



MATS PREP

Prepare for **THURSDAY'S FACEBOOK LIVE**

Welcome, Artists!

One of the coolest parts about working in the editorial market is that not only do you get to draw pictures for a living, but you get to read manuscripts and come up with visuals to tell the story. I loved that part when I was a full-time illustrator for over a decade, and you will love it too! You'll be amazed at all the different things you're asked to draw; and then the cool part is you get to explore and research. You will find that over time your drawing gets better and you expand your drawing repertoire. You will become a better illustrator, enjoy it more, and get more work.

Sometimes you might get an assignment like drawing types of shoes, for example. That's pretty straightforward. But sometimes it's more conceptual: you might be asked to illustrate a manuscript with larger concepts like freedom, stress, or finding balance, for example. No worries: I'm going to teach you how to illustrate ideas, because I want you to feel comfortable illustrating anything that may come your way when you get an editorial assignment.

On the first Thursday of class, we're going to play some concept games which I have dreamed up just for you for this course. So, to prepare for that, I'd like you to spend the next few days drawing things for this phrase:

OPTIMISM

“Optimism” is a *concept*. It’s an idea. It’s not an *object* like an apple or pencil, so it’s not immediately evident how you might draw it.

What is optimism? Optimism is about feeling hopeful. It’s a feeling that something good can happen. It might come out of a problem or situation that begs for positivity. Optimism may come from a sense of power; a feeling of finding a solution to a problem, a rejection of negativity and helplessness.

Think about when you feel optimistic. Reflect on a time you felt optimistic about something big or small. Let’s hunt for a visual: What were you doing? What was the scene? Were you alone or with others? Were you watching the news, or your child, or excited about something coming up in the future? What items or what scene can you draw to show that?

Some ideas for you to draw might include:

- A glass of water, half full
- The sun poking through rain clouds
- Finding some cash on the ground (that’s more like good luck, but worth exploring)
- A crystal ball with a sun shining in it

What ideas come to you?

Make notes. Think of objects. Make some drawings. Think of these drawings as studies, investigations and research. There is no right or wrong for this exercise; some things will be more specifically ‘optimism’, and other items might be a bit more abstract.

Go ahead and post them in our private Facebook group and on social media #makeearththatsells. I’m excited to see what you do! Remember, this is not a test. This is a warm-up. Idea gathering. Have fun with this. Play!

See you in our first Facebook Live!

Xo
Lilla