



RQF LEVEL 5



TRADE: Graphic Art

MODULE CODE: GRACI501

TEACHER'S GUIDE

Module name: ILLUSTRATION
CREATION

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Acronyms

AS: Action Script

FLA: Adobe Flash Application

PNG: Portable Network Graphics

TIFF: Tagged Image File Format

SVG: Scalable Vector Graphics

GIF: Graphics Interchange Format

GIMP: (GNU image manipulating program)

3D: Three Dimension

HTML: Hypertext Markup Language

CD: Compact Disc

DVD: Digital Versatile Disc

Introduction

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

Learning Units:

1. Develop illustration concept
2. Determine illustration techniques and mediums
3. Produce illustration

Learning Unit 1: Develop illustration concept



STRUCTURE OF LEARNING UNIT

Learning outcomes:

- 1.1 Develop illustration belief
- 1.2 Gather illustration inspiration
- 1.3 Apply visual communication principles
- 1.4 Create illustration thumbnails, comprehensives, and layouts

Learning outcome 1.1 Develop illustration belief



Duration: 20 hrs



Learning outcome 1 objectives :

By the end of the learning outcome, the trainees will be able to:

1. Describe the types of illustration
2. Explain the role of illustration
3. Demonstrate the key elements of illustration belief



Resources

Equipment	Tools	Materials
White board	Markers	Handout notes
Videos	Eraser	Reference books
Computer	Ink pen	
Internet	tablet	



Advance preparation:

- . Brainstorming in class about the types and roles of illustration

Indicative content 1.1: Develop illustration belief



Summary for the trainer related to the indicative content

- Describing illustration

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

An illustration is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films. An illustration is typically created by an illustrator.

Roles of illustration:

Documentation, reference and instruction

Through use of illustrations, they can describe the use, operation, maintenance or design of any kind of task, for example opening an envelope of face mask, it has directions in form 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

Client (You need to consider or know what your customers need, the taste and preference matter most)

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)

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 a 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 are 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 publicly known.

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 a 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.



Theoretical learning Activity

- ✓ In six group brainstorming about types of illustration



Practical learning Activity

According to your choice pick any one of type of illustration and illustrate by using ink pen



Points to Remember (Take home message)

- An illustration means a picture or diagram that helps make something clear or attractive.
- key elements of illustration belief: **Client, Objectives, Subject matter, Context, Audience and Illustration type**



Learning outcome 1 formative assessment

Written assessment

Question: An illustration means a image or chart that helps make something clear or attractive

Answer: true

Question: Can illustrations help to increase social media engagement?

Answer: Yes, illustrations can help to increase social media engagement by capturing users' attention and making them more likely to interact with a post. They can also encourage shares, likes, and comments.

Practical assessment

Using any one style of illustration, illustrate any scene of accident



Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
✓ Commentary		
✓ Storytelling		
✓ Persuasion		
✓ Identity		
Indicator: Key elements of illustration brief are described		
✓ The client		
✓ Illustration objectives		
✓ Subject matter		
✓ Illustration context		
✓ Audience		

Indicative content 1.2: Gather illustration inspiration



Summary for the trainer related to the indicative content

- Description for source of illustrations 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,

.....



Theoretical learning Activity

In group of 4 trainee brainstorming about Gather illustration inspiration



Practical learning Activity

In your area you live get illustration inspiration and make illustration based on it.



Points to Remember (Take home message)

- The best way to get inspiration for art is to look at other art.
- Take the time to study pieces and notice what about them inspires you before you illustrate.



Learning outcome 1 formative assessment

Written assessment

Question: List down four influential illustrators in the history of illustration?

Answer: Charles M. Schultz, Richard Corben, H.R. Geiger, William Blake, Maurice Sendak

Question: what is importance of Gathering reference materials in illustration industries

Answer: Gathering reference materials is crucial in the illustration industry because it helps to ensure accuracy, consistency, and creativity in the final product. Here are some specific reasons why reference materials are important:

Accuracy: Illustrations often depict real-world objects or people, and gathering reference materials can help ensure that those elements are depicted accurately. For example, an illustrator might use reference photos of a specific type of car or architectural style to make sure their illustration is true to life.

Consistency: If an illustrator is creating a series of illustrations for a project, gathering reference materials can help ensure that the style and details remain consistent throughout. This can be especially important in industries like publishing or advertising, where a consistent look can help establish brand recognition.

Inspiration: Reference materials can also be a source of inspiration for illustrators. By gathering a variety of images and information on a topic, an illustrator can come up with new ideas or approaches to a project that they may not have thought of otherwise.

