

# Image Making



# Illustration commissioning

Story

Brainstorming

Budget

Dimensions

Complexity

Illustrator

Agent

Time scale

Amends

Negotiation


Design

Context

# Aims

1. Generate questions
2. Identify knowledge gaps
3. Develop strategies for further exploration

# Brief



**Josephine Spencer**  
Senior Designer

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Guide: **Paris Visitors Guide 2006/7**


Feature title: **Calender (Tour de France)**

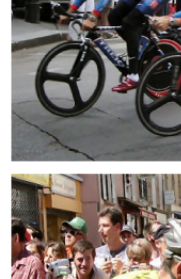
Editorial copy:


The ultimate endurance test climaxes after 3,350km of calf-busting action. Blink and you'll miss the winner as the event concludes on the Champs-Élysées in a blur of pedals and yellow Lycra.


Illustration idea:


A group of people on bikes at the end of a race. With a couple of stragglers going into the distance. These would be separate so we can place them within the text with a runaround on them. Would like the feeling of speed so maybe a few speed lines to give it movement. I have found some images to start you off, I think the angle of the top right one will work best, looking at the cyclists from the side (see next page).











Layout rough:

Here is a rough layout of how it would look like on the page with the correct amount of dummy copy. As you can see the text is going to have to go around of the image so if you could make the area around the bikes white, it will be easier to read the text. I have used photos mocked up together just to see where and how it will fit on the page, only use these as a guideline, proportions are all wrong. Also I would like to be able to see the whole bike and rider, **not** how it is cut off here, at the arms and bottom of the wheels.

[illegible]

**Illustration size:**  
Approximately 230mm x 140mm

**Budget:**  
£250

**Deadline:**  
January 19th 2005

**Examples of your illustration styles which would work with the feature:**





# Illustration



# In context

## Calendar

### The city through the year

Our pick of what's on in Paris up to March 2007.



Le Cinéma en Plein Air.

### Apr-June

#### Foire du Trône

Pelouse de Reuilly, 12th (01.46.27.52.29). M<sup>re</sup> Porte Dorée. **Admission** free; rides €1.50-€4. **Date** early Apr-end May.

France's biggest funfair: stomach-churning rides, bungee jumping and barbe à papa (candyfloss).

#### Marathon de Paris

av des Champs-Élysées, 8th, to av Foch, 16th (01.41.33.15.68/ [www.parismarathon.com](http://www.parismarathon.com)). **Date** Apr. From the Champs-Élysées all along the Right Bank to the Bois de Vincennes and back again to the Bois de Boulogne, 35,000 marathon runners take in the city's sights for the 30th staging of this event in 2006.

#### Festival Paris Ile-de-France

Various venues ([www.festivaldeparisidf.com](http://www.festivaldeparisidf.com)). **Admission** €6-€7. **Date** Apr. Paris' own film festival. Public previews of international films, plus star-spotting opportunities.

#### Fête du Travail

**Date** 1 May. May Day is strictly observed, with key sights (Eiffel Tower aside) closed and unions marching in eastern Paris. Vendors sell lilies of the valley (*muguet*).

#### Foire de Paris

Paris-Expo, pl de la Porte de Versailles (01.49.09.60.00/ [www.foiredeparis.fr](http://www.foiredeparis.fr)). M<sup>re</sup> Porte de Versailles. **Admission** €12. **Date** 28 Apr-8 May.

This enormous lifestyle salon includes world crafts and foods, plus the latest health and house gizmos.

#### Les Puces du Design

Passage du Grand-Cerf, pl Goldoni, 2nd (01.53.40.78.77/ [www.pucesdu-design.com](http://www.pucesdu-design.com)). M<sup>re</sup> Etienne Marcel. **Admission** free. **Date** May. Set in the bustling, cobbled pedestrian streets of the shabby-but-chic Montorgueil district, this popular bi-annual (also staged in October), 20th-century design flea-market draws 20 specialist retailers from all over France.

#### La Nuit des Musées

All over France ([www.culture.gouv.fr](http://www.culture.gouv.fr)). **Admission** free. **Date** mid May. For one night, landmark museums keep their doors open late and organise a number of special events.

#### Festival de St-Denis

Various venues in St-Denis (01.48.13.12.10/ [www.festival-saint-denis.fr](http://www.festival-saint-denis.fr)). M<sup>re</sup> St-Denis Basilique. **Admission** €9-€55. **Date** end May-end June. The Gothic St-Denis Basilica and other historic buildings in the neighbourhood host four weeks of quality classical concerts through the month of June.

