

# Commercial Art Study Guide

Know the difference between the following commercial art jobs:

- |                      |                             |                    |                    |
|----------------------|-----------------------------|--------------------|--------------------|
| 1. Cartoonist        | 2. Production Artist        | 3. Illustrator     | 4. Sign Designers  |
| 5. Package Design    | 6. Logo & Letterhead Design | 7. Digital Imaging | 8. Web Page Design |
| 9. Industrial Design | 10. Photographer            | 11. Graphic Design | 12. Fashion Design |

What is a PSA? Public Service Announcement- Social or Moral issues - Create Awareness- Change Social Behaviors

What kind of jobs and salaries can you find locally & nationally in the commercial art field?  
location-market demand- your skills-- whats hot?

What is "Freelance" - you work independently, not for anyone. Find your own jobs, one project at a time.

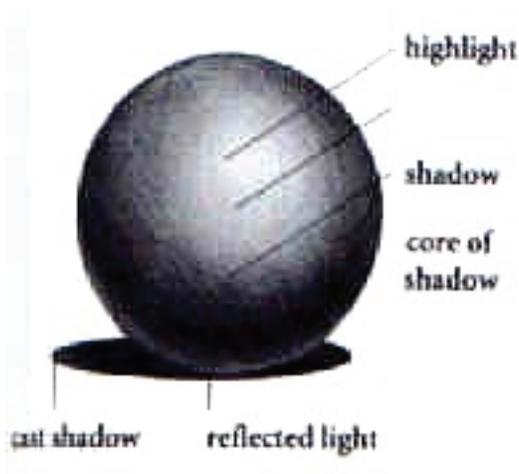
Compare working for a company vs. freelance conditions-  
Stability, benefits independence, risk, taxes, overhead

What does "Target Audience" mean -- in advertising, the ad campaign is designed to reach a particular type of person, what they are interested in, what kind of a lifestyle they have. They design their ads to reach a particular type of person, what they are interested in, what kind of a lifestyle they have. They design their ads to reach the people they feel will buy their product. To test the market they will do surveys, and check sales.

Steps in the design process - 1. Research 2. thumbnails - rough sketches to show a concept 3. rough - larger more detailed version of concept 4. comprehensive - final version, ready to take to client for approval

Storyboards - a sequence of pictures to tell a story. These are used to organize videos, movies, tv ads, etc.

Know the following values on a lighted sphere: highlight, light, half-tone or shadow, core shadow, cast shadow, reflected light.



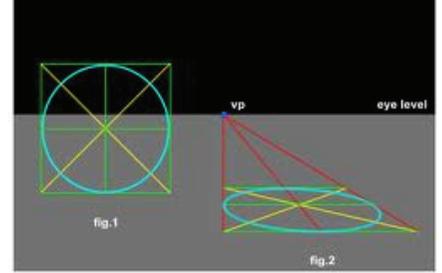
Other ways to show depth in a work of art:

- overlapping
- value - further away are lighter
- things further away are smaller
- color - further away are grayer, less intense

## Parts of a Composition

Layout - all parts of a composition put together  
type - Headline, Subheading, bodycopy  
artwork - drawings or illustrations  
body copy - paragraphs of text  
graphic elements - logo, shapes, etc  
Photography- photos

What happens to a circle or a sphere, when it is farther back in perspective?  
It changes to an oval or ellipse.



Know the following terms: Picture plane, foreground, middle ground, background.

Is an object in the background higher or lower on the picture plane than objects in the foreground?

## TYPOGRAPHY:

Know the six type families: Old style, slab serif, sans serif, script, modern, decorative or novelty.

Remember serif - means "little feet" and sans means "without"

Which family of type is the easiest to read for long passages of text? Slab Serif.