Creativity: While accuracy and consistency are important, reference materials can also be used to inspire creative interpretations of a subject. For example, an illustrator might use reference photos of flowers to create a fantastical, stylized floral landscape.

Overall, gathering reference materials is an essential part of the illustration process that can help ensure a successful, high-quality final product.

Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
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✓ Persuasion		
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Indicator: Key elements of illustration brief are described		
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Indicative content 1.3: Apply visual communication principles



Summary for the trainer related to the indicative content

Describing 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 statutes

How to communicate visually

Colour

Typography

Layout

Space

Illustration

Iconography

Drawing

Data

Communication problem

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)

Icon (is a pictorial representation of something, a person, or thing that is symbolic)

Symbol (conventional representation of an object, function or process.)

Message (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.

Element of visual system

Character (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)

Costumes (dress in a particular set of clothes for easily identification)

Setting (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.



Theoretical learning Activity

- ✓ In group of 4 trainee discuss about visual communication



Practical learning Activity

In Adequate presentation and draw of image which is storytelling



Points to Remember (Take home message)

- visual communication is the conveyance of ideas and information in form that can be seen.
- Stylization; the process of or result of designing or presenting



Learning outcome 1 formative assessment

Written assessment

Question: Which of the following is NOT an example of visual communication?

- A. Infographics
- B. Written text
- C. Charts and graphs
- D. Photographs

Answer: B. Written text

Question: True or False: Color is not an element of the visual system.

Answer: False. Color is an important element of the visual system, along with form, line, texture, and space. These elements work together to help us perceive and interpret visual information

Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
✓ Commentary		
✓ Storytelling		
✓ Persuasion		
✓ Identity		
Indicator: Key elements of illustration brief are described		
✓ The client		
✓ Illustration objectives		
✓ Subject matter		
✓ Illustration context		
✓ Audience		

Indicative content 1.4: Create illustration thumbnails, comprehensives, and layouts



Summary for the trainer related to the indicative content

- 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 more clear 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.

- Description 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

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)
- 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,
- text,
- 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,
- movement

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



Theoretical learning Activity

- ✓ In group of 6 trainee discuss about visual illustration and layout principles



Practical learning Activity

In Adequate presentation of elements and layout in illustration visual



Points to Remember (Take home message)

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



Learning outcome 1 formative assessment

Written assessment

Question: Which layout principle involves grouping related elements together to create visual associations?

- A. Alignment
- B. Proximity
- C. Contrast
- D. Repetition

Answer: B. Proximity.

Question: True or False: White space is not a layout principle.

Answer: False. White space, also known as negative space, is a layout principle that involves leaving empty space around design elements to create balance and focus.

Practical assessment

Question: Practical Exam Assessment: Illustration Layout Using Ink Pen Workshop

Welcome to the practical exam assessment for the Illustration Layout Using Ink Pen Workshop! This assessment is designed to evaluate your skills and knowledge in creating a visually balanced and effective illustration layout using ink pen.

Task 1: Sketch and Plan

First, sketch and plan your illustration layout using pencil and paper. Make sure to consider the layout principles of alignment, proximity, contrast, repetition, hierarchy, and white space. Once you have a solid plan, move on to Task 2.

Task 2: Create Your Illustration

Using ink pen, create your illustration layout on a high-quality paper or illustration board. Pay close attention to the details and make sure that your lines are clean and precise. Remember to use the layout principles to create a balanced and visually interesting composition.

Task 3: Evaluate Your Work

Once you have completed your illustration, step back and evaluate your work. Consider the following questions:

Does the illustration layout effectively communicate its intended message?

Is the composition visually balanced and easy to read?

Did you use the layout principles effectively?

Task 4: Peer Review

Next, exchange your work with a fellow student and evaluate each other's illustrations. Offer constructive feedback and suggestions for improvement based on the layout principles and overall composition.

Task 5: Finalize Your Illustration

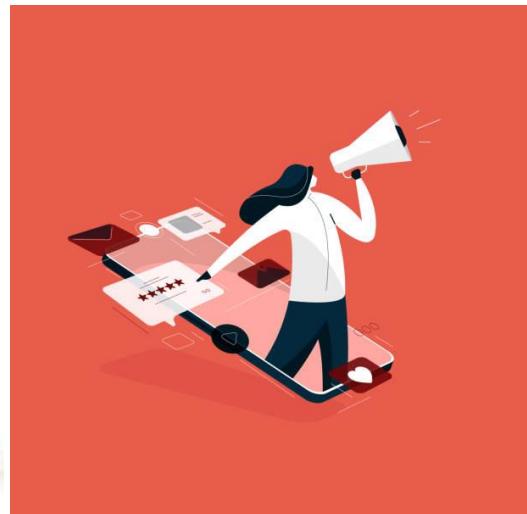
Using the feedback you received from your peer review, finalize your illustration layout using ink pen. Make any necessary adjustments to improve the composition and ensure that it effectively communicates its intended message.

