to communicate effectively in negotiations to ensure you achieve your goals. Effectiveness communication can help to foster a good working relationship between you and your staff, which can in turn improve morale and efficiency)

- Elements of visual message

- **Visual code** (allows you to quickly search over something, for example in press ctrl+ shift+ f and search term)
- **Sign** (public display of a message, action, gesture etc)
- **Visual metaphor:** A **visual metaphor** is the representation of a person, place, thing, or idea by means of a **visual** image that suggests a particular association or point of similarity. It's also known as pictorial **metaphor** and analogical juxtaposition
Example: The young man was a thundercloud entering the room, about to let loose a storm of protest. A **visual metaphor** uses an image rather than words to make the comparison. Images used in posters often contain interesting **visual metaphors** that may be witty, funny, or quite subtle.
- **Icon** (is a pictorial representation of something, a person, or thing that is symbolic)
- **Symbol** (conventional representation of an object, function or process.)
- **Messagemedium**(verbal, written or recorded communication)

Visual message means the appropriate consideration of visual perception when designing an instructional program. The interpretation of pictures is based on prior experience, culture, etc.

- Elements of visual systems

- **Characters** (there must be an actor like a person in a novel, play or film, there no way a message can be achieved without a character)
- **Body language:**is a type of a nonverbal communication in which physical behaviors, as opposed to words, are used to express or convey the information. Such behavior includes facial expressions, **body posture**, gestures, eye movement, touch and the use of space.
- **Costumes** (dress in a particular set of clothes for easily identification)

- **Setting/environment:**(specified state of arrangement of illustration to avoid confusion)
- **Composition** (creativity of illustrations matters most, therefore composition selected should be interesting and has a meaning)
- **Drama** (illustrations should at least have action, emotional that can be identified)
- **Properties** (something of value; illustrations must have value in the face of the clients or in public)

In summary, an illustration produced should be meaningful, easy, simple to be identify by the public.

LO 1.4 – Create illustration thumbnail, comprehensive and layouts

● Using elements and principles of art to communicate a meaning

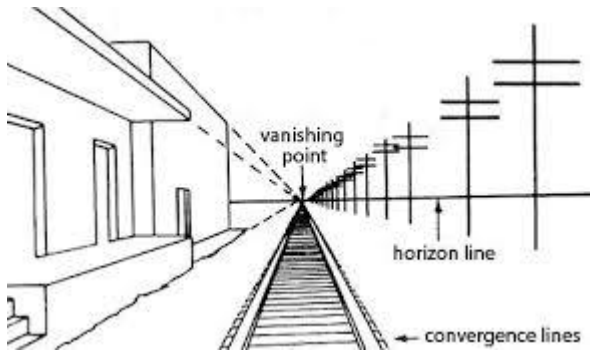
- ✓ Elements (guidelines) and principles (rules) of art to communicate meaning for example, using line to compose, create perspective, create focal point, guide viewer eyes, create emotion, compose tone and pattern in illustration brings clearer message to the public. There is now way you can achieve all principles and elements of art without a line in illustrations, line can create mood of any kind of the situation.
- ✓ Functions of a line



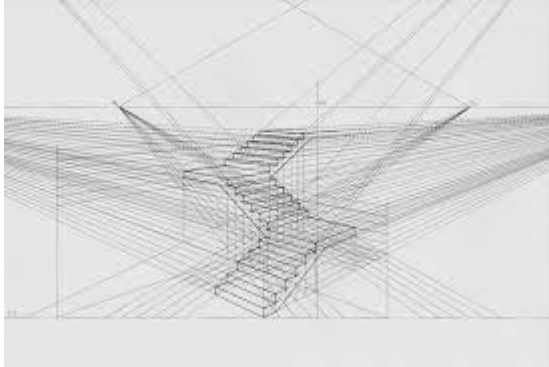
- ✓ Using line to compose



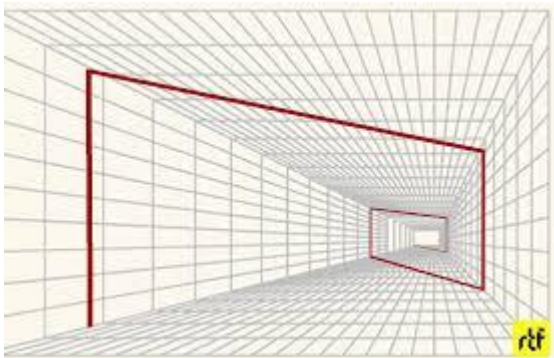
- ✓ Using guide lines to create perspectives



- ✓ Using line to create focal point



- ✓ Using line to guide viewer eyes



- ✓ Using lines to create emotion



shucks



stinking

- ✓ Creating vignette



✓ Composing using tone and patterns



- Description of visual illustration

Definition of Visual illustration

Visual illustration is process where images are designed for integration in published media, such as posters, flyers, magazines and many others.

Types of illustration visuals

These include;

- objects,
- models,
- graphs,
- maps,
- tables,
- photographs,
- etc.

