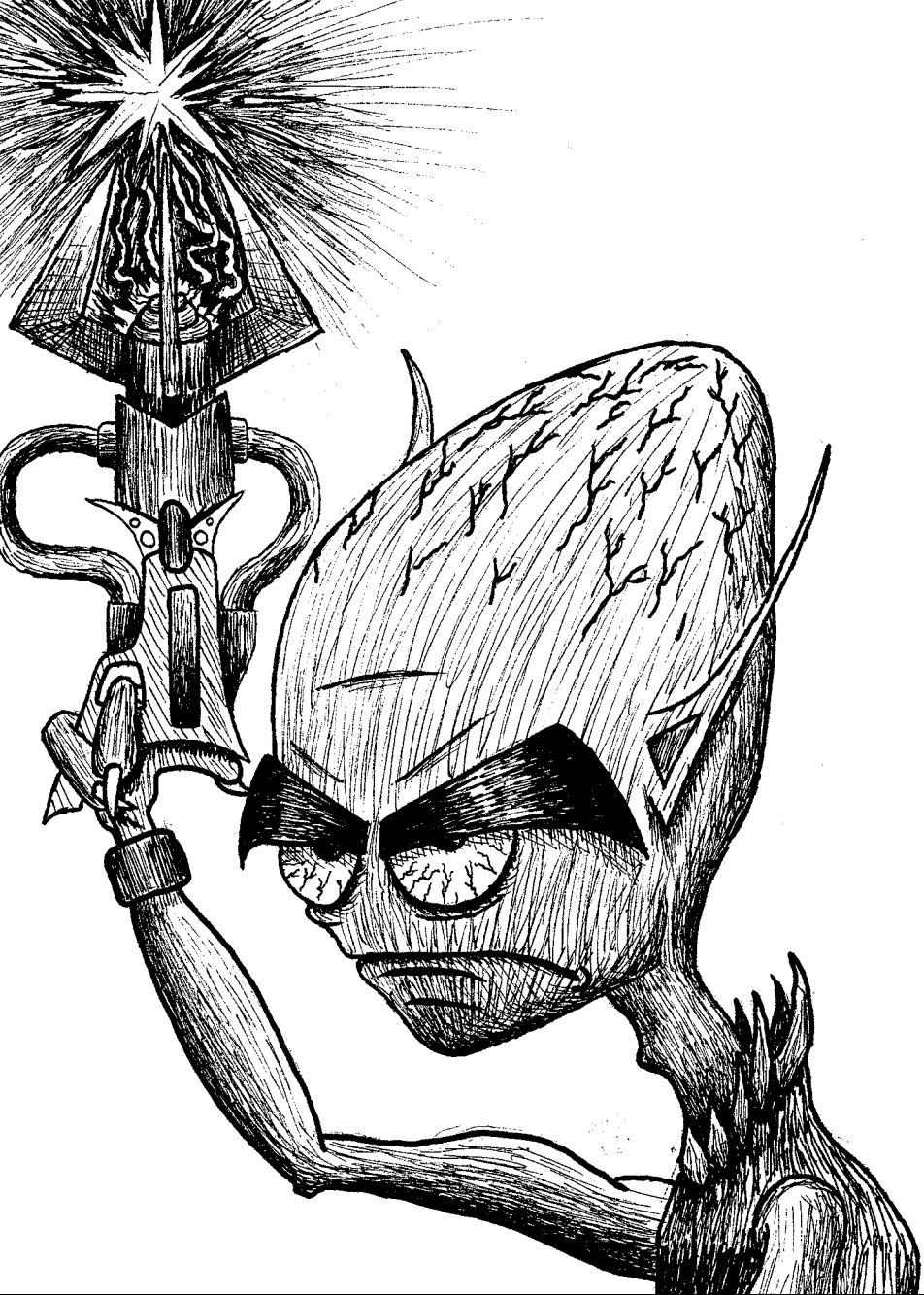


**Jason A. Shannon**  
**Art and Design Booklet**



One of the most beneficial skills I've learned is how to draw. It may seem unnecessary and old fashioned but many Graphic Designers make the mistake of believing that design starts in Photoshop or Illustrator. I used to think like this but after taking several drawing I've found a true appreciation for hand-drawn designs and my finished products have turned out even better.

