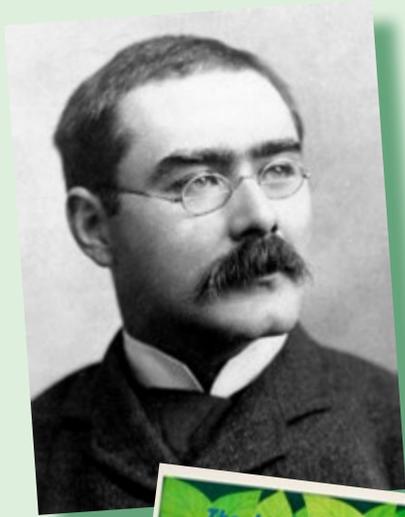


ART 422-01
Professor William Morse
Graphic Design IV - Illustration

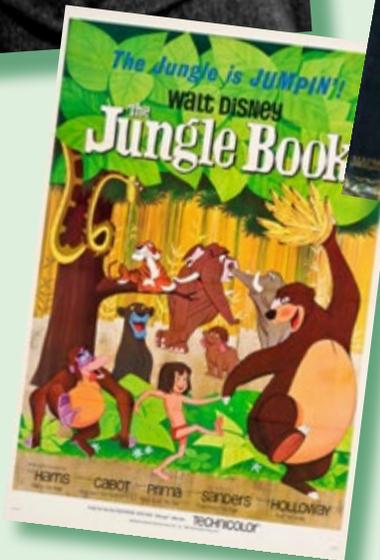
THE JUNGLE BOOK

By: Rudyard Kipling

ILLUSTRATED BY DIEGO CARDENAS

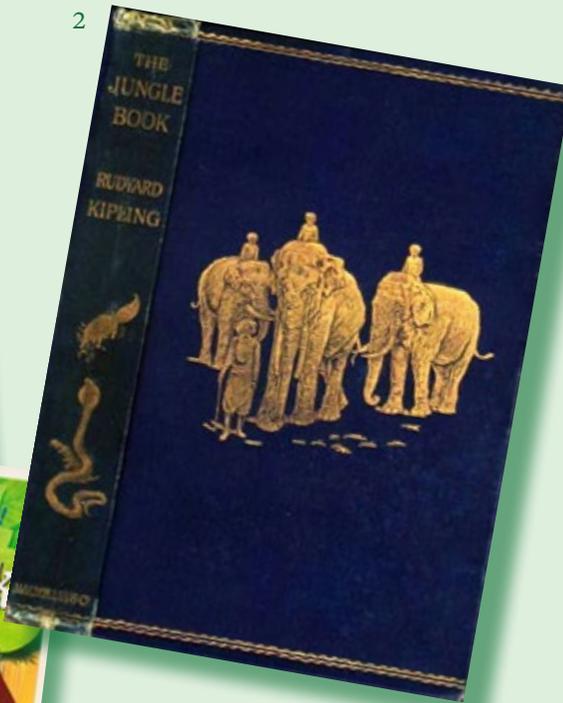


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1. Portrait of Rudyard Kipling, the author.
2. Cover of the first book edition.
3. Poster for the famous animated film by Walt Disney Productions.

The Jungle Book is a collection of stories that were written by the English author Rudyard Kipling. Before the actual book was compiled, a number of short stories were published in magazines during a whole year, from 1893 to 1894. There are several versions to answer the main cause of Kipling writing this book. It is known that he was born in Bombay, India; on December 30, 1865. Some assume this book based its tremendous fantasy and entertainment on the adventures and experiences that his author lived during his childhood. Also, it is believed that this book was written to Kipling's daughter, who died at the short age of 6 years old. Ever since it was published, The Jungle Book has been reproduced in several ways. Indeed, the reason why I chose to illustrate it is because it marked my life in a very particular way. However, I first knew about this master piece through the magic of Disney. In 1967, Walt Disney Productions released the animated musical comedy film called "The Jungle Book" based on Kipling's book. Never will I forget watching this movie with my parents and my brother, as any other Disney film, it means a moment of share and gathering with your love ones. The story of the film transmits the interaction between a human cob, Mowgli and his new friends. Whenever I was trying to make a decision to pick the book I wanted to illustrate, I immediately stick with this piece because of its emotional content. Not only on the movie, but also as I said previously, on my personal life. Many of these memories and new things I learned when researching, were a huge help and are included on this entire composition.