Overall Assessment:

This practical exam assessment will evaluate your ability to create an effective and visually interesting illustration layout using ink pen, and your understanding and application of layout principles. Your final assessment will be based on the overall quality of your illustration, your ability to effectively apply layout principles, and your responsiveness to constructive feedback during the peer review. Good luck!

Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
✓ Commentary		
✓ Storytelling		
✓ Persuasion		
✓ Identity		
Indicator: Key elements of illustration brief are described		
✓ The client		
✓ Illustration objectives		
✓ Subject matter		
✓ Illustration context		
✓ Audience		

Learning Unit 2: Determine illustration techniques and medium



STRUCTURE OF LEARNING UNIT

Learning outcomes:

- 2.1 Determine illustration style and techniques
- 2.2 Determine illustration mediums
- 2.3 Use digital illustration tools

Learning outcome 2.1 Determine illustration style and techniques



Duration: 20 hrs



Learning outcome 1 objectives:

By the end of the learning outcome, the trainees will be able to:

1. Describe illustration technique and styles
2. Produce a standard illustration
3. Develop digital illustration



Resources

Equipment	Tools	Materials
White board	Markers	Handout notes
Videos	Eraser	Reference books
Computer	Ink pen	
Internet	pencil	
	tablet	
	charcoal	
	water colour	
	paper	

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Advance preparation:

- . Brainstorming in class about the illustration techniques and style

Indicative content 2.1: Determine illustration style and techniques



Summary for the trainer related to the indicative content

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

Paint 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.



Theoretical learning Activity

In group of 6 discuss technique and styles of illustration



Practical learning Activity

- ✓ In Adequate practice in drawing and choice of illustration technique



Points to Remember (Take home message)

- In illustration styles is a subjective term while technique is objective.



Learning outcome 1 formative assessment

Written assessment

Case Study: Techniques of Illustration

Case: Sarah is a freelance illustrator who specializes in children's book illustration. She is tasked with illustrating a new children's book that tells the story of a group of animals on a farm. She is asked to use a variety of techniques in her illustrations to make the story more engaging for children.

Question: What are some techniques that Sarah could use in her illustrations to make the story more engaging for children?

Answer: Sarah could use a variety of techniques in her illustrations, including:

Color: Using bright and vibrant colors can help to capture children's attention and create a sense of fun and playfulness in the illustrations.

Texture: Adding texture to the illustrations can create a sense of depth and dimensionality, and make the illustrations more tactile and engaging for children.

Patterns: Incorporating patterns into the illustrations can add visual interest and help to create a sense of rhythm and movement in the illustrations.

Humor: Adding humorous elements to the illustrations can make them more engaging and entertaining for children.

Perspective: Using different perspectives, such as bird's eye view or worm's eye view, can add visual interest and help to create a sense of drama or excitement in the illustrations.

By using these techniques, Sarah can create illustrations that are visually engaging, entertaining, and memorable for children, and help to bring the story to life.

Practical assessment

Question: Practical Assessment: Illustration Techniques

Welcome to the practical assessment for Illustration Techniques! This assessment is designed to evaluate your ability to use a variety of techniques in your illustrations to create engaging and visually interesting compositions.

Task 1: Choose a Subject

Select a subject for your illustration, such as a landscape, portrait, or still life. Keep in mind the audience and purpose of your illustration, and choose a subject that will be engaging and interesting.

Task 2: Select Techniques

Choose at least three different techniques to use in your illustration. Examples of techniques include:

Color: Using a color scheme to create a mood or emotion in the illustration.

Texture: Adding texture to create depth and interest in the illustration.

Patterns: Incorporating patterns to add visual interest and movement to the illustration.

Lighting: Using light and shadow to create contrast and depth in the illustration.

Perspective: Using different perspectives to add interest and drama to the illustration.

Task 3: Create Your Illustration

Using your selected techniques, create your illustration. Make sure to pay attention to the details and create a cohesive composition that effectively communicates the intended message.

Task 4: Evaluate Your Work

Once you have completed your illustration, step back and evaluate your work. Consider the following questions:

Have you effectively used the selected techniques to create an engaging and visually interesting illustration?

Is the composition cohesive and effectively communicating its intended message?

