

Project 2 :: Paper Currency

Overview:

For the second/final project you will be designing a paper currency for one of the U.S. states. You will do some research to find out about the state, including what the state bird, flower, tree, capitol, landmarks, and crops (etc.) are. Exercises 3-6 are tailored to helping you produce much of the artwork you can use in this project, although you can make new artwork if you wish. This will be a full color paper currency (unlike normal U.S. currency), designing for front and back. There will be specific requirements to follow (below).

Process:

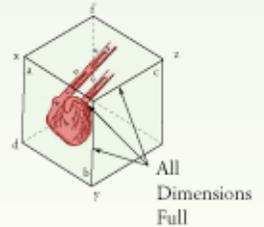
Where to start? Some suggestions....

- The first place to start with this project is in deciding which state to represent. You can approach it from one of two different directions (this is hopefully what you already did starting with Exercise 03):
 - Decide on which state you want to represent first, and research all of its state emblems, mascots, plants, etc. Collect raster resource images of these things and keep them for future use.
 - Research several states and pick one based on the most interesting artwork you will get to make based on what you find out about the states. Maybe you really want to work with Texas due to its unique geographical shape, or you want New York for a chance to work with the Statue of Liberty.
- Consider how color will work together within the individual icons you'll make. They will need to balance, so you might have to go back into your exercise artwork and make adjustments.
- Consider how scale and placement give importance to specific icons, and how they unify the whole bill.
- Think about the major industry, culture, and geography within the state and how it can influence perception through visual elements (Is the state rugged? Is it a tourist destination? Does it have unique cultural backgrounds or history? Is it a heavy manufacturing state? Etc.)

Technical Requirements:

CONTENT

1. All design artwork must be either original or modified enough that it is significantly changed from its source.
2. You are encouraged to use artwork created in Exercises 03-06 as the basis for many of your icons in this project.
3. You will produce a paper currency for a U.S. state (no substitutions).
4. The bill's artwork requires the following:
 - a. State flower or plant using a gradient mesh (Exercise 03)
 - b. Background "watermark" pattern and state seal (Exercise 04)
 - c. At least 2 line or shape blends (as in Exercise 05)
 - d. One vector graphic of a landscape (waterfall, floral, etc) that exemplifies the state (exercise 06)



- e. One architectural vector graphic exemplifying the state (building or landmark)
 - f. The unit of currency in both numeric and alphabetic form (ex: 5 five)
 - g. The made-up name of the unit of currency (ex: 5 tiki, 5 gila, etc.)
 - h. Watermark repetition of the currency unit
 - i. Invented brush patterns for additional seals or borders
 - j. Text (ex: State of Texas // Treasury of Texas // Austin, Texas // United States of America)
 - k. Serial numbers for the bill in appropriate font
5. You may include other visual elements (i.e. outline of the state, industry, crops, etc.)

LAYERS

1. Use layers to manage major components within each file.
2. Organize layers into appropriate groups
3. Layers must be named (not Layer 1, Layer 2....)

TRANSFORMATION TOOLS

- Use the following tools: Scale, Reflect, Rotate

COLOR

1. Use Live Color and Live Paint
2. Use Swatches, fill, and stroke. Use a color, gradient, or pattern from the additional Illustrator swatch palettes.

PEN TOOL + SELECTIONS

1. You will use the pen tool (start, add, subtract, convert) to draw and modify shapes and/or text
2. You will use anchor handles to manipulate objects.
3. You will use both the Selection and Direct Selection tools to manipulate your objects and text

TEXT

1. Use the text tool to create text boxes (you can conform the text to wrap in the shape of a custom object)
2. Use text on a path
3. Create outlines of your text

SETUP / PRINT / PRESENTATION

1. You will create a front and back design for your currency, each sized at 7" x 3.5."
2. Print both designs on one sheet of high quality 8.5" x 11" paper.
3. Mount on black mat board with your name label affixed to back.

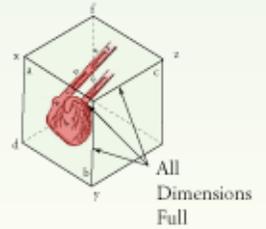
DESIGN BRIEF

1. present in pdf format on CD and printed hard copy
2. visual list of all fonts and color palettes considered with hexadecimal numbers
3. prints of Exercise 03-06 to illustrate vector art development
4. log of time spent on each working session (potential billable hours)
5. artist statement that addresses the objective and concept behind the work

Progressive Deadlines:

Illustrator *Digital Imaging.02*

art248 + mat170



There will be progressive deadlines for all investigation materials, as well as a mid-project peer critique.

Due at the Critique:

1. Printed / mounted final project with both front and back currency designs.
2. CD with the following:
 - a. Digital .ai file
 - b. Design Brief pdf
3. Printed Design Brief

Grading Structure:

Design and Composition: 50%

layout visual heirarchy, successful communication/ impact, color choices, movement, form, imagery choices, inventiveness and creativity

Technical Competency: 40%

Followed Instructions (see above requirements), successful use of required AI tools, formal presentation and craftsmanship

Design Brief: 10%

Included all required assets for brief, professional setup / presentation of pdf file

Example of font design:

