

Illustration Concept Worksheet

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This is a basic jumpstart for coming up with great illustration concepts. You may already think of these items when simply sketching out ideas, however, this is a more structured and organized way of thinking so that your ideas continue to be targeted, original and clever. Use these worksheets in addition and in conjunction with your thumbnail sketches. Follow the 8 steps below with an open mind, exploring ALL the possibilities. Then, on separate sheets of paper take words and sketches from each category and make different compelling compositions based on proportions of the final image to come up with a total concept. Important: When coming up with your concepts keep it simple and effective and consider the amount of time you will have to execute the final illustration. Good concepts only have elements in them that support the main idea. This is only one way to come up with a concept but a great concept would consider or address all 8 areas below.

1. Client description of what they want. (Restrictions, want they don't want, what should be included, client sketches?)

2. At least 20 keywords off the top of your head about the subject . Don't think too hard on this write down everything no matter how ridiculous. (your target market, feeling tone, opinion, subject matter, etc.)

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|-----|-----|
| 1. | 11. |
| 2. | 12. |
| 3. | 13. |
| 4. | 14. |
| 5. | 15. |
| 6. | 16. |
| 7. | 17. |
| 8. | 18. |
| 9. | 19. |
| 10. | 20. |

3. As many different symbols* you can think of related to the subject * something that represents something else by association, resemblance, or convention, especially a material object used to represent something invisible or intangible. (use words and/or sketches) Examples: digital = 0's and 1's, growth = tree, money = \$, excitement = eyes wide open, love = heart. Use extra sheets if needed.

4. Setting

Time (i.e., past, present, future, season, timeless. etc.)

Location (i.e., country, local, global, universe, anywhere, etc.)

Atmosphere (i.e., happy, tense, calm, stormy, clear, wet, inside, outside, etc.)

5. Size relationships of subject matter (i.e., small, huge, same, etc.)

6. Color (i.e., warm, cool, earth tones, primary, etc.)

7. Lighting (i.e., backlight, somber, bright, dark, spotlight, etc.)

8. Style (i.e., realistic, cartoony, graphic, natural, historical, digital, etc.)