

Assignment 4: Horoscopes, Astrology, and The Zodiacs

I don't believe in astrology; I'm a Sagittarius and we're skeptical.

–Arthur C. Clarke

Description:

The popularity of astrology and the zodiacs continues to grow, as we see the public interest in spiritual practices that involve self-understanding from various cultural perspectives. You can find zodiac signs all over the world, in different forms: the 12 animals of the Chinese/Japanese/Korean and Native American zodiacs, the 13 trees of the Celtic zodiac, and the 12 constellations of Western and Egyptian zodiacs to name a few. Cultures from around the globe have ways of assigning psychological, behavioral, and physical attributes to months or years, and symbolic animals, figures, and objects to each. Learning about your own zodiac placements can be fascinating, empowering, and sometimes frustrating. Do you know what your sign is? Do you know what animal of the year you are? How about which tree? The traditional method of reading your horoscope was from the back of the classified ads in the newspaper, or in a local magazine, or in an astrology book. Nowadays, people turn to Horoscope apps on their smartphones, which you can find an endless number of. There are a few more renowned and trusted apps, who frequently hire illustrators to create artwork for each of the zodiac and astrological signs they feature. This assignment gives you the chance to research your own zodiac signs and horoscopes across different cultures to then illustrate one for an in-app feature.

- ✦ **Format:** Full-screen App Illustration
- ✦ **Dimensions:** 1170 x 2532 (native scale), no bleed, vertical orientation
- ✦ **Final Delivery Specs:** 440 dpi, RGB colour profile, PNG files of full 1170 x 2523 native scale size and standard screen resolution at 844 x 390 points
- ✦ **Client:** a popular horoscope app (Chani, Numia, 12 Animals, Co-Star)
- ✦ **Timeline:** 1 week **rush job*
- ✦ **Professional Fee:** \$250 (per illustration)

Process:

The iconic figures, objects, and animals of horoscopes and the zodiac – Scorpio, Libra, Ox, Willow, etc. – are mythic entities in their own right. Each has a deep lore and fixed meaning, attributes of each that define the way someone acts and thinks, their future successes and losses, their romantic lives and overall luck. There is a wealth of information contained within each of these symbols, and many ways to interpret them in a visual format. This is your job: to create an illustration of one of these symbols from a culture of your choice, inspired by your own specific birth chart. The resulting artwork will be used in a popular horoscope app, to introduce and accompany

the descriptive text for that specific zodiac or star sign. The stylistic approach should be inspired by your own interests, as we will assume that the app developer would be hiring you to complete the whole series, inspired by the themes, genres, stylistic treatment, and colour palettes that you are the most skilled in.

Part 1: Research and Sketch Development

Begin with a refresh of different zodiacs from around the world. [Here's a good place to start](#). Make a list of what your “signs” are in different cultures, and a few keywords for each of them on their meaning. Next, choose three of those cultural signs to work with as a potential illustration.

Through the thumbnail process, develop three strong sketches of possible illustrations of each of the three different signs, using the information you found through research, and your own flourishes to combine visual elements and contextual clues. Each composition should highlight the sign itself, and feature any other secondary symbols or designs related to it. Include drawn details and annotation in all three sketches.

***SPECIAL NOTE** – Because this is a one-week rush job, you will not have a class meeting to discuss your sketches before moving on to the final. Sometimes jobs come along that are last-minute, and you won't have a lot of time to spend developing them, or getting feedback from peers. Treat this assignment that way. Use your intuition and go for it!*

Part 2: Final Artwork

After determining the best sketch direction and any adjustments that should be made to it, prepare a substrate that fits the format listed above, whether analog or digital. Analog finals must be scanned in and formatted to match the “Final Delivery Specs” listed above. Digital final artworks must be executed on a canvas matching the specs listed above.

Execute the final artwork and prepare a digital image to show for presentation in class on Week 8. A short review and discussion of the work will take place, followed by directions on how to upload a PDF of process documents and final work to the Assignment 4 interface for grading.