

Course Description

Online banner illustration /animation

Course:

Fiction 1. - Screen

Course code:

ER-GRA-BA-232401-01

Subject leader:

Tibor Kárpáti

Technical assistance:

Levente Sipos

József Szili

Task assignment:

04/09/2023

Course dates:

Week 1-6.

Monday, Thursday: 10:00-12:50

Location:

Weeks 1-6: Base 302 Illustration Studio / MOME Two T/111 Graphics Workshop

Topic

// 1. Website banner image series / animation for *MIT Technology Review*

Content

Create a series of seven animated images for *MIT Technology Review* on a predefined web space size for the theme *Best Stories of 2023*. The seven categories are:

- *Energy*
- *Biomedicine*
- *Business*
- *Energy Business Biomedicine*
- *Communication Energy Business Communication Technology*

- *Web*
- *Popular science books*

Illustrations should be prepared according to the following specifications:

- format: 2020 x 400 px, 1000 x 400 px, 392 x 392 px
- both still and moving images must be provided

Further detailed information on the assignment and the categories will be provided on the day of the assignment release. The illustrations will have to be inserted into a determined layout, which will also be sent to you on the day of the assignment.

Completing the assignment

1. Theory

- + Understand the history and theory of spot and magazine illustration
- + Colour theory in magazine illustration
- + Stylistic and cultural comparison of magazine illustrations
- + Analysis and presentation of national and international examples of magazine illustration

2. Design

- + Suggesting technical solutions for illustration
- + Identifying media, visual surfaces
- + Character and colour concepts
- = Sketch and visual design

3. Execution

- + Workshop
 - + Prepress
 - + Printing
-

Schedule

1. Task assignment, choice of topic, collection of references
 2. Theoretical preparation, sketches
 3. Execution
 4. Evaluation
-

Evaluation

The assignment will be assessed in the sixth week of the course, on **12 October**.

Assessment criteria:

- // application of basic illustration, colour, reproduction and printing rules
- // interpretability and impact of the visual concept
- // consistent maintenance of stylistic unity within the concept
- // visual of illustration