Are the details and overall quality of the illustration high?

Task 5: Peer Review

Exchange your work with a fellow student and evaluate each other's illustrations. Offer constructive feedback and suggestions for improvement based on the selected techniques and overall composition.

Task 6: Finalize Your Illustration

Using the feedback you received from your peer review, finalize your illustration. Make any necessary adjustments to improve the composition and ensure that it effectively communicates its intended message.

Answer: Overall Assessment:

This practical assessment will evaluate your ability to effectively use a variety of illustration techniques to create engaging and visually interesting compositions, and your responsiveness to constructive feedback during the peer review. Your final assessment will be based on the overall quality of your illustration, your ability to effectively use the selected techniques, and your responsiveness to feedback. Good luck!

Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
✓ Commentary		
✓ Storytelling		
✓ Persuasion		
✓ Identity		
Indicator: Key elements of illustration brief are described		
✓ The client		
✓ Illustration objectives		
✓ Subject matter		
✓ Illustration context		
✓ Audience		

Indicative content 2.3: Use digital illustration tool



Summary for the trainer related to the indicative content

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 is 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.

Essential software applications

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 graphic 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 vector graphic editor developed by and marketed by Corel Corporation, it was released in 1989 and the latest version in March 2020

Layout software

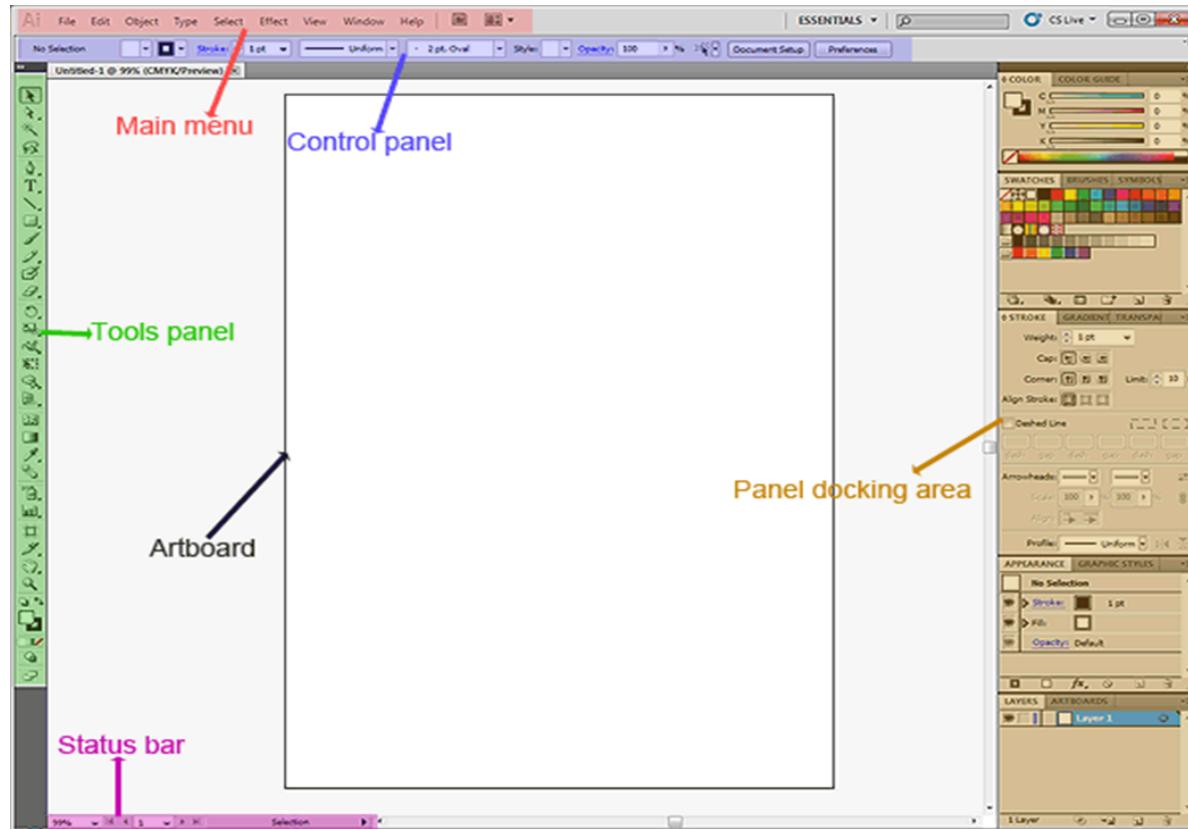
Adobe in design is a desktop publishing and typesetting software application produced by adobe systems. It can be used to create works such as posters, flyers (a small handbill advertising an event or product), brochures, magazines, newspapers, presentations, books and eBooks (a text presented in a format 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 be used to create a variety of publication. Using publishers, you can create business cards, calendars, newsletters and much more.

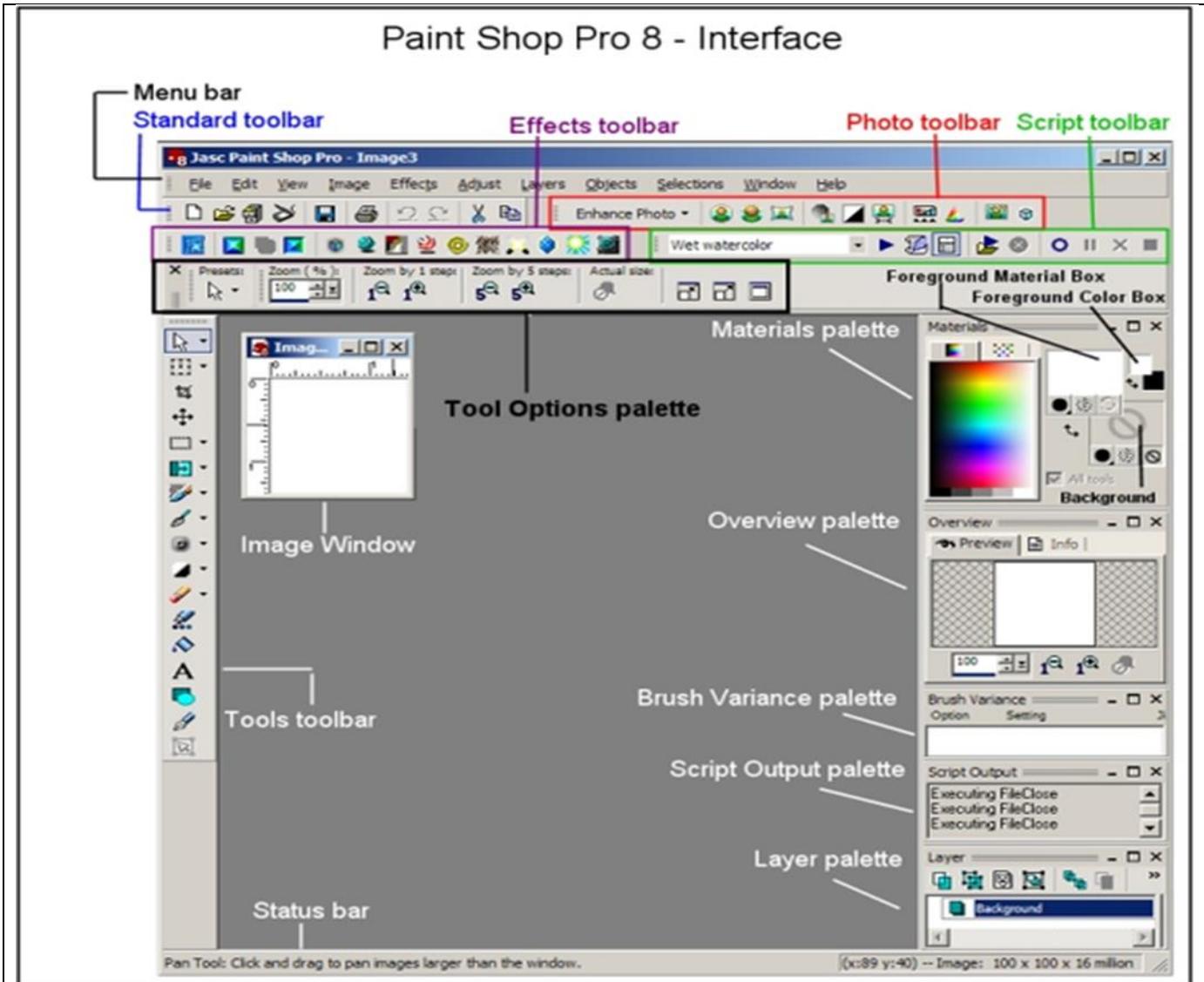
Quark Xpress is a desk publishing software for creating and editing complex page layouts, it was released in 1987 and recent version in 2019. It is used by individual designers and large publishing houses and corporation to produce a variety of layouts, from a single-page flyer to the multi-media project 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 indicated, you can use those images to learn more about the application when launch, use your personal computer to do that.