Drawing with a pencil and paper gives a designer more freedom in the initial draft of the design. By sketching out ideas or designs on paper a designer is better able to translate the design in their head to paper, and can get a better feel of what they want the final product to look like in terms of shape, line, and balance.

In terms of mediums I believe that the sketchbook is where a design should always begin. From there a designer can repeatedly refine the design until they are satisfied. The computer should only be used for constructing the already finished and developed design.

The image on the right is a finalized sketch of a character I designed for a cereal box cover design. I would never have been able to achieve the level of detail in the final product had I not drawn out the character by hand first.

# Martian Mall-o's



EARTHLING

Here's a good process I think is good to follow:

1. Hand draw several thumbnails
2. Refine the best thumbnails
3. Select a thumbnail to draft in full detail
4. Scan and import into Adobe Illustrator
5. Trace over drawing to fully develop the design to customer approval

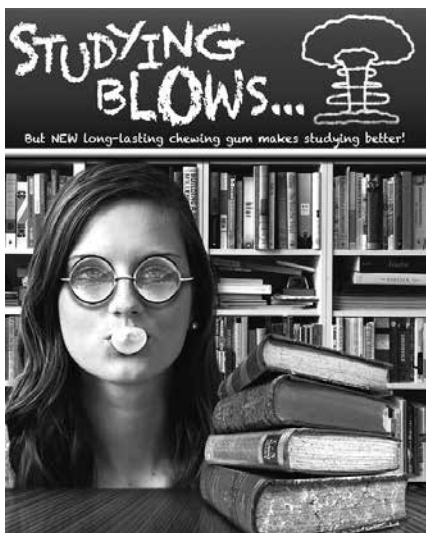
The world of digital media encompasses a wide range of jobs and skills. This career path is highly competitive and only the best and most competitive employees will be the one's who go beyond just the technical knowledge of creative programs but also possess unique design skills that set them apart from

the rest. Graphic designers must have the ability to use innovation and creativity to produce a higher quality of work that is appealing to the customer.

It is often difficult to interpret what the customer wants. The ability to sketch out ideas onto paper is highly beneficial in communicating and understanding the needs of the customer. When meeting with a customer and discussing their needs the graphic designer show the customer a sketch of the idea and refine it according to the customers opinion. This enables both the customer and designer to get an idea of the final product before going to the computer. This method saves the graphic designer the trouble of making multiple drafts on the computer which wastes time.

To some, it may seem like drawing is a waste of time and is only useful for drawing characters. This is not true. Designers can sketch out designs for advertisements, movie posters, page layouts, etc. Even though the above images are not “illustrations” and use photographic elements, most of the designs we hand drawn first. Then I went and found images and textures

necessary to bring the final pieces together. As much as I love illustrations I also find it exciting to create something that looks more realistic and life-like. In addition to



designing graphics on the computer I also enjoy exercising my creative abilities on the cars I've owned. Being a car guy has run in my family for generations and has been passed on to me. I have owned a 1971 VW Beetle, a 1994 Jeep Cherokee, and currently a 1995 Honda Civic.



About the artist: I am currently finishing up my degree in Digital Media at the University of Houston. I will be the first male in my family to have earned a degree from



a four-year university. Although this journey has been frustrating no-one has been more encouraging than my beautiful Fiancee. She is wonderful and encourages me to pursue my creativity and puts up with my automobile modifications. Below is a list of the pieces of artwork included in this booklet and the mediums used:

- Alien Captain (Pen and Paper)
- Cerial Box Cover Design (Adobe Illustrator)
- Bubble Gum Advertisement (Adobe Photoshop)
- MARS Movie Poster (Adobe Photoshop)
- 1971 VW Beetle (Scanned Photograph)
- 1994 Jeep Cherokee (Digital Photograph)
- Proposal in the Park (Scanned Photograph)