#### French Tennis Open

Stade Roland Garros, 2 av Gordon-Bennett, 16th (01.47.43.52.52/ [www.frenchopen.org](http://www.frenchopen.org)). M<sup>re</sup> Porte d'Auteuil. **Admission** €21-€53. **Date** 29 May-11 June. The glitzy Grand Slam tennis tournament is always well attended by showbiz stars.

#### Quinzaine des Réalistes

Forum des Images, Porte St-Eustache, Forum des Halles, 1st (01.44.76.62.00/ [www.quinzaine-realistes.com](http://www.quinzaine-realistes.com)). M<sup>re</sup> Les Halles. **Admission** €5.50. **Date** May-June. As soon as the dust has settled at Cannes, the Directors' Fortnight programme comes to Paris.

#### Le Printemps des Rues

01.47.97.36.06/ [www.leprintempsdesrues.com](http://www.leprintempsdesrues.com). **Admission** free. **Date** 3, 4 June. Despite financial worries, this annual street-theatre fest is all set to continue in 2006.

#### Foire St-Germain

pl St-Sulpice and venues in St-Germain-des-Prés, 6th (01.43.29.61.04/ [www.foiresaintgermain.org](http://www.foiresaintgermain.org)). M<sup>re</sup> St-Sulpice. **Admission** free. **Date** June-July.

St-Germain-des-Prés lets its hair down for a month-long event of concerts, theatre and workshops.

#### Paris Jazz Festival

Parc Floral de Paris, Bois de Vincennes (39.75/ [www.parcfloraldeparis.com](http://www.parcfloraldeparis.com)/ [www.paris.fr](http://www.paris.fr)). M<sup>re</sup> Château de Vincennes. **Admission** Park €3. **Date** June-July. Free jazz weekends at the Parc Floral.

#### Festival Chopin à Paris

Orangerie de Bagatelle, Parc de Bagatelle, Bois de Boulogne, 16th (01.45.00.22.19/ [www.frederic-chopin.com](http://www.frederic-chopin.com)). M<sup>re</sup> Porte Maillot, then bus 244. **Admission** €16-€31. **Date** June-July. Candlelit evening recitals in the Bagatelle gardens.

#### Fête de la Musique

All over France (01.40.03.94.70/ [www.fetedelamusique.fr](http://www.fetedelamusique.fr)). **Admission** free. **Date** 21 June. Concerts all over the city for this free music festival.

#### Gay Pride March

Information: Centre Gai et Lesbien (01.43.57.21.47/ [www.fiertes-lgbt.org](http://www.fiertes-lgbt.org)). **Date** late June. Outrageous floats and costumes parade towards Bastille, followed by an official fête and all sorts of club events.

#### La Goutte d'Or en Fête

Square Léon, 18th (01.46.07.61.64/ [www.gouttedorenfete.org](http://www.gouttedorenfete.org)). M<sup>re</sup> Barbès-Rochechouart. **Admission** free. **Date** late June-early July. Established and local artists play rai, rap and reggae in this Arab and African neighbourhood.



ILLUSTRATION BY LUCIE SHERIDAN

HELLOISE BERGMAN. © SNTZ/TOUR EIFFEL CHRISTIAN DAVALE

A series of classical and jazz concerts, dance and theatre performances in outdoor venues.

#### Paris-Plage

Pont des Arts to Pont de Sully (08.20.00.75.75/ [www.paris.fr](http://www.paris.fr)). M<sup>re</sup> Sully Morland, Louvre Rivoli, Châtelet, Hôtel de Ville, Pont Marie. **Admission** free. **Date** mid July-mid Aug.

Over the course of a month, for the fifth consecutive year in 2006, palm trees, huts, hammocks and 2,000 tonnes of fine sand bring a seaside vibe spread to a busy two-mile stretch of the Right Bank. There's a pool and holiday reading ending library, too.

#### Le Tour de France

Av des Champs-Élysées, 8th (01.41.33.15.00/ [www.letour.fr](http://www.letour.fr)). **Date** July. The ultimate endurance test climaxes after 3,350km of calf-busting action. Blink and you'll miss the winner as the event concludes on the Champs-Élysées in a blur of pedals and yellow Lycra.

#### Cinéma au Clair du Lune

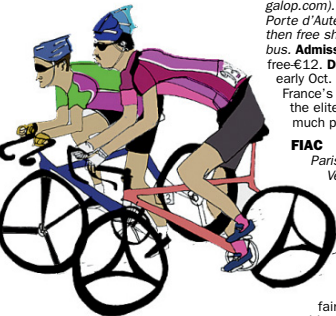
Various venues (01.44.76.62.18/ [www.forumdesimages.net](http://www.forumdesimages.net)). **Date** Aug. Films are screened under the stars on giant open-air screens set up in squares and public gardens around town: party atmosphere guaranteed.