- Choosing digital illustration essential tools



Paint Shop Pro 8 - Interface



Theoretical learning Activity

In group of 5 trainee brainstorming about digital illustration tools



Practical learning Activity

In Adequate use in practice digital illustration tools



Points to Remember (Take home message)

- Digital illustration is the creation of visual artwork using digital tools such as a computer, a graphics tablet, or a smartphone.



Learning outcome 1 formative assessment

Written assessment

Question: What is a digital illustration tool?

Answer: A digital illustration tool is software used for creating digital artwork, such as drawings, paintings, and graphics, using a computer or other digital device. These tools typically offer a range of features, such as brushes, layers, and color palettes, to allow artists to create detailed and complex images. Some popular digital illustration tools include Adobe Photoshop, Procreate, and Clip Studio Paint.

Question: True or False: Raster graphics are resolution-independent while vector graphics are resolution-dependent.

Answer: False. The statement is actually the other way around. Raster graphics, also known as bitmap images, are resolution-dependent, meaning that they are made up of pixels and can lose quality when scaled up. On the other hand, vector graphics are resolution-independent because they are made up of mathematical equations that describe the shapes and curves of the image, allowing them to be scaled up or down without losing quality.

Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
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✓ Audience		

Learning Unit 3: Produce illustration

STRUCTURE OF LEARNING UNIT

Learning outcomes:

- 3.1 Ink and colour illustration
- 3.2 Apply digital colouring
- 3.3 Apply Lettering and typography of illustration

Learning outcome 3.1 Ink and colour illustration



Duration: 15 hrs



Learning outcome 1 objectives:

By the end of the learning outcome, the trainees will be able to:

1. Describe illustration technique and styles
2. Produce a standard illustration
3. Develop digital illustration



Resources

Equipment	Tools	Materials
White board	Eraser	Handout notes
Videos	Ink pen	Reference books
Computer	pencil	
Internet	tablet	
	charcoal	
	water coulor	
	paper	

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Advance preparation:

- . Brainstorming in class about the illustration techniques and style

Indicative content 3.1: Ink and colour illustration



Summary for the trainer related to the indicative content

- 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.

- 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.



Theoretical learning Activity

In group of 5 trainee brainstorming about inking and colouring



Practical learning Activity

Individual trainee in practice of inking and colouring illustration



Points to Remember (Take home message)

- The illustration should have tone, shadow and contrast, that is lightness or darkness.
- tone is the relative lightness or darkness of a color



Learning outcome 1 formative assessment

Written assessment

Question: Which of the following is a common technique for inking digital illustrations?

- A) Painting with broad strokes using a large brush
- B) Using a thin pen tool to outline the artwork
- C) Applying a texture overlay to the artwork
- D) Adding gradients to create depth

Answer: B) Using a thin pen tool to outline the artwork is a common technique for inking digital illustrations. This allows the artist to create clean and precise lines that can be easily edited or adjusted.

Question: Which of the following is a common technique for coloring digital illustrations?

- A) Applying a single flat color to the entire artwork
- B) Using a spray paint tool to create a textured effect
- C) Adding a gradient map to the artwork to create a color scheme
- D) Applying a filter to the artwork to adjust the colors

Answer: C) Adding a gradient map to the artwork to create a color scheme is a common technique for coloring digital illustrations. This allows the artist to quickly and easily apply a range of colors to the artwork, creating a cohesive and visually appealing color scheme

Practical assessment

Practical Assessment: Inking a Drawing Using an Image

Objective:

To demonstrate the ability to apply inking techniques to a digital image, creating a clean and precise line drawing.

Equipment Needed:

Computer with digital illustration software installed (such as Adobe Photoshop, Clip Studio Paint, or Procreate)

Digital tablet or mouse for drawing

High-quality image to use as a reference for inking (can be downloaded from the internet or provided by the instructor)

Instructions:

Open the digital illustration software on your computer and create a new document.

Import the reference image onto the document, and set the opacity of the image to a low level (around 30-40%) to allow you to see the lines you will be drawing.

Choose a thin pen tool (such as the Pencil or Pen tool) and begin tracing the lines of the image. Use a steady hand and take your time to create clean and precise lines.

Once you have traced the lines of the image, adjust the opacity of the reference image to 0% to see the final result of your inking. Make any necessary adjustments to the lines, such as erasing or adding details.

Save the final line drawing as a separate file.

Assessment:

The assessment will be based on the following criteria:

Accuracy of line tracing: Were the lines of the image traced accurately and with attention to detail?

Cleanliness of lines: Are the lines clean and precise, without any stray marks or smudges?

Use of appropriate inking tools: Was an appropriate pen tool selected and used effectively to create the desired effect?

