

PROJECT:  **Disturbing Dick & Jane**

MEETS FLORIDA STANDARDS: 01.0, 02.0, 03.0, 04.0, 08.0, 09.0, 10.0, 19.0, 21.0, 23.0

### TASK: **Repurpose An Existing Image To Be More Comical**

Building upon prior knowledge of Photoshop retouching and tools. Typography skills employed.

WORK FLOW:

* Research what Dick & Jane books are
* Obtain 2 images from the Dick and Jane series of books that you could recaption to make more disturbing or humorous.

OUTCOME:

* Students use their design skills and societal senses to communicate a message or information in a strictly visual way.
* Students will further grasp retouching tools and workflow in Photoshop.
* Students will use some writing skills
* Students will utilize typography skills.

# PRE-PRODUCTION

What is a Dick and Jane Book? Familiarize yourself with the illustration work of artists:

***Eleanor Campbell –***

1. [http://www.askart.com/artist/Eleanor\_Brown\_Campbell/11223985/Eleanor\_Brown\_Campbell.aspx#](http://www.askart.com/artist/Eleanor_Brown_Campbell/11223985/Eleanor_Brown_Campbell.aspx)

***Keith Ward –***

1. <http://todaysinspiration.blogspot.com/2007/10/keith-ward-1906-2000.html>

***Dick And Jane***

1. <http://en.wikipedia.org/wiki/Dick_and_Jane>

2. <https://www.penguinrandomhouse.com/series/DNO/dick-and-jane>

***Other Artists of Interest***

**Norman Rockwell**

<http://images.google.im/images?hl=en&source=hp&q=norman+rockwell&btnG=Search+Images&gbv=2&aq=f&oq>=

**Norman Rockwell Museum**

<https://www.nrm.org/>

**QUESTIONS FOR YOU. CREATE A SEPARATE WORD FILE, SAVE THESE ANSWERED QUESTIONS INTO THE CLASS FOLDER** ***(Dick\_Jane\_Questions in your class block folder)*** (1 point)

1. **What do you feel these images represent?**
2. **Why do you think the artists chose to illustrate these particular images?**
3. **What is your opinion of the body of work you’ve been asked to observe?**
4. **Which image would you select as an excellent representation of what this illustration style is? (Copy and paste the URL here)**
5. **If someone asked you to describe this style of artwork in a TV Guide style description, what would you say? (EX: POP ART – Multicolored, repeated images of popular culture)**

# PRODUCTION & POST PRODUCTION

#### Create your final.

* Attention to detail is key. Maintaining the look and style of these images is key
* Recreate any captions using the same font.
* Spelling counts.
* Punctuation counts.
* Retouching and removing existing images and text counts*.*
* When finished, double check your spelling. Have someone next to you read it and go over your spelling / punctuation. Print it your two favorites one page. Save two files with two comics on each page. Save a copy of all four of them separately as 300dpi .jpegs. This is what you’ll upload into Focus

**Production Specifics**

Find two Dick And Jane cartoons, or any suitably themed illustrations from

<https://www.pinterest.com/auntieklm/illustration-dick-jane/?lp=true>

or by Googling any of the above artists in [www.google.im](http://www.google.im).

Using Photoshop and your creative writing skills, rewrite the dialogue which accompanies the pictures. You can use Photoshop to change some elements, but, try and stay as true to the original as possible.

**Sizes**

Portrait Style - 300 dpi (dots per inch) resolution

The font used in the original books is called Perpetua or Times 12 to 25 pt font.

**GRADING CRITERIA**

01.0 Demonstrate basic commercial art knowledge

12.0 Demonstrate appropriate communication skills.

10.0 Demonstrate proficiency in graphic art computer skills.

09.0 Demonstrate proficiency in applied design.

10.0 Demonstrate proficiency in graphic art computer skills.

08.0 Demonstrate proficiency in illustration skills.

1. Demonstrate an understanding of entrepreneurship.

**Attention to detail.**

(Use of correct fonts, line spacing, letter spacing, spelling)

**Disturbing creativity**

(How funny. How broad a story does it create in the viewers mind. Is it appropriate for school and ties in with the image.)

**Designed according to specifications**

(Right size, right artists used, extra work done to image to color correct it, edit out text, etc)

**Grading Rubric – 2 points**

An ***A*** grade will look like: 2 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is of professional standards.

A ***B*** grade will look like: 1.75 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. The artwork is of professional standards, but has some room for revisions.

A ***C*** grade will look like: 1.50 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for revisions and should be corrected if giving this to a client.

A ***D*** grade will look like: 1.25 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It’s minimal or even too much. The artwork is not of professional standards and should be corrected if giving this to a client.

A **Failing**grade will mean: 0 points – 1 pts

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There was no attempt at attention to detail. There is no thought given to originality. The artwork is not of professional standards. The idea should have been abandoned in favor of another approach.