#### Fête de l'Assomption

Cathédrale Notre-Dame de Paris, pl du Parvis Notre-Dame, 4th (01.42.34.56.10). M<sup>re</sup> Cité/RER St Michel Notre-Dame. **Admission** free. **Date** 15 Aug. A national holiday, Notre-Dame again becomes a place of religious pilgrimage for Assumption Day.

#### Rock en Seine

Domaine National de St-Cloud (08.92.68.08.92/ [www.rockenseine.com](http://www.rockenseine.com)). M<sup>re</sup> Porte de Sainte Cloud. **Admission** Day €39. Two days €65. **Date** end Aug. Two days, two stages, one world-class rock line-up.



#### Jazz à la Villette

Parc de la Villette, 211 av Jean-Jaurès, 19th (01.40.03.75.75/01.44.84.44.84/ [www.villette.com](http://www.villette.com) or [www.jazzlavillette.com](http://www.jazzlavillette.com)). M<sup>re</sup> Porte de Pantin. **Admission** €12-€22. **Date** early Sept.

One of the best local jazz festivals, attracting a varied selection of acts.

#### Techno Parade

01.42.47.64.75/ [www.technopol.net](http://www.technopol.net). **Date** mid Sept. This parade (finishing at Bastille) marks the start of electronic music festival Rendez-vous Electroniques.

#### Journées du Patrimoine

All over France (08.20.20.25.02/ [www.jp.culture.fr](http://www.jp.culture.fr)). **Date** Sept. Embassies, ministries, scientific establishments and corporate headquarters open their doors. The festive Soirée du Patrimoine takes place on the first Journée. Get *Le Monde* or *Le Parisien* for a full programme.

#### Festival d'Automne

Various venues. Information: 156 rue de Rivoli, 1st (01.53.45.17.00/ [www.festival-automne.com](http://www.festival-automne.com)). **Admission** €9-€30. **Date** mid Sept-mid Dec.

Major annual festival of challenging contemporary theatre, dance and modern opera, intent on bringing non-Western culture into the French consciousness. 'Autumn Festival' is a bit of a misnomer, as some exhibitions run over the new year into January.

### Oct-Dec

#### Nuit Blanche

Various venues (39.75/ [www.paris.fr](http://www.paris.fr)). **Admission** free. **Date** early Oct. Culture by moonlight: galleries and museums host one-off installations, and swimming pools, bars and clubs stay open till very late.

#### Prix de l'Arc de Triomphe

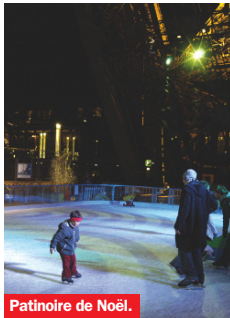
Hippodrome de Longchamp, Bois de Boulogne, 16th (01.49.10.20.30/ [www.france-galop.com](http://www.france-galop.com)). M<sup>re</sup> Porte d'Auteuil, then free shuttle bus. **Admission** free-€12. **Date** early Oct. France's richest flat race attracts the elite of horse racing amid much pomp and ceremony.

#### FIAC

Paris-Expo, Porte de Versailles, 15th (01.41.90.47.80/ [www.fiac-online.com](http://www.fiac-online.com)). M<sup>re</sup> Porte de Versailles. **Admission** €17. **Date** 26-30 Oct. This respected international art fair gives the French art world a chance to strut its contemporary stuff.

#### Fête des Vendanges à Montmartre

rue des Saules, 18th (01.46.06.00.32/ [www.fetedesvendangesdemontmartre.com](http://www.fetedesvendangesdemontmartre.com)). M<sup>re</sup> Lamarck Caulaincourt. **Date** 2nd weekend in Oct.



Patinoire de Noël.

Folk music, speeches, locals in costume and a parade celebrate the 800-bottle Montmartre grape harvest. Chansons accompany the village fête atmosphere, with produce stands in Montmartre all weekend.

#### Festival Inrockuptibles

Various venues (01.42.44.16.16/ [www.lesinrocks.com](http://www.lesinrocks.com)). **Admission** varies. **Date** early Nov. Once indie-centred, this festival curated by popular rock magazine *Les Inrockuptibles* today champions trance, techno and trip hop – but that could all change by autumn 2006.

#### Armistice Day

Arc de Triomphe, 8th. M<sup>re</sup> Charles de Gaulle Étoile. **Date** 11 Nov. To commemorate French combattants who served in the World Wars, the President lays wreaths at the Tomb of the Unknown Soldier under the Arc de Triomphe. The bluevet (a cornflower) is worn.