Overall quality of the final line drawing: Does the final result demonstrate a mastery of inking techniques and attention to detail?

Grading:

The assessment will be graded on a pass/fail basis. To pass the assessment, the final line drawing must demonstrate a high level of accuracy, cleanliness, and overall quality. Any major mistakes or errors in the inking process may result in a failing grade.

Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
✓ Commentary		
✓ Storytelling		
✓ Persuasion		
✓ Identity		
Indicator: Key elements of illustration brief are described		
✓ The client		
✓ Illustration objectives		
✓ Subject matter		
✓ Illustration context		
✓ Audience		

Indicative content 3.2: Apply digital colouring



Summary for the trainer related to the indicative content

- 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 dimension 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 overlapping 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.



Theoretical learning Activity

In group of 4 trainee brainstorming about digital colouring



Practical learning Activity

Individual trainee practice in computer lab of digital colouring



Points to Remember (Take home message)

- Digital coloring refers to the process of adding color to a black and white using digital tools.
- Color hierarchy refers to the way in which colors are organized and perceived within a particular context or culture.



Learning outcome 1 formative assessment

Written assessment

Question: What are the three dimensions of color?

- A) Hue, saturation, and brightness
- B) Red, green, and blue
- C) Warm, cool, and neutral
- D) Lightness, darkness, and contrast

Answer: A) Hue, saturation, and brightness are the three dimensions of color.

Question: What does the hue dimension of color refer to?

- A) The purity or intensity of a color
- B) The perceived warmth or coolness of a color
- C) The position of a color on the color wheel
- D) The amount of lightness or darkness in a color

Answer: C) The hue dimension of color refers to the position of a color on the color wheel, which ranges from red to orange, yellow, green, blue, indigo, and violet.

Question: What does the saturation dimension of color refer to?

- A) The purity or intensity of a color
- B) The perceived warmth or coolness of a color
- C) The position of a color on the color wheel
- D) The amount of lightness or darkness in a color

Answer: A) The saturation dimension of color refers to the purity or intensity of a color. Higher saturation means a more pure and vivid color, while lower saturation means a more muted or washed-out color.

Question: What does the brightness dimension of color refer to?

- A) The purity or intensity of a color
- B) The perceived warmth or coolness of a color
- C) The position of a color on the color wheel
- D) The amount of lightness or darkness in a color

Answer: D) The brightness dimension of color refers to the amount of lightness or darkness in a color. Higher brightness means a lighter color, while lower brightness means a darker color.

Checklist	Score	
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Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
✓ Commentary		
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Indicator: Key elements of illustration brief are described		
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✓ Audience		

Indicative content 3.3: Apply Lettering and typography of illustration



Summary for the trainer related to the indicative content

- 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.

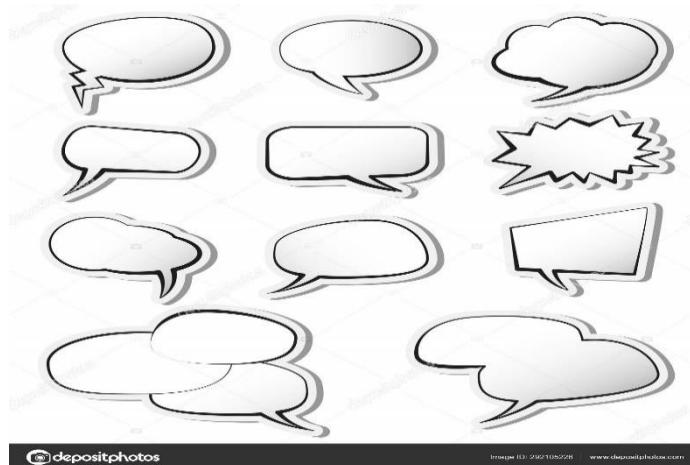
Examples of typographic tools are

- **Fonts**; google fonts, calligraphr, font face ninja, emo type
- **Font pairing and styling**; archetype app, font joy
- **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 Arial, 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.



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.

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 or 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 ambiences 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 title, 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

Edited by Choi Xiuming and Lu Haoyang

DESIGN MEDIA PUBLISHING LIMITED

Fashion illustration is the title.



This image shows end or open credit.



Theoretical learning Activity

In group of 4 trainee brainstorming about typography and lettering



Practical learning Activity

Individual trainee practice of typography creation



Points to Remember (Take home message)

- Taglines are catchphrases or slogans in advertising.



Learning outcome 1 formative assessment

Written assessment

Question: What is the difference between lettering and typography?