Know these typeface terms: Lettering, calligraphy, fonts, type styles, text (all are words used to refer to typography)

Measurements for type: Pica = 12 points

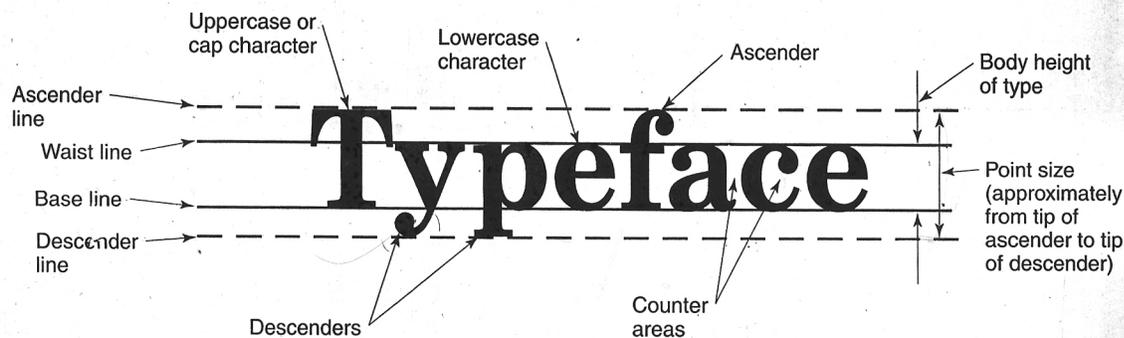
Point = 1/72 of an inch (72 points stacked will be one inch high)

More Typography Vocabulary : upper case, lower case, lightface, normal, **bold**, *italic*, condensed, extended script-cursive, justified, unjustified, ragged left--justified right, ragged right-- justified left.

When do you use certain fonts? Formal Fonts - formal situations. Readability is important!

Decorative - to get attention only - small amounts- not for body of text

Memorize the following:



## SAFE PRACTICES:

1. Identify materials and techniques that require proper ventilation. Rubber cement, permanent markers, any solvent based paints or sprays.
2. use proper safety equipment. Paper cutter, exacto knives, etc.
3. Identify hazardous chemicals and solvents. paint thinner, paints, turpentine, turpenoid - do not dump down drains! They must be disposed of properly and should be kept in a metal cupboard.
4. Understand accident report procedures - Tell the teacher if you are hurt- an accident report must be filled out.
5. Remember that accidents are most often caused by not following proper procedures.

What is OSHA? Occupational Safety and Health Administration. Gov. Agency to help control safety at work.

## COPYRIGHT:

### What kinds of things are covered by the copyright laws of the United States?

Answer - Artwork, Photographs, written stories, movies, music, dramatic works, computer programs, architectural works and certain other intellectual works.

**When is a work of art protected by the laws of copyright?** As soon as it is created and has a fixed form. It is immediately the property of the author or artist unless it was made for hire. Then it would be owned by the employer and not the employee.

What is "fixed form"? You can't copyright an idea, it must have a physical set form.

**What government agency controls copyrighting?** The Library of Congress.

### What are some ways that you can prove ownership of a copyrighted work of art?

1. Register with the Library of Congress
2. Write your name and date on it. You could put a C in a circle by it.
3. Mail it to yourself in a sealed envelope. (weak proof)

### What are three legal ways you can use someone else's work?

1. Get their permission (written or oral)
2. Keep it in a portfolio - not for display or enter in a show or sale.
3. For critical commentary.

**What is public domain?** When works that were copyrighted are no longer under copyright because enough time has passed. Usually the author's life plus 70 years. For works made for hire, the duration of copyright will be 95 years from publication or 120 years from creation, whichever is shorter.

**Is it legal for me to copy someone's work (Art, music, computer program, etc.) if I only use it at home and never sell it?** NO (however most software programs will have a free 30 day trial period)

## ELEMENTS OF ART:

1. Line - a moving dot can be real or implied.
2. Shape - 2-D -
3. Form - 3-D, shaded to have form - or has real volume.
4. Texture - feels to the touch - or appears to feel to the touch
5. Color -
6. Value - lights or darks
7. Space - Positive (the objects) or negative (the background)

## PRINCIPLES OF DESIGN:

1. Balance - Giving a work of art equal visual weight so that it doesn't seem unbalanced.  
three types: symmetrical (mirror image), asymmetrical (not the same on both sides),  
radial (repeats around a central point)
2. Proportion -- size and scale - division of space
3. Movement -- can be actual or implied - most often refers to how an artist makes you look from one object to the next in a work of art.
4. Unity/Harmony - Making things in a work of art fit together using similar tones, colors, shapes, textures etc.
5. Variety/Contrast - Creating interest by having strong differences in a work of art.
6. Emphasis - Usually the focal point or center of interest in a work of art, can also be a certain color or shape.
7. Rhythm - Created by repeated an element but changing the size and placement to make it sing.

