

# > art deco vector poster

## > objective(s):

Students will create a visually impactful art deco style illustration.

## > curricular focus:

This lesson emphasizes the use of vectors and an effective color palette to create an interesting composition, accurately replicating the art deco style as well as the application of raster filters to visually reinforce vector art.

## > specifications:

save as: Art Deco Poster\_LastnameF.psd

dimensions: 8"x10" or 10"x8"

resolution: 300dpi

color mode: CMYK

## > instruction:

- discuss art deco style (see p2. *Art Deco Style*)
  - simplified imagery
  - geometric/angular line
  - strong perspective
  - common shapes
  - use of skyline architecture
  - common typefaces
- review examples of art deco style (*Art Deco Fonts.pdf*)
- discuss use of color
  - notice how often a limited palette is used in examples
- demonstrate use of Dissolve brush and or noise filters to create the grainy texture present in this genre

## > procedure:

- review art deco movement (see *Instruction* above)
- select subject idea and approve with instructor
- create a thumbnail sketch (no minimum) of subject and approve with instructor
  - see "Drawing the Art Deco Style" on page 4
  - make sure you include colors as well as gradients and grain texture locations
- create a thumbnail sketch (no minimum) of poster composition and approve with instructor
  - you do not need to redraw the entire subject- a silhouette to scale works fine
  - make sure you include colors as well as gradients and grain texture locations
- begin work on computer

## > requirements:

- file specifications are adhered to
- all layers are named properly; no hidden layers
- subject (center of interest) utilizes geometric/angular lines, gradient shading and grain texture
- background artwork accurately reflects art deco style
  - includes use of radial burst, intersecting spotlights, art deco style elements/shapes treated
  - elements are treated with gradient shading and/or grain texture
- all artwork is created with the Pen tool and all Paths are saved (Paths do not have to be named)
- color palette is effective for establishing dominance of subject as well as unity in the composition
- font selection matches art deco style (font is selected from the Art Deco Fonts document)
- all text is set to Smooth anti-alias
- background includes traditional art deco elements like burst, spotlights and/or traditional shapes/designs
- no photos are allowed to appear in the final composition
  - photos resources may be used for tracing or referencing for drawing

# > art deco style

## > text

all caps (often with low mean line); lines that extend outside of letterform

## > radial lines/burst

create motion, direction and unity

## > texture

traditional grain overlay

## > graphics

extremely simplified and geometric; strong angles

## > gradients

create sense of light; adds level of sophistication

## > skyline

use of architecture very common (though not required)

## > limited color palette

creates unity; utilizes contrast to create emphasis



# > art deco examples



# > drawing art deco style

## > original

find an image that lends itself to the art deco style; it does not have to be full body, but cannot be just head and shoulders like in the famous "Metropolis" example



## > stylized drawing

look at examples of art deco subjects- they are extremely simplified and geometric

simplify your subject image the same way- reduce the form down to simple, angular lines and/or curves

where are the shadow/highlight patches going to be? gradients?

you do not need to copy it exactly- feel free to make changes that improve the style (notice the collarbone shadow, the hair, the trident, etc.)

work at it until you get it right! it will most likely take a few sketches (or more) to get the look you need