BOOK HISTORY

IMAGE RESEARCH



Examples used to develop first sketches and final illustration.

As an advantage, choosing *The Jungle Book* as my book to illustrate, gave a wide range of material to do my research. Clearly, it can be noticed that there have been several editions of this piece. However, that made it even harder for me at the moment of synthesize all my references. Here there are some, not all, of the images that I focused on more when doing the first step which was the image research process. It took me a while to select the images that could potentially be more useful at the moment of developing my next assignment. Research is a vital step when designing, and personally, it is something I take as much time as I need to. The main factors that I set as important through these number of images were patterns, organic shapes, color scheme and the excellent balance between positive and negative space shown in some of them. The difficulty of this step, as I said, is to select the ones that are more powerful. After that, with so many ideas in my head, do the best to stay away from what I see. Thus, I would be able to create my own original piece.

1. In this concept I wanted to represent the most common plants and trees of India. Which is the place where this story takes place. In the background I placed a book, symbolizing the name of this piece.

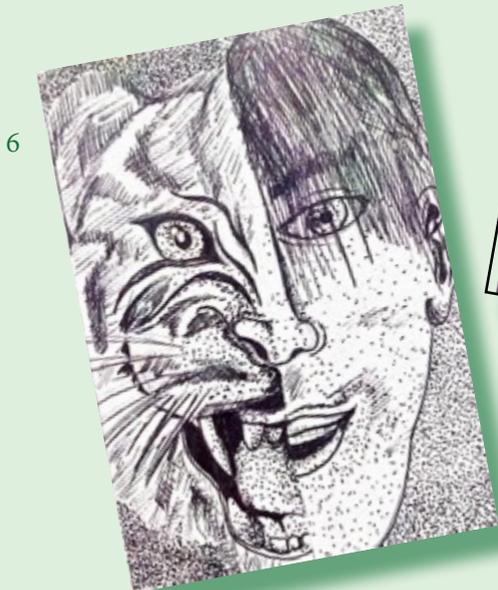
2. This second sketch depicts five different textures, that represent the main characters of the story. The top is the representation of a human hand, also the skin of an elephant underneath it. I drew the skin of a snake. And the bottom ones depict the skin of a tiger, and a panther's fur.

3. On this composition I wanted to represent the ruins of old temples. Working out with perspectives. Also, an object that I place in various of my sketches is the Banyan tree, which is the Indian national tree.

4. The main element on this case is the previously mentioned tree. What I really find interesting and is the main characteristic of this tree are its roots. Also, in the background I drew the same temple ruins.



THUMBNAIL SKETCHES



5. For this concept, I wanted to create something that represented the relationship between Baloo the bear and Mowgli the little kid. Throughout the story, they build a strong relationship that turned to be similar to a father-son one.

6. Here I divided the composition in two different parts, one side is a tiger. Which is the antagonist character of the story, and the other side depicts a human face. The two sides of the coin, good and bad.

7. This is an idea that I found very interesting. I used again the roots of the Banyan tree, but inside I placed a book. In that way I could represent the name of the piece.

After the first seven sketches I had to developed, the next step was to select one of those concepts and do a monochromatic design. As a positive result of this class, my eyes now focus new things. For example, monochromatic compositions in animated films and movies. For this piece, I chose a sketch that shows a foot print of a bear, and inside of it the foot prints of the little kid. It shows the close relationship between these two characters. When it came to the digitalizing process, it was difficult to decide which technique I was going to use. The book which I used as reference showed many different techniques, the one that I decided to choose was the drawing inside mode. Working on this mode helped to create masks on each of the objects in the composition, in that way I created the sense of shades and depth. To add some texture, I also used the parthfinder panel, specifically the minus front option. In that way I could create the little holes and give it an extra pop. The pallet of colors for this was chosen to create the sense of the muddy ground of the jungle. I also used some watercolor brushes to create the shades.

Monochromatic composition. Symbolizing the relationship of Mowgli and Baloo.



MONOCHROMATIC

When developing a typographic logo, there are several details and structures that need to be taken care of. The beauty of the letterforms relies on their anatomy, their height and weight need to be proportional. It is not a surprise that this is a pretty difficult step, just as any other. Creating letterforms is not an easy task. For this specific title, I used a style that I have been developing for a few months. However, I wanted to somehow transform it and relate it with the theme of the book. That is why I added some small details on some letters, in that way I could give the sense I wanted. On the “J” the top bar resembles a leaf, and the tail has a feeling of a branch. That is a detail I added on the “G” and also the “B”. For this particular logo I mainly used the pen tool to trace it, the gradient tool to fill it up with some colors and the minus front pathfinder option to give it some visual texture. Nevertheless, the first “O” of the word book is the same footprint I developed for the monochromatic design. In that way I could relate every factor of this project.