Answer: Lettering refers to the art of drawing letters by hand, while typography refers to the art of arranging and designing typefaces digitally or in print.

Question: What is kerning in typography?

Answer: Kerning is the process of adjusting the spacing between individual letters in a word or phrase to improve legibility and overall aesthetic appeal.

Question: What is a serif font?

Answer: A serif font is a typeface that has small lines or decorative flourishes at the end of each stroke in a letter. Examples include Times New Roman and Georgia.

Question: What are a sans-serif font?

Answer: A sans-serif font is a typeface that does not have the small lines or decorative flourishes at the end of each stroke in a letter. Examples include Arial and Helvetica.

Question: What is a typeface family?

Answer: A typeface family is a group of typefaces that share a common design theme but come in different styles or weights. For example, the Arial typeface family may include Arial Bold, Arial Italic, and Arial Narrow.

Question: What is a ligature in typography?

Answer: A ligature is a special character that combines two or more letters into a single glyph, such as the "fi" and "fi" ligatures in some typefaces.

Question: What is tracking in typography?

Answer: Tracking is the process of adjusting the overall spacing between all the letters in a block of text to improve legibility and overall aesthetic appeal.

Question: What is a display font?

Answer: A display font is a typeface that is designed specifically for use in large sizes, such as for headlines or titles, rather than in body text.

Question: What is a script font?

Answer: A script font is a typeface that simulates the appearance of handwriting, often featuring cursive or calligraphic letterforms. Examples include Brush Script and Scriptina.

Question: What is a typeface contrast?

Answer: Typeface contrast refers to the difference between the thickest and thinnest parts of the strokes in a letterform. High-contrast typefaces have a large difference between the thick and thin parts of the strokes, while low-contrast typefaces have a more uniform stroke width

Practical assessment

Exercise: Create a poster for a fictional music festival using Adobe Illustrator. Use typography and color to convey the energy and excitement of the event.

Questions:

What is the purpose of this exercise?

Answer: The purpose of this exercise is to practice using Adobe Illustrator to create a visually appealing poster that effectively communicates information about a music festival.

What are some considerations to keep in mind when designing a poster for a music festival?

Answer: Consider the target audience, the style of music, and the location and atmosphere of the event. Also consider using bold typography and bright, energetic colors to convey the energy of the event.

How can you effectively use typography to convey information on the poster?

Answer: Use clear, legible fonts for important information such as the event name, dates, and location. Consider using a more decorative or stylized font for other text to add visual interest and complement the overall design.

What color schemes could be effective for a music festival poster?

Answer: Consider using bright, bold colors that reflect the energy and excitement of the event, such as complementary colors (colors opposite each other on the color wheel) or analogous colors (colors next to each other on the color wheel).

What are some techniques you can use to create visual interest in the poster?

Answer: Use contrast and variation in font size, weight, and style to create hierarchy and visual interest. Also consider incorporating visual elements such as images or illustrations that relate to the theme or atmosphere of the music festival

Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
✓ Commentary		
✓ Storytelling		
✓ Persuasion		
✓ Identity		
Indicator: Key elements of illustration brief are described		
✓ The client		
✓ Illustration objectives		
✓ Subject matter		
✓ Illustration context		
✓ Audience		

Indicative content 3.4: Prepare illustration for presentation



Summary for the trainer related to the indicative content

● 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.



Learning outcome 1 formative assessment

Written assessment

Multiple Choice Questions:

What is the purpose of writing a presentation rationale for an illustration?

- a) To explain the story behind the illustration
- b) To outline the design process
- c) To justify the creative decisions made in the illustration
- d) All of the above

Answer: c) To justify the creative decisions made in the illustration

What should be included in a presentation rationale?

- a) The target audience
- b) The design objectives
- c) The creative process
- d) All of the above

Answer: d) All of the above

What is the benefit of writing a presentation rationale?

- a) It helps the client understand the designer's creative process
- b) It justifies the cost of the illustration
- c) It makes the designer appear more professional
- d) All of the above

Answer: a) It helps the client understand the designer's creative process

True or False Questions:

A presentation rationale should only be written for complex or detailed illustrations.

Answer: False

The presentation rationale should explain the designer's personal opinions and feelings about the illustration.

Answer: False

The presentation rationale should be written in a clear and concise manner.

Answer: True

The presentation rationale should be written in a way that makes the client feel inferior to the designer.

Answer: False

Checklist	Score	
	Yes	No
Indicator: Role of illustration is described		
✓ Documentation, reference and instruction		
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✓ Subject matter		
✓ Illustration context		
✓ Audience		

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