

Digital Illustration Club

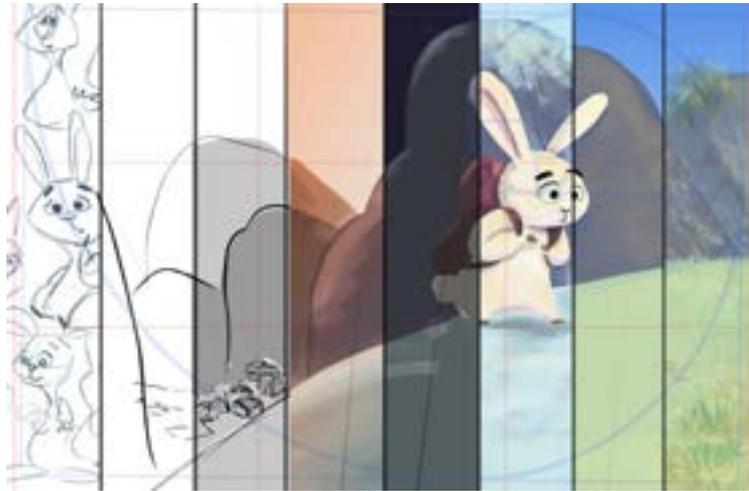


Club proposal by Fernanda Moreno

May 2022

Digital Illustration Club

After-school Club Proposal



“To create one’s own world takes courage.” *Georgia O’Keeffe*

Project Goal

The aim of this STEAM (science, technology, engineering, arts, maths) club is to:

- ◇ Introduce the girls to the world of digital illustration.
- ◇ Create stories using the process of composition.
- ◇ Organise their ideas and execute them through the medium of illustration.
- ◇ Promote creativity and spark the girls’ imagination.
- ◇ To gain STEAM skills early on that will complement the school’s curriculum.

This will be a valuable skill for any type of future project, and differentiate them ahead of other girls their age.

Proposed Activities

Character Design

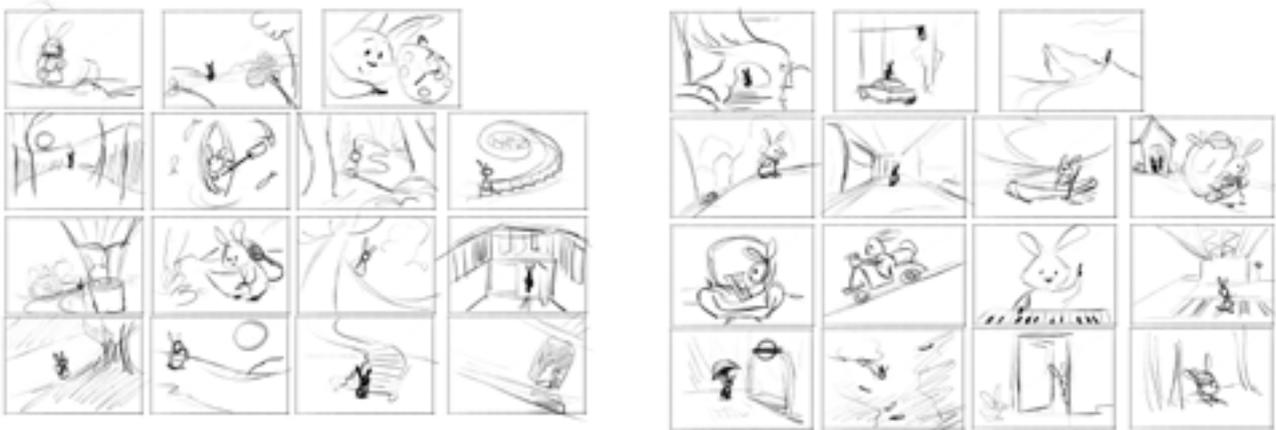
To design a character and give them personalities and details that make them iconic and serve as the vehicle of a story.

We will focus on the components to make good character design: silhouette, exaggeration and personality.



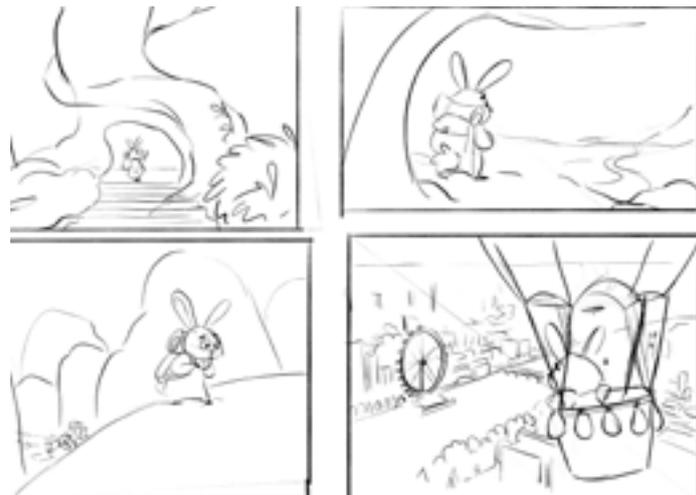
Sketching Ideas

The girls will learn how to brainstorm many different ideas on a specific storyline in thumbnail sketches. The drawings are very simplistic and are just there to explain the main idea and camera position.