When a person looks at a composition they usually start at the top left and move to the bottom right.

### Techniques for creating value and texture in pencil or pen and ink styles:

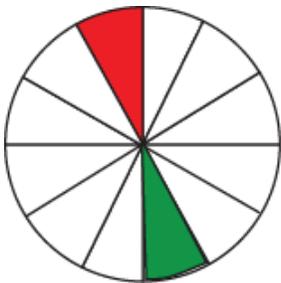
1. Stippling- dots.
2. Hatching - parallel lines. When they are closer together it appears darker. Farther apart appears lighter.
3. Cross-hatching - layers of lines that cross over each other- perpendicular.

**What is one way to test value?** Squint your eyes, use a grey card or a white card to hold up next to the object.

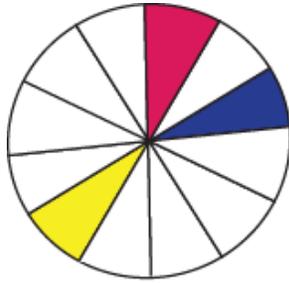
**What tools can I use to measure proportions in drawing?** Hold up a pencil and close one eye, (compare the measurements you make) also with rulers, protractors, grids.

## COLORS

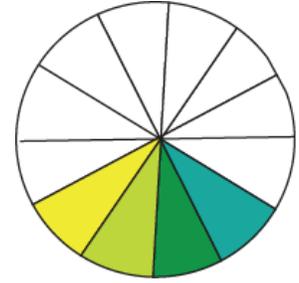
Know your color schemes: These are examples.



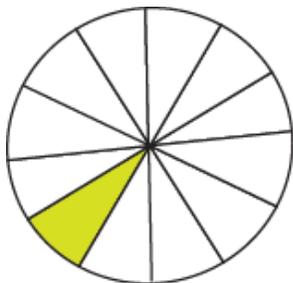
Complimentary



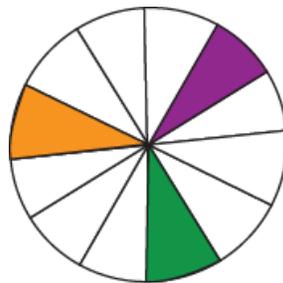
Split-complimentary



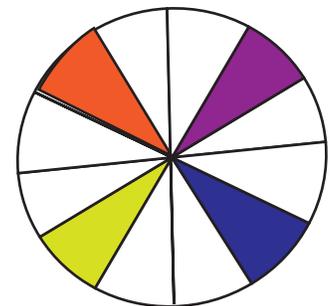
Analogous



Monochromatic



Triadic



Tetrad



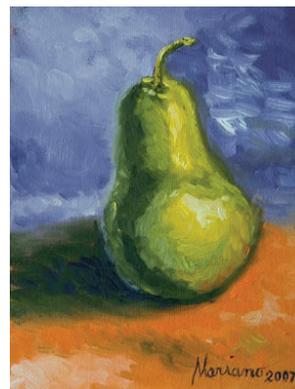
Complimentary

two colors across from each other on the color wheel



Monochromatic

One color- using shades and tints



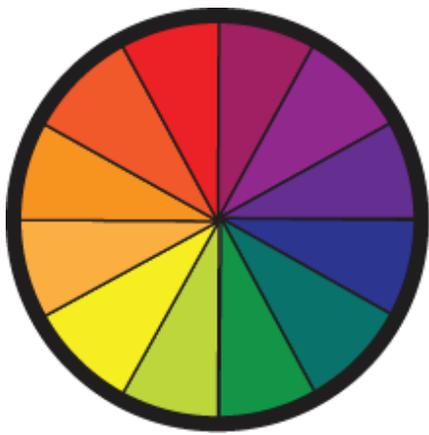
Triadic

Three colors in a triangle from each other on the color wheel



Analogous

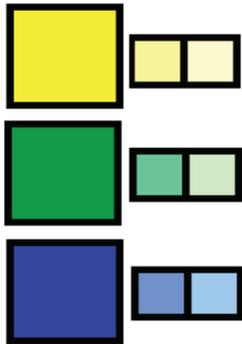
Three or Four colors next to each other on the color wheel