TYPOGRAPHIC LOGO

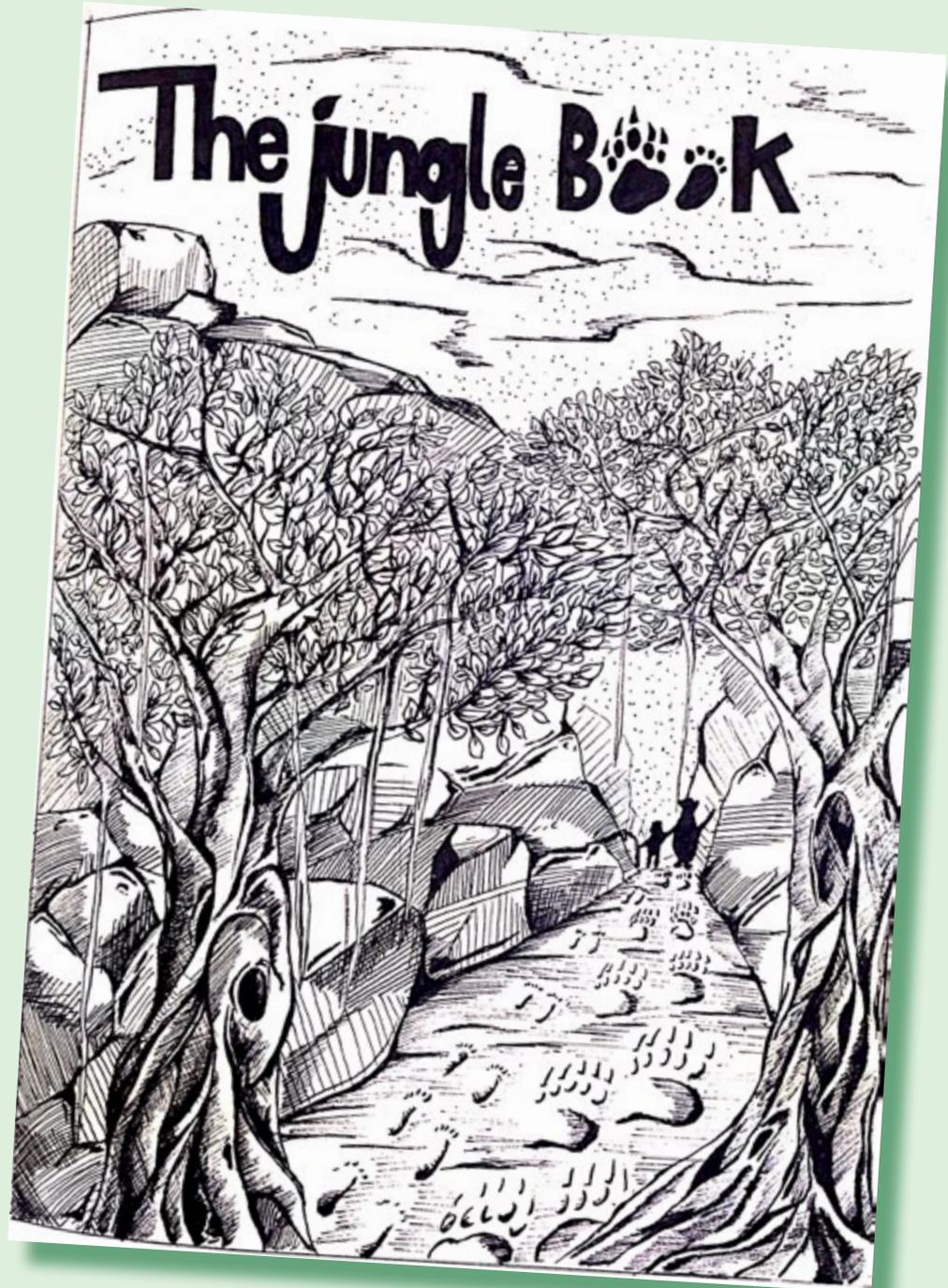


THE
Jungle
Book



THE
Jungle
Book

This is the first detailed sketch that I developed. Before I started doing anything, I went and did some more research just to remark some factors that could be useful. So, I looked up some shots of the Disney film scenes and the original sketches, in that way I could earn some more ideas. What I tried to show on this sketch is the rich and beautiful foliage of the jungle. Very carefully I drew several trees, paying close attention the details that would make each object stand out. As it may be noticed, I like to work out my sketches with black ink, therefore I have to be very patient and careful at the moment of doing any stroke. Spending a few hours on each sketch is something I just love. First, I draw them with a pencil, and then I redo it all again with the ink and add all the details I need. Even though this is mainly focused on the jungle picture, there were two factors I wanted to add, in that way the viewer could be forced to pay close attention to the entire layout in order to assimilate the idea. The first one are the footprints of the bear and the kid side by side. The second one are the sillhouetes at end of the path, these two characters holding hands and walking together.