- Description of illustration layout

Introduction on layout

Layout means how / the way an illustration or something else is arranged or laid out on the surface

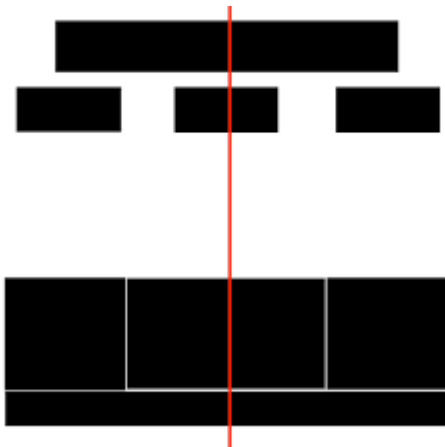
Importance of layout

- Good looking
- Creation of strong composition
- Organizes the work
- Enables on how to manage the space
- Enables visibility of every item in a composition
- Etc

Types of illustration layout

- Symmetrical layout (illustrations placed at the centre of the space with the left space equal to each other)

Symmetry can refer to an arrangement of elements as well. If you divide the design of a page in half, and there are equal elements on both sides, then the layout is symmetrical. In the image below, the ornaments, the columns of type, and the headline are all centered.



- Asymmetrical layout (illustration placed aside with other space occupied by other items)



- Radial layout (illustrations cover the space from the centre to the entire space no space left)

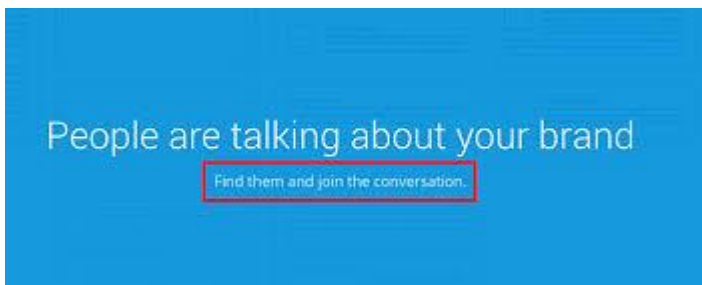


Elements of layout

- Headline



- subhead lines



- visuals (what you see)
- text (written information)

- logo



- slogan.



A text can sometimes be the heading of something, or use it as a sub heading, or only illustration on a space, or acts as a text, logo, or slogan (memorable illustration like Tiger head on dry cells) but these must be arranged in a proper manner.

Layout principles

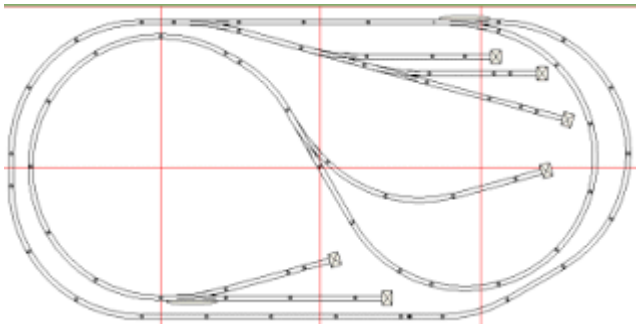
- Grid



- Emphasis



- Scale



- Balance



- Rule of third. the rule of thirds is a type of composition in which an image is divided evenly into thirds, both horizontally and vertically, and the subject of the image is placed at the intersection of those dividing lines, or along one of the lines itself.



- Rule of odds. The rule of odds states that when you're including a group of subjects in your photo, an odd number, rather than an even number will produce a more interesting, and more visually pleasing composition. ... A common form of using the rule of odds is to have three subjects in the frame.



To achieve layout very well, one needs to follow principles of layout. The illustrations produced on a space should be in line with those principles, for example how to manage balance, the movement of illustration, and so on.

Below is an example showing how to create an illustration using a pencil. First, I gathered the source of inspiration from a magazine, and choose the type of illustration as fashion illustration



Learning Unit 2 – Determine illustration techniques and mediums

LO 2.1 – Determine illustration styles and techniques

- Techniques and styles of illustration

- **Drawing illustration** – pencil and charcoal, here you can use those medium to illustrate, it involves use a pencil and a paper create an artwork



- **Painting illustration** – watercolors, acrylics, gouache, oil paint can be applied on a surface to create illustration or any beauty



- **Print making illustration**- wood cutting, metal etching. It is mostly done through engraving to create an illustration of your choice



- **Assemblage illustration**- gathering different material from the environment and bring them together to create an illustration, wood glue, nails can be used to stick them together.



- **Collage illustration**- it involves sticking different medium on a surface to create an illustration. This needs more research and source of inspiration.



- **Digital illustration**- this involves use of computer programs to illustrate any kind of work.



All the above are the techniques you can use to create an illustration of any kind.

LO 2.2 – Determine illustration mediums

- Illustration media

To produce a standard illustration, it is better to choose the right medium for usage for example, pen, pencil, supports, ink, collage, paints etc following the demand of the clients. Different mediums produce different art works that does not look the same. In this world of art, we have different types of medium, the choice is yours.

For example, here I used graphite pencil and colour pencils and I successfully achieved it, you too you can use any medium to create an illustration.