#### Fête du Beaujolais Nouveau

**Date** mid Nov. The third Thursday in November sees cafés and wine bars thronged as patrons assess the new vintage.

#### Paris sur Glace

pl de l'Hôtel de Ville, 4th; M<sup>re</sup> Hôtel de Ville, pl Raoul Dautry, 15th; M<sup>re</sup> Montparnasse Bienvenue. pl de la Bataille de Stalingrad, 19th; M<sup>re</sup> Stalingrad. **Both** Information 08.20.00.75.75/ [www.paris.fr](http://www.paris.fr). **Admission** free (skate hire €6). **Date** Dec-Mar. Totter around the edges of these outdoor rinks while fearless five-year-olds zoom past.

#### Africolor

Various venues in St-Denis (01.47.97.69.99/ [www.africolor.com](http://www.africolor.com)). M<sup>re</sup> Basilique de St-Denis. **Admission** €13 approx. **Date** mid Dec. African music festival with a spirited wrap party.

#### Patinoire de Noël

Eiffel Tower, Champ de Mars, 7th (01.44.11.23.45/recorded info 01.44.11.23.23/ [www.tour-eiffel.fr](http://www.tour-eiffel.fr)). M<sup>re</sup> Bir-Hakeim/RER Champ de Mars Tour Eiffel. **Admission** €2.30-€4.10. **Date** mid Dec-late Jan.

Hire a pair of free skates (you don't have to bring your own) and experience the city's snazziest winter wonderland as the first floor of the glittering tower gets a seasonal icy make-over.

#### New Year's Eve/ New Year's Day

**Date** 31 Dec-1 Jan. Thousands of people swarm along the Champs-Élysées and let off bangers. Nightclubs and restaurants hold expensive soirées. On New Year's Day the Grande Parade de Paris brings floats, bands and dancers.

#### Fête des Rois (Epiphany)

All over France. **Date** 6 Jan. Pâtisseries sell *galettes des rois*, cakes with frangipan filling in which a fève, or tiny charm, is hidden.

### Jan-Mar 2007

#### Nouvel An Chinois

Around av d'Ivry & av de Choisy, 13th. M<sup>re</sup> Porte de Choisy or Porte d'Ivry. Also av des Champs Élysées, 8th. **Date** Jan. Lion and dragon dances, and lively martial arts demonstrations, celebrate the Chinese new year.

#### Six Nations

Stade de France, 93210 St-Denis (08.92.70.09.00/ [www.stadedefrance.fr](http://www.stadedefrance.fr)). RER B La Plaine Stade de France or RER D Stade de France St-Denis. **Admission** varies. **Date** Feb-Mar. Paris is invaded by Brits and Celts for three big rugby weekends during the winter and early spring. Tickets are hard to come by – log on to [www.6nations.co.uk](http://www.6nations.co.uk) at least three months in advance.

#### Salon des Grands Vins

Le Carrousel du Louvre, 99 rue de Rivoli, 1st ([www.salondesgrandsvins.com](http://www.salondesgrandsvins.com)). M<sup>re</sup> Palais Royal Musée du Louvre. **Admission** €15. **Date** Mar. Tastings, workshops, world experts – and, of course, wine, the focus of this annual oenophile celebration.

#### Le Printemps des Poètes

Various venues ([www.printempsdespoetes.com](http://www.printempsdespoetes.com)). **Date** 4-12 Mar. 'Le Chant Des Villes' (the Song of the Cities) is the theme for the eighth, 2006 edition of this popular national poetry festival, set up by Jack Lang in 1999.

#### Printemps du Cinéma

Various venues ([www.printempsducinema.com](http://www.printempsducinema.com)). **Date** Mar. Film tickets all across the city are cut to a bargain €3.50 for this popular three-day film event.

#### Banlieues Bleues

Various venues in Seine St-Denis (01.40.03.75.01/ [www.banlieuesbleues.org](http://www.banlieuesbleues.org)). **Admission** €11-€15. **Date** Mar-Apr. Banlieues Bleues brings five weeks of quality French and international jazz, blues, R&B, soul, funk, flamenco and world music.

# Brief generation

1. Read the short feature supplied
2. Decide on the context  
(where would it be published)
3. Generate a brief
4. Find a suitable Illustrator

# Today's task

1. In pairs, read the supplied text sample –  
from [www.teach.okjostudio.com](http://www.teach.okjostudio.com)
2. Download sample briefs to give you an idea  
about where to start
3. Question the commissioning process presented,  
how could you improve on this?
4. Write up brief, and design it to look presentable  
and communicate clearly