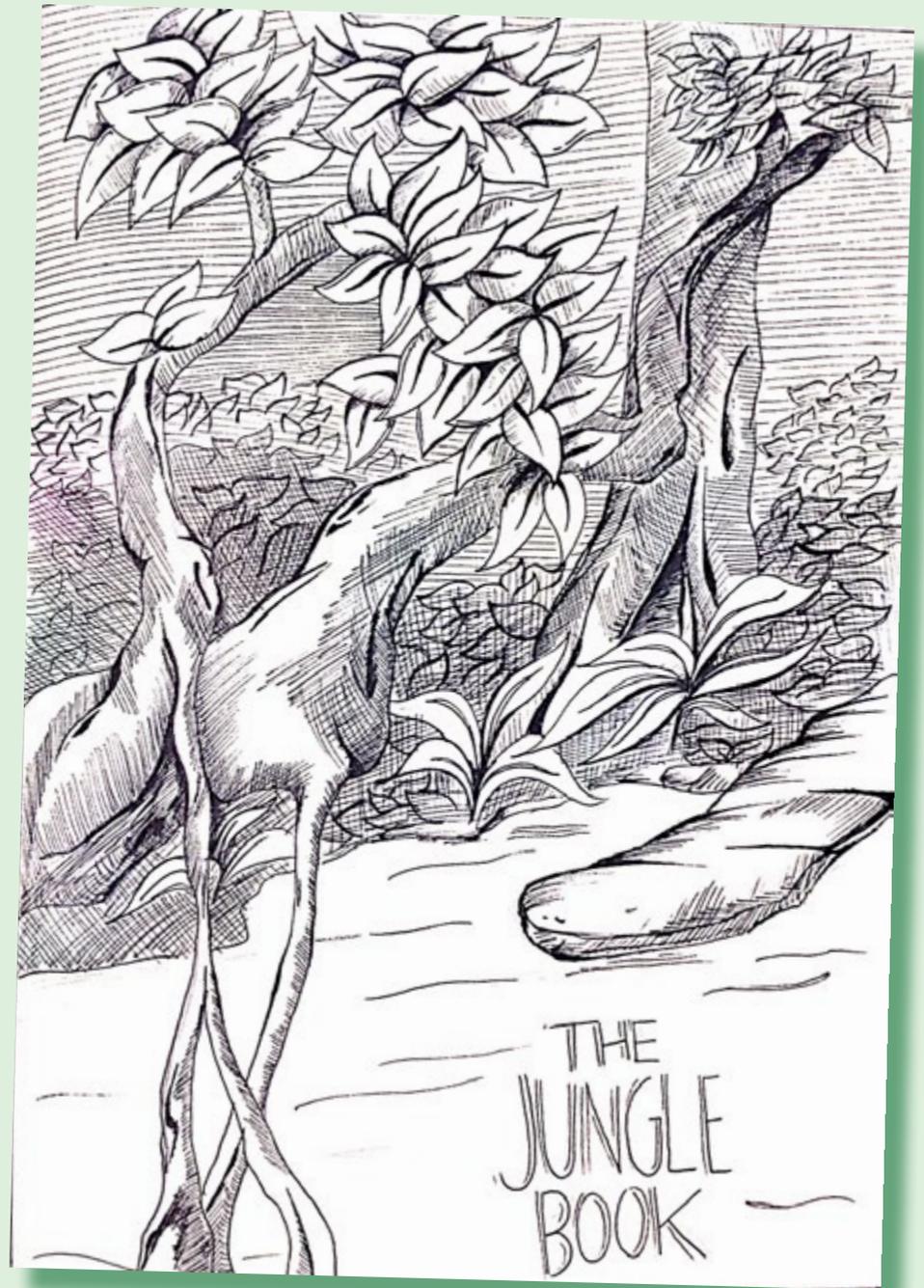
DETAILED SKETCH I

DETAILED SKETCH II



The second concept I developed depicts, again, the roots of the banyan tree. Symbolizing the longevity and strength of this tree, which has been proof to live several hundred years. Particularly, this sketch took me longer because I want to make the tree look as good as I could. Working out the overlapping branches, and the highlights and shadows. While developing this sketch, I wanted to use the negative space as my main resource to give the composition what it needed. But that did not keep me away from pushing myself when developing the positive space. Uncountable number of strokes kept me busy for hours. The key factors I added on this sketch are the profile silhouettes that are created with the tree's shape and the negative space. Can you see it? Pay close attention. These two figures express how strong the relationship between Baloo and Mowgli is. The fact this is a drawing of the national tree of India, creates a smooth interaction in between each of the elements of the composition. Certainly, I wanted to do digitalize this sketch, however, I wanted to challenge myself and tried to do something a little bit more complex and intricate.

The third and last sketch I developed was probably the most complex in terms of composition. For this one, I wanted to work out a layout with several grounds, thinking about the moment of digitalizing. In that way, I correctly use the layers effectively and make this sketch to be a successful piece. I developed the sketch first in pencil, then I went back to do some research and found out that my idea was pretty similar to a scene of the Disney movie. Thus, I adjusted it in order to make it resemble, but not the same. Once again, cross hatching was the main technique I used to make this sketch. I have a tree in the first ground, leading the eyes of viewers to the back of the composition. In the background there is a bunch of bushes that give that sense of mystery of the jungle. That was an aspect that I could use as my advantage. There is also a small lagoon, and another tree in the background. Drawing this sketch was a fun experience, I feel that my limits were pushed to the limit. Even though the time I had to do them was not a factor that I had on my favor, it turn out to be a really nice sketch. In fact, this was the concept that I decided to illustrate.