- Illustration media

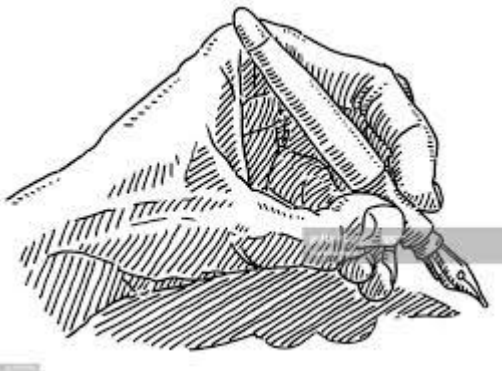
- ✓ Pencil

- ✚ Graphite pencil
- ✚ Charcoal pencil
- ✚ Coloured pencil
- ✚ Grease pencil
- ✚ Water colour pencil
- ✚ Mechanical pencil



✓ Pen

-  Ballpoint pen
-  Ink pen
-  Fountain
-  Fountain brush pen



✓ Supports

-  Papers
-  Wood
-  Metal
-  Glass
-  Walls and Floors

✓ Ink

✓ Collage

✓ Mix media

✓ Found object

✓ Paints

✚ Acrylics

✚ Gouache

✚ Water colour



LO 2.3 – Use digital illustration tool

- Choosing digital illustration essential tools

Digital illustration tools are computers, drawing tablets, digital camera, image scanner, printer. Some of these are input devices and others are output devices. It very wise to choose advice you are going to use, for example a computer, consider process, storage, and designed for capabilities. Printers for hard and soft papers. Cameras consider high mega pixels sizes to give you best results.

✓ Computer

✚ Processing capability

The capabilities of a computer system are speed, reliability, adaptability, storage and accuracy. Computers systems are well adjusted to perform repetitive tasks. They never get tired, bored or fatigued. Hence, they are a lot reliable than humans.

✚ Storage requirements

When you are designing the storage requirements of the cloud computing environment, you will need to consider the following forms of storage: ... Storage Area Network (SAN) A SAN provides a way to attach storage devices to servers such that they appear to be locally attached to the operating system.

✚ Ergonomic requirements

Feet firmly on a surface for support (floor/footrest) Head balanced on neck (not tilted back or too far forwards) Knees at an angle $>90^\circ$ (i.e., angle behind the knees should be open—don't sit with legs tucked under the chair) Upper arms close to body and relaxed

✓ Backup

The main reason for data backup is to save important files if a system crash or hard drive failure occurs. There should be additional data backups if the original backups result in data corruption or hard drive failure. ... Additional backups are necessary if natural or man-made disasters occur

✓ Drawing Tablets

Our pick



Wacom Intuos S

The best drawing tablet for beginners

The most compatible, customizable, and precise graphics tablet beginners



Huion 1060Plus

A larger, cheaper option



The larger Huion 1060Plus gives you more room to work but is not as customizable or precise as our top pick.



Wacom Intuos Pro

The graphics tablet for pros

The Intuos Pro is the gold standard of graphics tablets. It's larger and more accurate than our beginner picks but much more expensive.

- ✓ Digital camera
- ✓ Image scanner
- ✓ Printer
 -  Inkjet printer
 -  LaserJet printers

Using and installing software application

Raster graphic editing application

Raster graphics are composed of a combination of pixels

- **Adobe photo shop**, it is a raster graphic application it was originally created in 1988 by Thomas and John Knoll. It's creative from photo editing to digital painting, animation and graphic designs.
- **Clip studio**, it is optimized for drawing and painting, making it ideal for illustrators. It is easier to learn and has many tools and custom brushes that allow you to paint and render any type of illustration. You can download and see how it works
- **GIMP**, (GNU image manipulating program) is a cross-platform image editor for Linux, OS X, Microsoft etc. It is 85.4 MB and is a free and open-source raster graphic editor used for image retouching and editing, free-form drawing, converting between different image formats and more specialized tasks.

Vector drawing application

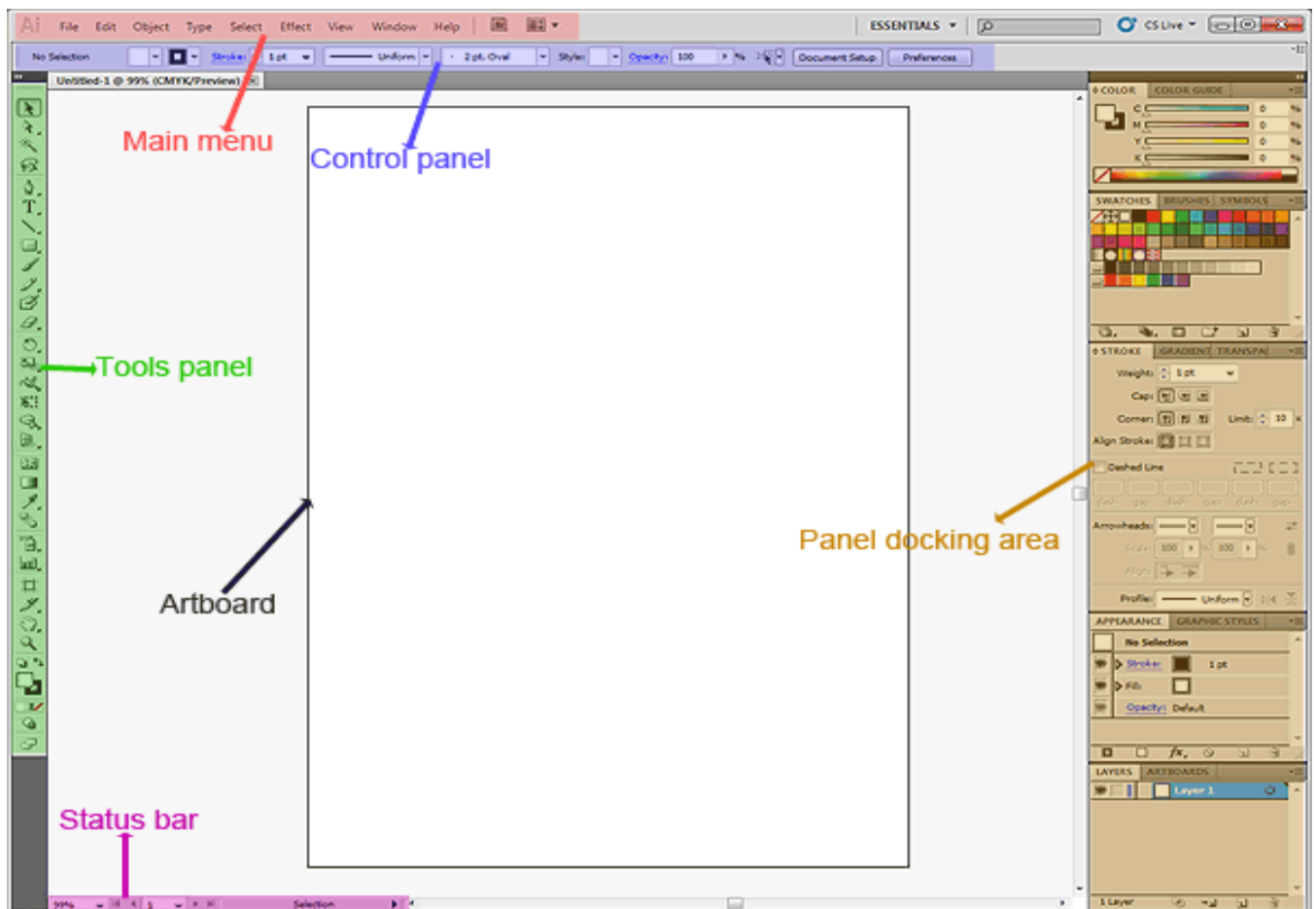
Vector graphics are composed of paths and based on mathematics so that they can be quickly scaled more substantial or smaller

