

TOPIC 3: Drawings and Sketches including Preliminary, Production and Promotional Graphics

In this part of the course we will learn about different types of sketching and drawing. We must also learn when to use a particular type of graphic for a given situation.

Drawing Classifications

Designers, engineers and other professionals who use graphical information often use the following classifications

Preliminary Graphics, Productions Graphics and Promotional Graphics

The following table gives examples of each and who is likely to use them in a project

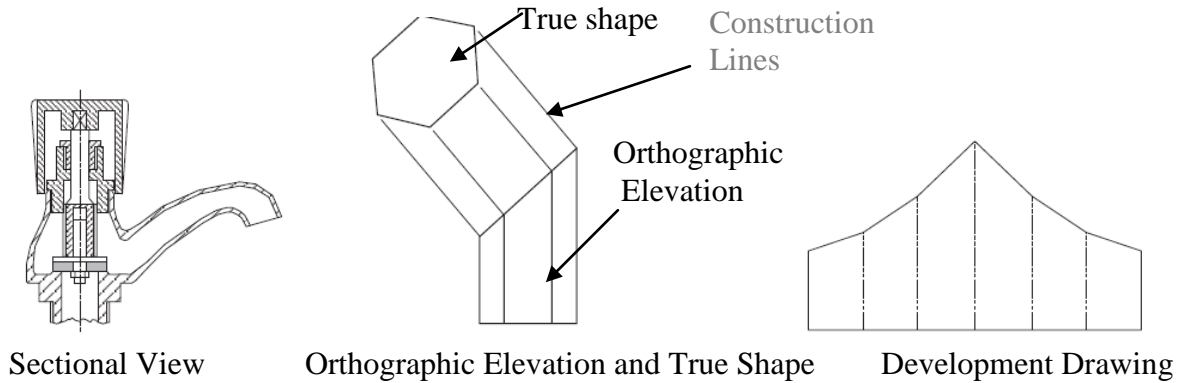
Type of Graphic	Purpose	Who produces them
Preliminary Graphics		
Freehand Sketching	to generate and compare concept ideas	designers and architects
Market research charts	graphs or tables showing results of consumer surveys providing information to the design team	marketing and sales teams
DTP thumbnails, roughs and visuals	sketches and drawings used to plan promotional publications such as advertising leaflets and posters	graphic designers
Production Graphics		
Orthographic Drawings including sectional views, exploded views, assembly drawings and surface developments (see Drawing Types)	Fully dimensioned drawings (usually CAD drawings) used in the manufacture and assembly of a product. Dimensions have what are called tolerances (an allowable margin of error)so that parts are neither to	Design engineers and draughtsmen and women
Location Plans, Site plans, Floor plans and sections	Scaled and fully dimensioned and toleranced building drawings give builders, joiners, electricians and construction engineers the information they need to construct a new building or structure	Architects and architectural technicians.
Promotional Graphics		
DTP Proofs	In publishing a camera ready copy (i.e. a completed desk top publishing document which is then photographed) is needed before a publication goes to print.	graphic designers and printers
Illustrations, rendered 3D models, animations, photographs, some types of graphs and charts	These are used in promotional materials such as sales brochures, instruction manuals, advertising leaflets	Graphic Illustrators and Graphic Designers