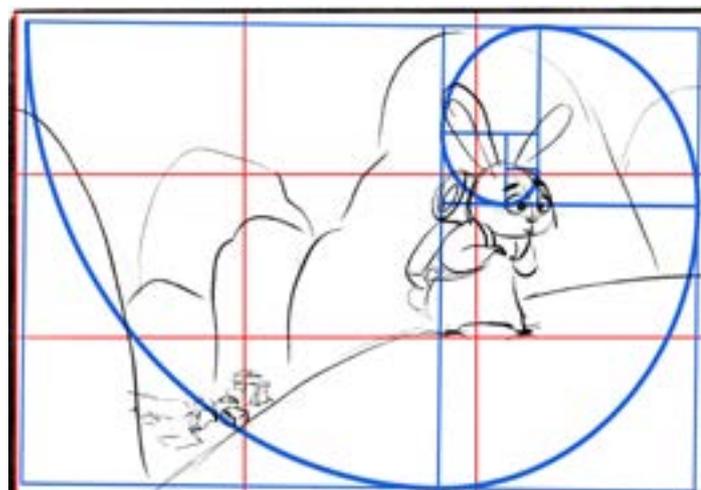
Editing Ideas

With the ideas down, now the pupils will learn how to edit their work and choose the ones that best tell their story.



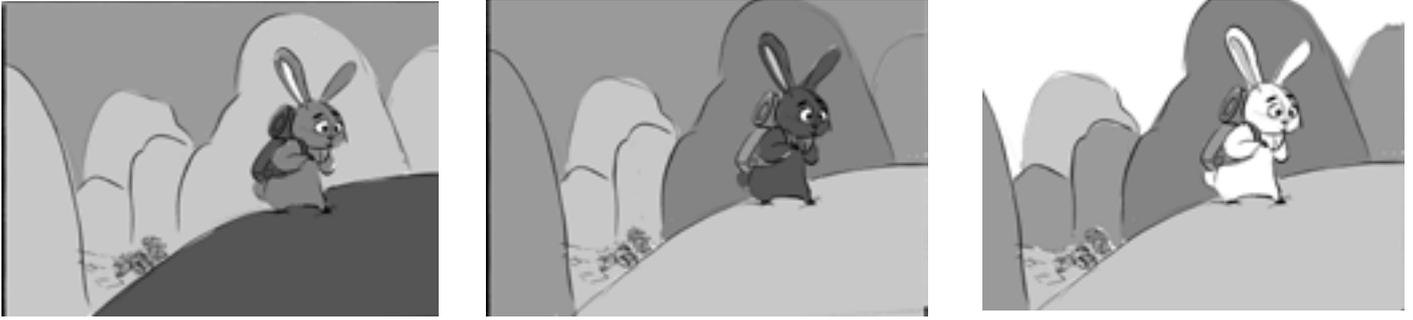
Polishing the sketches into a final

Once their sketch has been chosen, the girls will apply the rules of composition to make their idea more engaging to the viewer. These include rule of thirds, perspective, golden ratio, balance, camera placement, etc.



Work with Value

The girls will condense the image into 4 or 5 neutral values and learn about readability and creating big simple statements.



Create lighting scenarios

Taking advantage of the digital medium, the girls will learn to use adjustment layers, hue/saturation, masks, etc. to easily change the lighting of a scene to fit the desired mood. We will learn about colour theory to make a palette to match the story and character.



Add Texture and final details

The girls will learn to create different brushes and use them to add the final texture details in their illustration without losing the value system created previously.



Proposed Equipment

- Chromebook
- Infinite Painter App. (Free app has limitations £10 for Full License.
- Alternative. They can bring an Ipad with Procreate (£9)

Proposed Times, Year Groups and Price

Year groups: All senior years welcome.

Duration: 45-60 mins.

Timing: lunch time or after school

Sessions: 11 per term.

Price: The suggested price per child /per term will be £120

Next Step

I hope that you will be able to find an opportunity to offer this new format, as the parental and student feedback has shown that digital illustration is an exciting skill that is engaging for the children, and provides a valuable and rich experience for them.

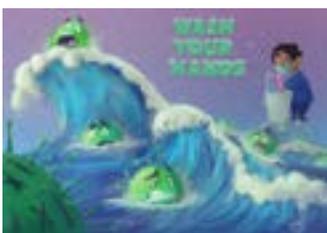
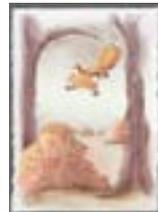
Teacher

Fernanda Moreno



Studied *Animation and Media Arts* at the Art Institute of Philadelphia
Worked of the film & tv industry for over 15 years on 20+ films including the Harry Potter series, the Dark Knight series, Charlie and the Chocolate Factory, and Ex-Machina.

Full film credits at imdb.com/name/nm1639910



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