- **Adobe illustrator**, it is a vector graphic editor released in 1987. It is a premium application used to create vector graphics for print or web. It is standard for making logos, graphics, comics, fonts and much more.
- **Corel draw** is also a vector graphic editor developed by and marketed by Corel Corporation, it was released in 1989 and the latest version in March 2020

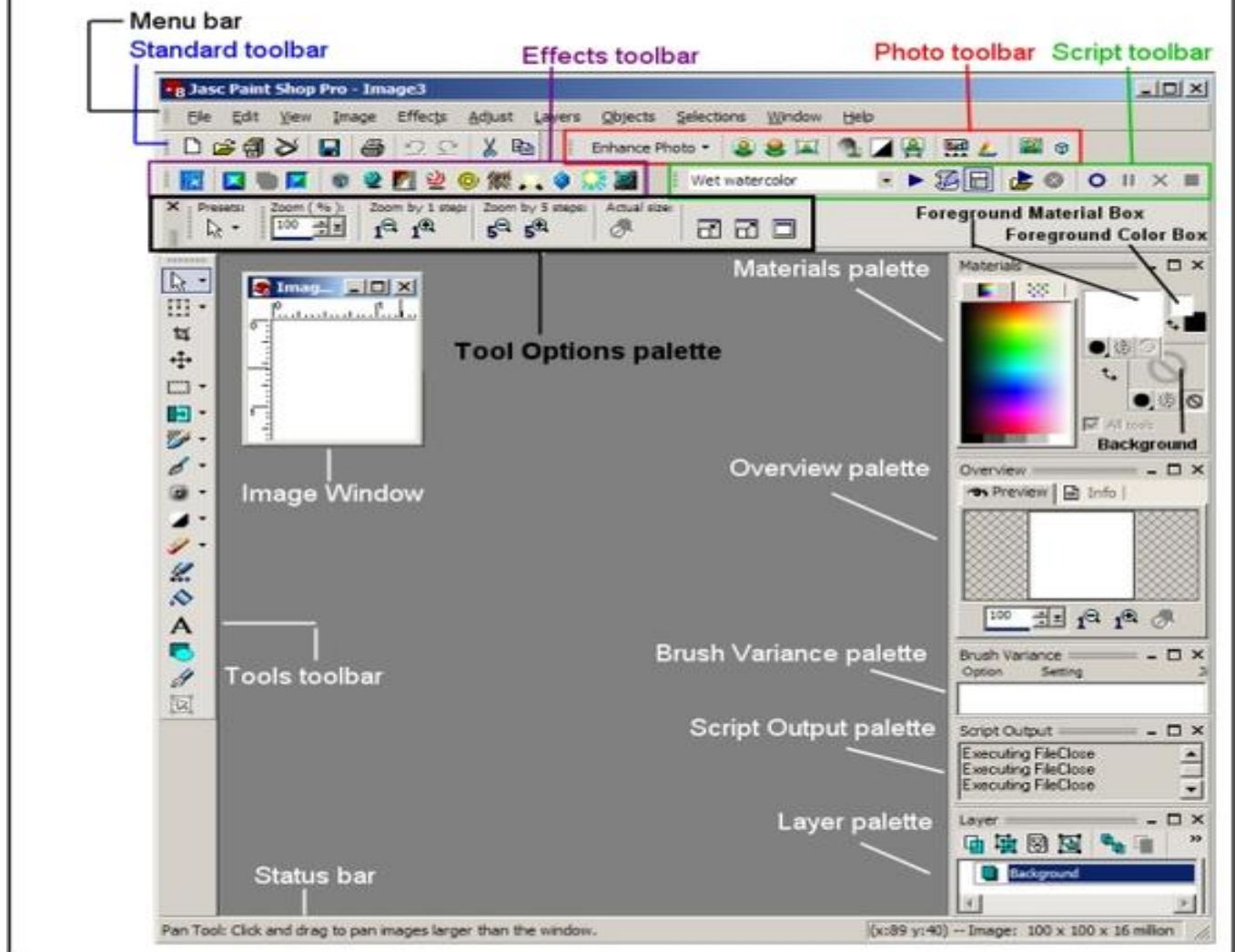
Layout software

- **Adobe in design** is a desktop publishing and typesetting software application produced by adobe systems. It can be used to create works such as posters, flyers (a small handbill advertising an event or product), brochures, magazines, newspapers, presentations, books and eBooks (a text presented in a format which allows it to read on a computer or handheld device). Graphic designers and production artists are principal users, creating and laying out periodical publications, posters, and print media.
- **Microsoft publisher** is a desktop publishing program that can used to create a variety of publication. Using publishers, you can create business cards, calendars, newsletters and much more.
- **Quark Xpress** is a desk publishing software for creating and editing complex page layouts, it was released in 1987 and recent version in 2019. It is used by individual designers and large publishing houses and corporation to produce a variety of layouts, from a single-page flyer to the multi-media project required for magazines, newspapers, catalogs. The recent version was added to support for ebooks, web and mobile apps.

The illustrations below show the appearance of adobe illustrator and photo shop respectively with some essential parts indicate, you can use those images to learn more about the application when launch, use your personal computer to do that.



Paint Shop Pro 8 - Interface



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All rights reserved. Paint Shop Pro and Jasc are registered trademarks.

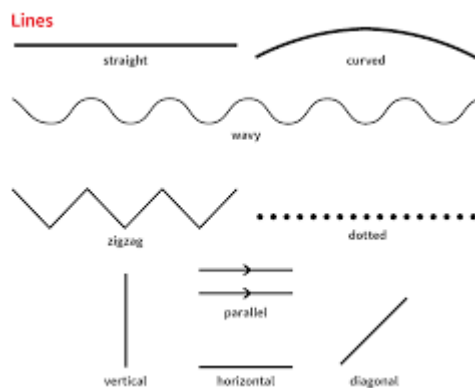
Learning Unit 3 – Produce illustration

LO 3.1 – Ink and color illustration

- Application of inking the drawing

Tracing lines

- Thin
- Thick
- Curved
- Straight lines



Lines are selected for usage following the shape or design of an illustration for example, if an illustration is oval, curved lines are the best to use and result is positive.

Inking technique and styles

- Hatching



- Cross hatching



- Stippling



- Stamping



