Student
Roadsign Examples

scaled down to fit 8.5 x 11,
each of your signs should fill a
letter sized Document

For the second assignment you will create 6 road signs using the given template as your format. You should think of this assignment as a symbolic representation of an image/idea using simple to complex imagery to communicate visually. Your signs should have immediate visual impact, graphically depicting 5 subjects from the list found below and coming up with one topic on your own. You may use only black, and, if you feel that the sign needs it conceptually, one additional color. Design sense should be first priority, not your ability to utilize your drafting skills. Your images may be as simple or complex as you see fit, but the end result must be a sign that creatively and due to the context in which the imagery will be viewed, quickly communicates the message that needs to be communicated. The shapes/imagery may spill out beyond the sign for as many as two of your signs.

The way you should address this assignment is to work on it in a personal and simple style giving each sign a unique life of its own. While we are all familiar with the format in which you will be working, the road sign, the odd and somewhat regional topics allow for a creative, and if you feel appropriate, controversial result. While I will expect to see some road signs that solve the problem in the traditional direct approach, you may also feel free to push the parameters of the sign and create a more personal solution. Some of the topics and your original topic may be signs that would not be viewed while driving but within a different context, i.e. warning signs on the beach, so design appropriately.

You will be able to scan in your sketches and use them as a template to work above, executing the drawing of your imagery using tools like the pen-tool, selection and direct selction tool to create clean shapes that deliver the imagery with impact. It is very important that for this exercise you not only create interesting illustrations but also learn to use the bread and butter of Illustrator, the pen tool and its conterparts the direct selection tool, convert anchor point tool and understand how to control direction handles.

I suggest that you do quite a few rough thumbnails to decide what images to create, it will also allow you more freedom to develop your imagery at a rapid pace. Your creative flow will not be hindered by your computer skills if you approach the project this way. You will need to bring in at least 10 thumbnails next week for analysis and criticism from fellow classmates and myself. This will be a grade, so please have them ready at the beginning of class time. Your sketches will be pinned up so do not create them inside a sketchbook but on loose paper so that we may view them as a group. You may print out grayscale copies of the template to draw on if you wish.
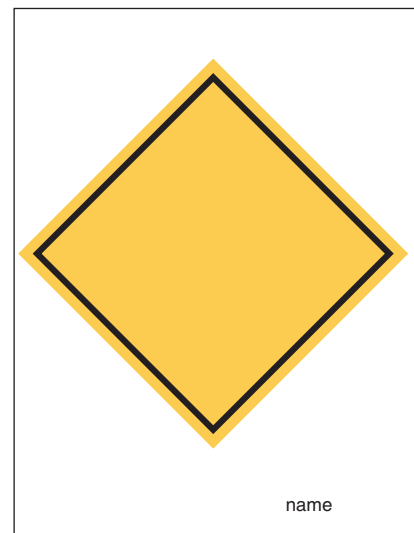
This project should be completed by week #4, in it's entirety, so don't waste any time! Unless otherwise specified all projects will be handed in, inside of your project folder encased in plastic sheets. For this project this will encompass the thumbnails and high quality color printouts with your name at the bottom right corner or on the back of <u>each</u> illustration.

<u>From this assignment forward always bring the digital-illustrator files to be reviewed-critiqued on the same date that the hard copies/print outs are due.</u>

Choose 5 topics from the list below to illustrate for this assignment, adding one topic of your own creation, for <u>a total of 6 illustrations</u>:

Earthquake zone	Police Station
Plastic surgery zone	Museum
Cash only zone	Power Plant
No Cellphone zone	Sunbathing Zone
Beaches Closed due to	Movie Star Zone
Toxic Materials	Rock Star Zone
Surfing Zone	Tourist Zone
Vegetarian zone	Papparazi-Free Zone
Homeless zone	Caution spicy food
Political Zone	Caution Military Test Site
Courthouse	Caution Filming Ahead

name

I recommend that you do not simply illustrate a cellphone and put a line through it to illustrate a '*No Cellphone zone*' , be creative as you problem solve.

Do not use an existing sign unless it is modified beyond recognition. Plagiarism of any kind will not be tolerated in this class! All Work must be original -NO CLIP ART!