DETAILED SKETCH III

DIGITAL CONCEPTS



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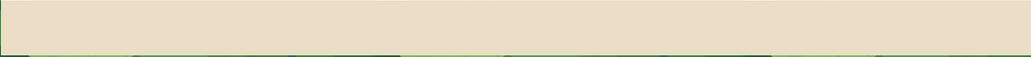
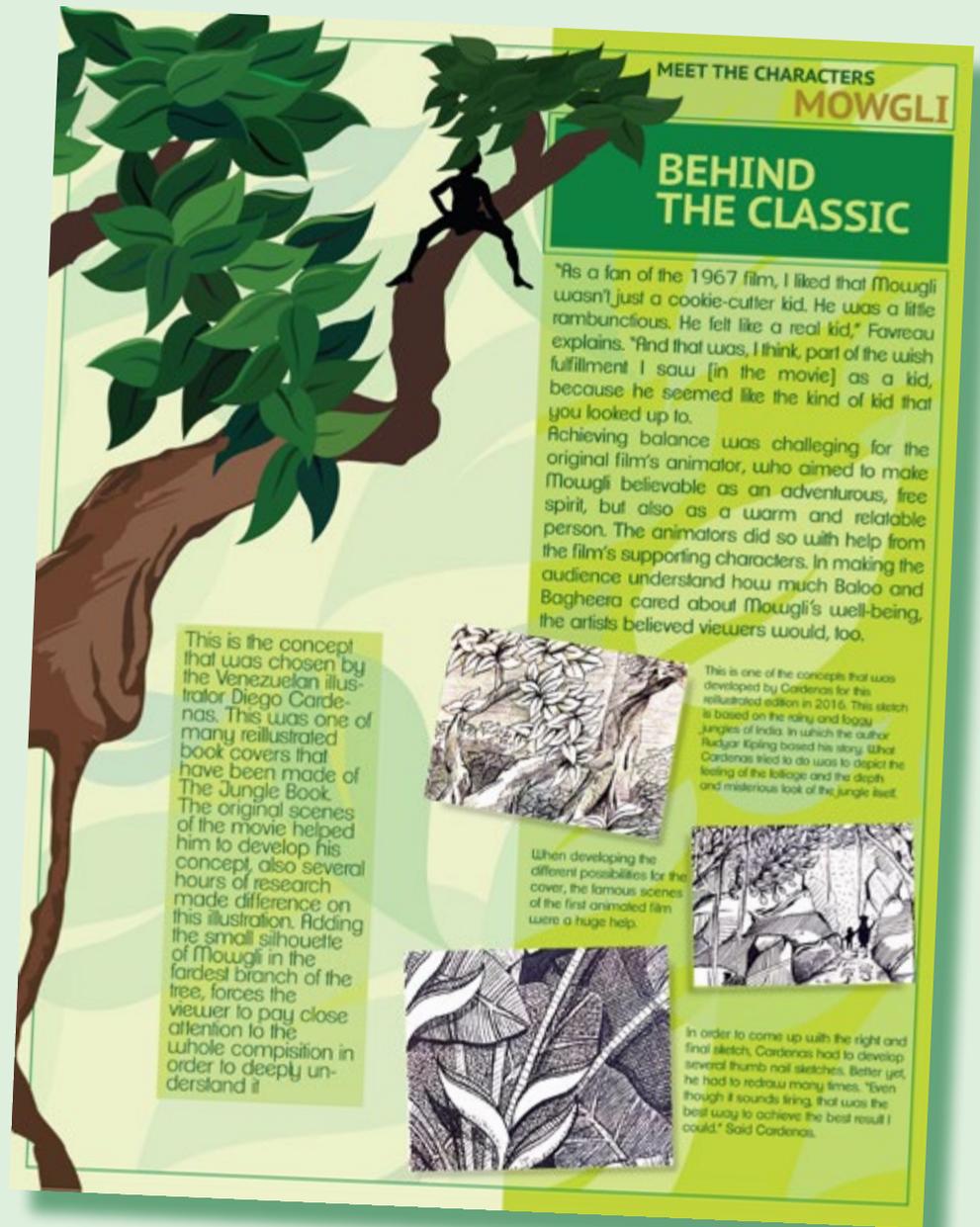
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The fun part had begun, it was time to digitalize the entire composition. As I said, the third sketch was the chosen one. So at first, I decided to block everything out with the pen tool. I know that other ways may have been less stressful, however, I wanted to challenge myself on this project. So I built every single element of this composition. Once the main shapes were built, it was time to select the color scheme. The task this time, was to come up with three different ideas. Therefore, after I selected the base colors for every element, I used the drawing inside mode, couple of brushes and the gradients to develop these three concepts. Choosing colors for a composition is not an easy thing to do. However, it is really fun, and challenges the artist to find the best interactions between hues and shades, in order to have the best composition possible. This time, the third concept was the best choice, after that I had to go back and add some more details. Correct some mistakes, and incorporate the main element, in my personal opinion, which is the typographic logo.

Consequently, I had to find a magazine article and based on it develop my own layout. This time, as an advantage, there was a lot of material to get from because a new movie was just released. Mainly, what I got was the information, and then place my own sketches and part of the final illustration on it. Using grid structures has always been an efficient way to make layouts look professional. I wanted to divide the page with to different colors, the lighter green would work to place my illustration