They are techniques you can use in inking an illustration. Those techniques create the mood, action around the illustrations. For example, stippling was used on the illustration below. This takes back to types of shading in sketching.



Define texture

Texture of illustration can either be rough or smooth depending on the wishes of an illustrator. The illustration should have tone, shadow and contrast, that is lightness or darkness.

Define tone and, shadow and contrast



- **Application washes**

Ink wash and water colors are used in colouring an artwork. Not only that, there other medium you can use to achieve your goals. Like before in painting, the same approach can be used.



- **Application of paint on illustration**

Painting the illustrations, need to consider the color of the draft, colour that shows light and shades and much more. It's not the matter of splashing colors anyhow, consider light effect, darkness and lightness etc.

- ✚ Determining draft colouring hierarchy(The researchers found the time agents needed to reach consensus on a colour name fell into a distinct hierarchy—red, magenta-red, violet, green-yellow, blue, orange and cyan, in that order)
- ✚ Determine basic colour(The first number which appears on the colour chart is the base colour. This number indicates the base level of the shade you would like to achieve.)
- ✚ Define shade (A Shade darkens the colour. It remains the same Hue only a darker version. As has been noted above, even a small amount of White or Gray added to a colour, transforms it into a Tone.)
- ✚ Define the light (There are three primary colours in light: red, green and blue. Light in these colours can be added together to make the secondary colours magenta, cyan and yellow. All three primary colours add together make white light. The way coloured light mixes is very different from the way that paint does.)

- ✚ Application of effects

- **Defining texture and patterns**

A pattern is a visual element that repeats, such as plaid or stripes, whereas texture can be felt, such as the surface of a brick.

LO 3.2 – Apply digital coloring

- Describe the digital color wheel

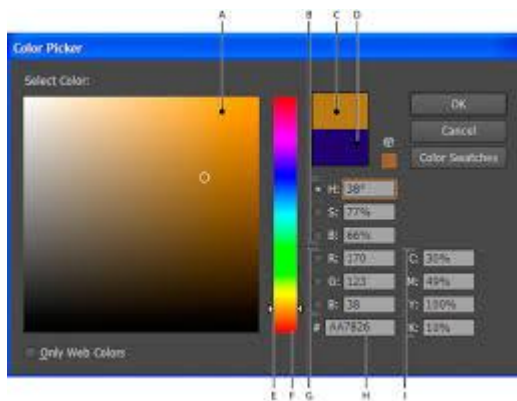
The colour wheel is a chart representing 12 colors basing on relationship between them. It is very important to master the color wheel in order to be familiar with the usage of the colours. In your personal computer, try to look at color wheel and identify the colors and their relationships.

