



POSTERS CELEBRATING MONSTER ZERO, AKA GHIDRAH

COLLECTIVE SELVES-PROMOTION

You have found yourself in a group of other *nogudnik* illustrators and you are all hell-bent on promoting yourselves to the world at large whether they like it or not. Your mission is to devise a theme or set of themes that will a) link all of your illustrations together in a collectible set of promo cards and b) simultaneously allow you the freedom to explore your own technique, style, personality, etc.

Things that are decided:

SIZE: 7 cm x 12 cm (2¾" x 4¾") recto/verso (both sides)

TECHNIQUE: Completely open

COLOR: Four-color (full color) illustration side; two-color information side

Things that are for you to figure out:

THEME: As a group you will determine the theme you wish to work with. As an exercise, list out a dozen ideas for possible themes. Try and imagine some that are quite specific (each card must illustrate Monster Zero) to quite generic (each card reflects somehow the illustrator's favorite ice cream flavor). Themes can be stacked, overlapped, fugued, multiplied (each card reveals the illustrator's favorite Pokemon character imitating Monster Zero eating their favorite flavor of ice cream).

REVERSE INFORMATION: On the flip face of the card will be information about the particular illustrator but also of the group as well. Decide amongst yourselves what information you feel is important to include.

ENVELOPE (OPTIONAL): For extra credit, develop an envelope or box that holds all of the cards together.

There are also two readings on the Moodle to take a look at as well as the list of references from today's presentation.