because it contrasts the color scheme I used. On the original article, there were several images of sketches from Disney's original movie, however, I preferred to place the ones I did. Another factor I wanted to place in here was a pattern, in that way I could add some visual texture to the composition. So I went back to my book and checked the chapter of Mastering Complexity, where they had an example of how to make a pattern. For this pattern, I used to same leaves I had develop for the actual illustration. In that way I could relate the entire composition, using similar elements. Although this was the very last step, I took the time and effort to do it too.



MAGAZINE ARTICLE





FINAL ILLUSTRATION

Finally, after several hours of work, after almost three months of development, my final illustration was about to be completed. Once I selected one of the color concepts I previously showed, I had to get together all the elements as just one composition. Before I turned it in, I went back and added some more details and adjustments, a special touch I placed was the silhouette of Mowgli in one of the branches. Before, there was only an image of a mysterious jungle, however, it needed something to specifically show what it is, The Jungle Book. Since in this case I am doing a book cover, and not a movie poster, I researched some book covers in order to make it look as real as I could. I placed the letterforms on a dark, textured background to make it stand out and contrast. Importantly, I also wrote the name of the author, and specify that it was illustrated by me. Looking back to all the process, it makes me proud and happy to have come up with this final result. Without a single doubt, this was the best way to end up my last Graphic Design class during my undergraduate studies.