- Three dimensional of color

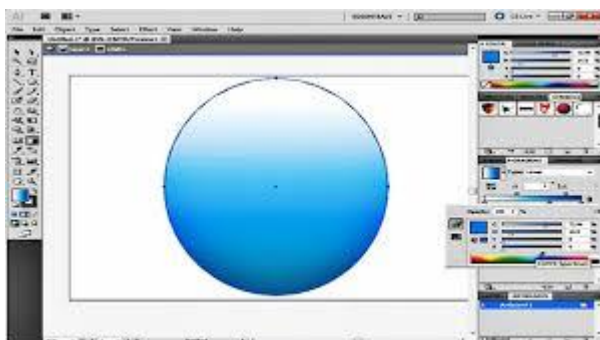
Hues, tints and shades must be considered, this enables effectiveness in coloring. For example, if you want to create a 3D illustration, the three dimensions of colour is considered. Refer to the above illustration on page 9.

- Process of coloring

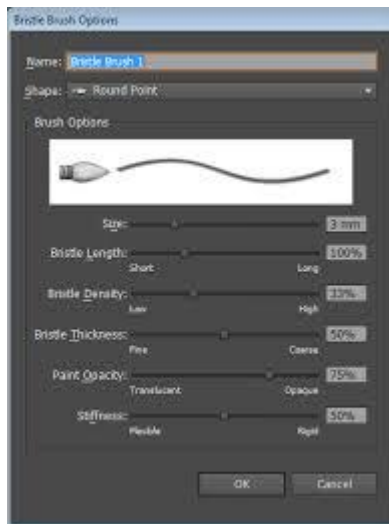
- Creating colour hierarchy (color selection for your work)



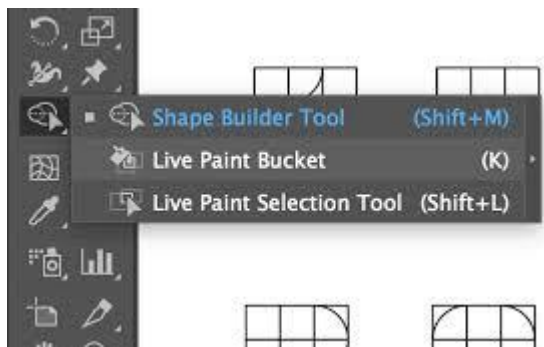
- Determine base colour (first color that you apply on the illustration that will not interfere with other colours)
- Determine shadow colour (colours that create the dark part on your work)
- Determine light colour (colors for light reflection)
- Colour to create emotion (colours that create excitement like red)
- Using gradient, blending mode, and opacity (the strength and weakness of the color)



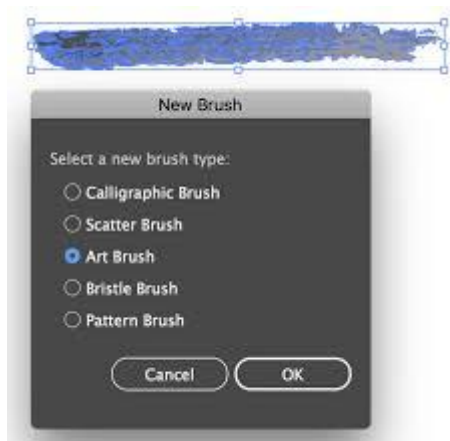
- Using brushes (type of brush and size related to the area of application)



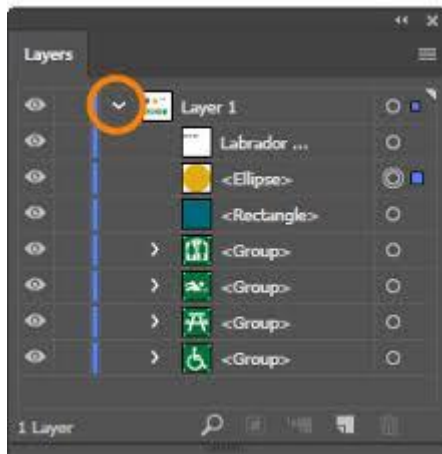
- Using paint buckets (used to fill an area with single specific color or hue)



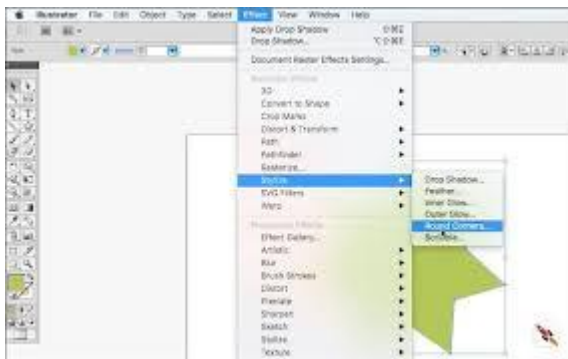
- Custom brushes (to make your own brush of your choice)



- Using layers and masks (enables in coloring, editing and mistake corrections)



- Adding texture and patterns (roughness and smoothness)
- Using blur effect (area with unclear to see the details because of too much light, or fog etc)
- Using glow effect (detailed with all effects)



Here's how I would attempt tracing a sketch, and colouring it with Live Paint.

1. Use the Pen tool to draw all the lines, making sure there are overlaps at all the intersections. Live Paint needs closed areas to work properly.
2. Apply your brush strokes to the lines.
3. Select all the strokes, and click Object > Expand Appearance. This will expand all the strokes into filled shapes.
4. Open the Pathfinder, and apply the Divide function
5. Using the Direct Selection tool, select all of the over lapping segments and delete them. Clean up any wonky lines/corners at this point.
6. Turn the drawing into a live Paint object, and use the Live Paint Bucket to fill all the colours.