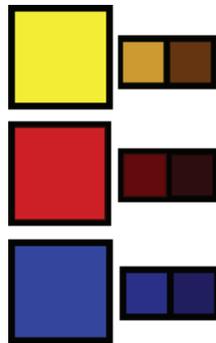
Primary Colors - Red, Yellow and Blue - building blocks of the color wheel they cannot be made by mixing other colors.

Secondary Colors - Orange, Violet/Purple and Green, made by mixing two primary colors together

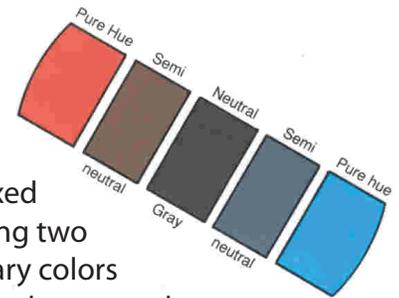
Intermediate/Tertiary Colors - Red-orange, red-violet, etc. Made by mixing a primary with a secondary.



Tint = Color plus white



Shade = Color plus black



Neutrally mixed colors - mixing two complimentary colors together to make gray or brown.

Color Schemes and harmonies - a systematic way of using the color wheel to put colors together.



Subtractive Color Theory: Mixing equal amounts of primary colors of PAINT together makes black.



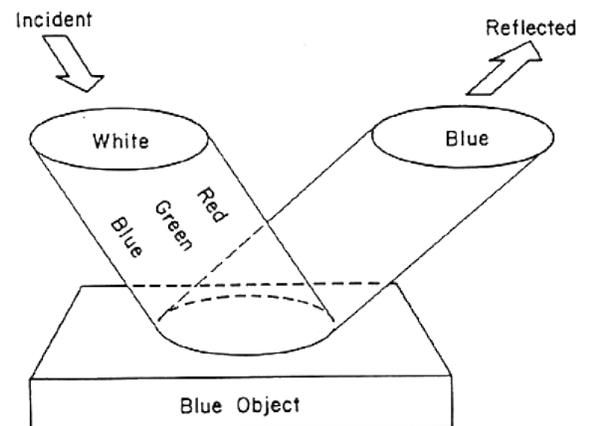
Additive Color Theory: Mixing equal amounts of primary colors of LIGHT together makes white

The three properties of color are: Hue, Value and Intensity/Saturation

Hue - what color it is  
 Value - lightness or darkness of a color  
 Intensity - How pure a color is.

RYB- Primary Colors of Pigment      RGB- Primary Colors of Light

CMYK - Ink colors used in four color process printing  
 CYAN, MAGENTA, YELLOW, BLACK



**transparent** - mostly see through  
**opaque** - not see through  
**translucent** - a little see through



Radial Balance



Symmetrical/Formal Balance



Asymmetrical/Informal Balance

0  $\frac{1}{16}$   $\frac{1}{8}$   $\frac{3}{16}$   $\frac{1}{4}$   $\frac{5}{16}$   $\frac{3}{8}$   $\frac{7}{16}$   $\frac{1}{2}$   $\frac{9}{16}$   $\frac{5}{8}$   $\frac{11}{16}$   $\frac{3}{4}$   $\frac{13}{16}$   $\frac{7}{8}$   $\frac{15}{16}$  1



Be able to label the parts of an inch

## SAFETY:

- Proper ventilation
- proper care of hazardous materials
- reporting safety violations - report to teacher
- in case of accident - report to teacher
- clean and maintain an orderly work area
- avoid repetitive stress injuries -(while working at a computer)
  - a- good posture
  - b- keep wrists straight
  - c- take breaks
  - d- stretch and strengthen
  - e- position of monitor, keyboard and mouse