

92Y ART CENTER

GILDA AND HENRY BLOCK SCHOOL OF THE ARTS

Illustration Portfolio

Online Course

Instructors: Jenny Kroik

Description: What is illustration, and how is it different than other creative fields? What is it like to create artwork for a client? What are the different types of illustration? (Editorial, surface design, book etc.) In this class we will work on imaginary client assignments based on real jobs, develop concepts through sketches, and create a finished artwork that can live on the pages of a magazine, on product labels, on greeting cards, as online content and more.

We will discuss the development of a personal style, the visual arts market today, strategies for promoting our work, and more.

Supply list:

- Pencils
- Eraser
- Sketchbook, 8"x10" minimum size recommended)
- In addition, each student will **use their preferred medium** to complete the finished illustration. (Example: watercolor, acrylic, markers, Photoshop or digital drawing, graphite, pens, collage etc.)