There are many ways you can use to tackle coloring an illustration, what matters is to get the best results. The same method was used to do the below illustration.



LO 3.3 – Apply Lettering and typography of illustration

- Emphasizing words

Typography means is the art of arranging letters and text in a way that makes the copy legible, clear and visually appealing to the reader.

Use of typographic tools is to make life easier for your readership by bringing it easier to read what you have written. It makes it possible to quickly scan your text. It entices your readers to engage with the text. It enhances the message it presents.

Examples of typographic tools are

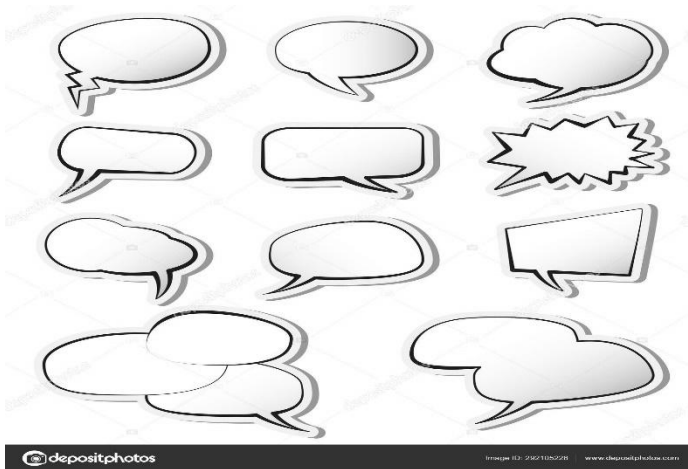
- **Fonts**; google fonts, calligraph, font face ninja, emo type
Google fonts; Makes the web more beautiful, fast, and open through great typography.
- **Font pairing and styling**; archetype app, font joy
Fontjoy helps designers choose the best font combinations. Mix and match different fonts for the perfect pairing.

- **Scale;** material design type, modular scale, type scale
- **Inspiration;** type wolf, typographic posters, kern type.

These are just a few examples of typography tools that can help you with your design. There are many others fantastic tools out there, if you didn't find your favorite tool in the list, add yours.

● Drawing balloons

They are twisted in all shapes to create a uniform design. This kind of design is very interesting and has a lot creativity.



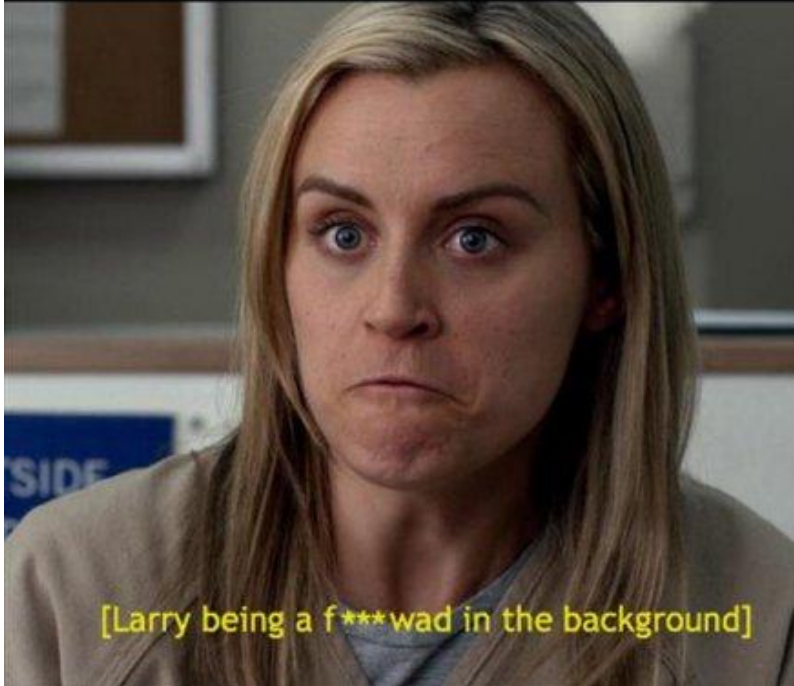
Examples of balloons include:

- **speech balloons** (look like bubbles)
- **thought balloons** (cloud-like enclosed shapes usually white)
- **whisper balloons** (always dotted to indicate the speaker is whispering)
- **radio balloons** (bubble with two or more indicating arrows to show sound wave distribution)
- **rough balloons** (wiggly or zig zag- like)
- **joining balloons** (joined together)

● Creating captions

Caption is a title or brief explanation accompanying an illustration, cartoon or poster. Examples of caption are like the title of the magazine, words at the bottom of TV, or translating words on movie screen. Therefore, to create captions, use fonts that are easy to read, the recommended are aerial, Calibri, Tahoma, Verdana as they are easy to read. Consider alignment, positioning, spacing, using plain text boxes, using shape elements as basics of designing captions. Caption can be in form of voice over something like a movie or narrating a story or words.

Best t.v. caption I've ever seen...



The sentence in yellow colour is termed as a caption.

- Creating signage

Signage is the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing or kinds of advocacy. Examples of signage are billboards, public advertisements, etc.



If you want to create effective signage, you may follow these tips:

1. Keep it visual and legible
2. Avoid clutter, make it communicate a message.
3. Colour, type and font, easy to read
4. Images and graphics, adding a border can increase reading speed.

Try these steps to create own digital signage

- Step1: create a google drive slideshow. Go and create a google drive slideshow however you want
- Step2: set up a computer/screen
- Step3: publish to the web
- Step4: publish
- Step5: create the files
- Step6: open the created HTML file and full screen it.....

- Create sound effects

Sound effect is artificially created sound used to emphasize artistic or other content of films, television shows, live performance, animation, video games, music or other media.

A sound effect (or audio effect) is an artificially created or enhanced sound, or sound process used to emphasize artistic or other content of films, television ..

Types of sound effects are;

- **Isolated sound effect** (sound of everyday items like doorbells, car horns, dogs barking)
- **Specialty effects** (sounds designed to be used for objects and places that exist on in our imaginations. They might use special effect in cartoon, fantasy and science fiction production)
- **Foley sounds effect** (these are synchronized with visual in a motion picture or television program, for example the rattle of a coffee cup being put down on the table)
- **Background ambiances effect** (tracks provide the basic environment for production. They provide the atmosphere that make the film- goer or radio listener really feel like he is in a courtroom, a church, a train station, a thunderstorm, or a jungle)

Sound effect can be created or downloaded for example; they are available from sound ideas on CD, DVD and hard drive- and as individual file download.

- Designing titles, credits and taglines

Taglines are catchphrases or slogans in advertising.

Credits can either be open or end credits for a particular motion picture, television programs, and videogames. They appear in the beginning or ending. For example, “NEW NEW” can be used credit in advertising a brand-new soap of “KEZA” (title) and “IT REMOVES ALL STAINS IN A SECOND” (tagline). All in different font and sizes for easy visualization

While designing titles, credits and taglines, font size and colour must be considered, which one should be bigger than the other, this will enable viewers not to get confused hence avoiding mixed reactions.

The illustrations below will guide you on what to do with designing tittle, credits and taglines.



“Think different”



“Open happiness”



“Go further”



“Just do it”

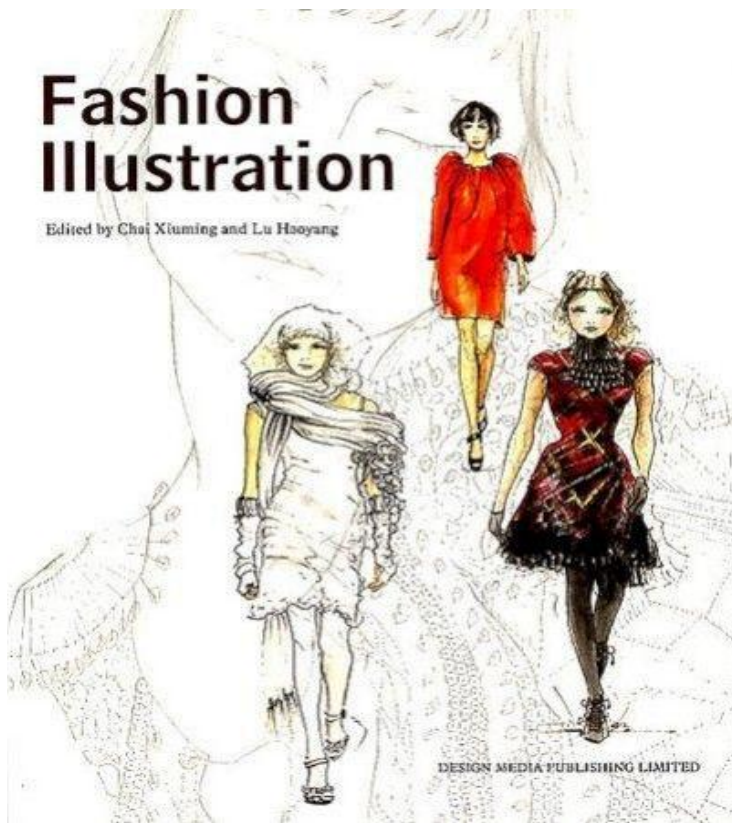


“I’m lovin’ it”



***“Can you hear
me now?”***

All the words in quotation marks are taglines.



Fashion illustration is the tittle.



This image shows end or open credit.

LO 3.4 – Prepare illustration for presentation

- Writing presentation rationale

To prepare your illustration for presentation, there are various programs that can enable you to present your artwork. For example, power point, apple's keynote etc. Some of the types of presentation include, informative (brief and to the point), instructional (direction and order), arousing (to make you think about something), persuasive (to convince), etc

In that sense, your illustration should lie at least in some of those types mention above to achieve the best.

- **Exporting to presentation format**

Present pdf files. After completing your work in photoshop or illustrator, you change it to the pdf (portable document format) by clicking on save and then to save as a pdf file. The image that is saved as pdf will be very easy to share, modified and printed.

Exporting to print ready format

You select the image such that it goes to the print format, this defines line spacing and area of the page, reducing or increasing the size can be done effectively. Printer is connected to your device to print out your work. Printers have different sizes and paper sizes they use. Coloured and un coloured printers are also available depending of what you are doing.

Export digital sharing format

This is how you export an illustration in Photoshop:

1. with the image open in photoshop, select file> save As
2. a dialog box will appear
3. click the format menu. Then choose the desired file format
4. click save
5. some file format, such as JPEG and TIFF will give you additional option when saving

- **Apply presentation techniques**

Consider the program/ software to used, for example power point, match your design, find the balance, keep it simple, tell a story, know the slide that is coming and be consistence in presentation.

References:

1. <https://www.google.com/search?>
2. <https://en.wikipedia.org/wiki/Illustration>
- 3.