DTP: Desk Top Publishing

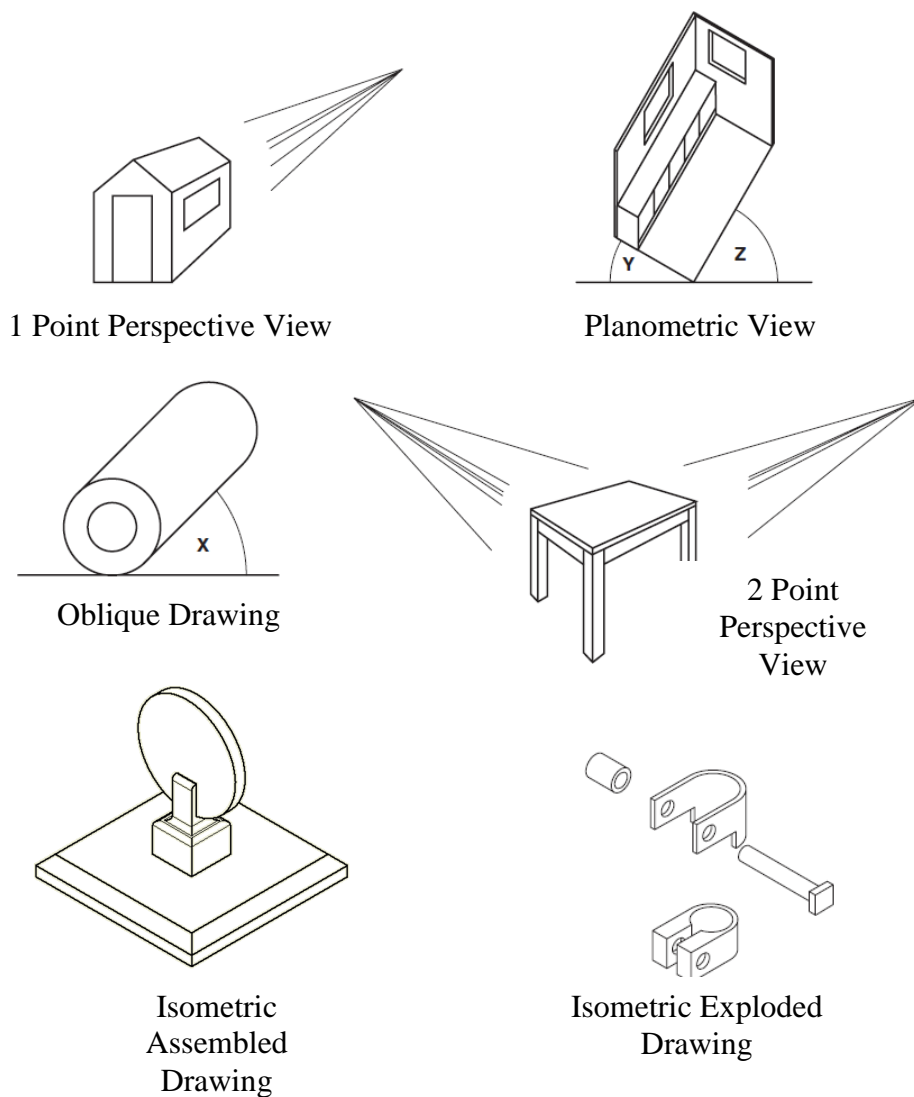
Types of drawing or sketch

Drawings on a computer screen or on paper are either 2D or 2½ D (i.e. pictorial) Drawings. Although a rendered perspective computer generated image can be very realistic it is not fully 3D until it has a real physical form that can be held in your hand.

The following drawings are 2D



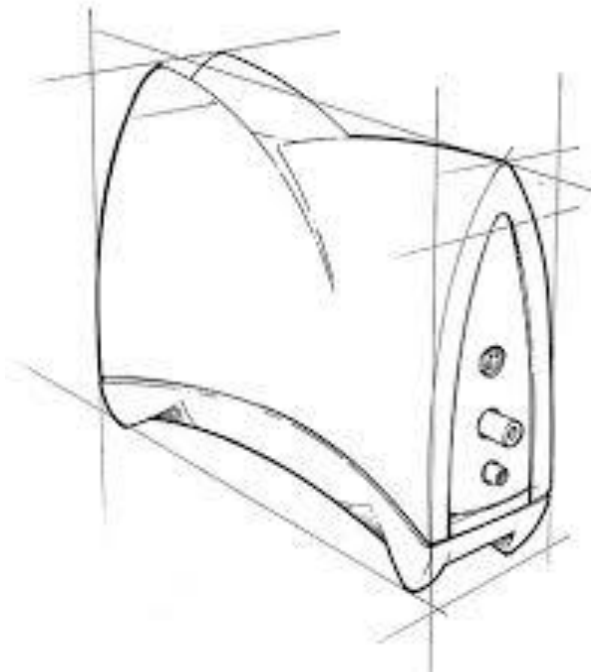
The following drawings are called 2½ D or pictorial



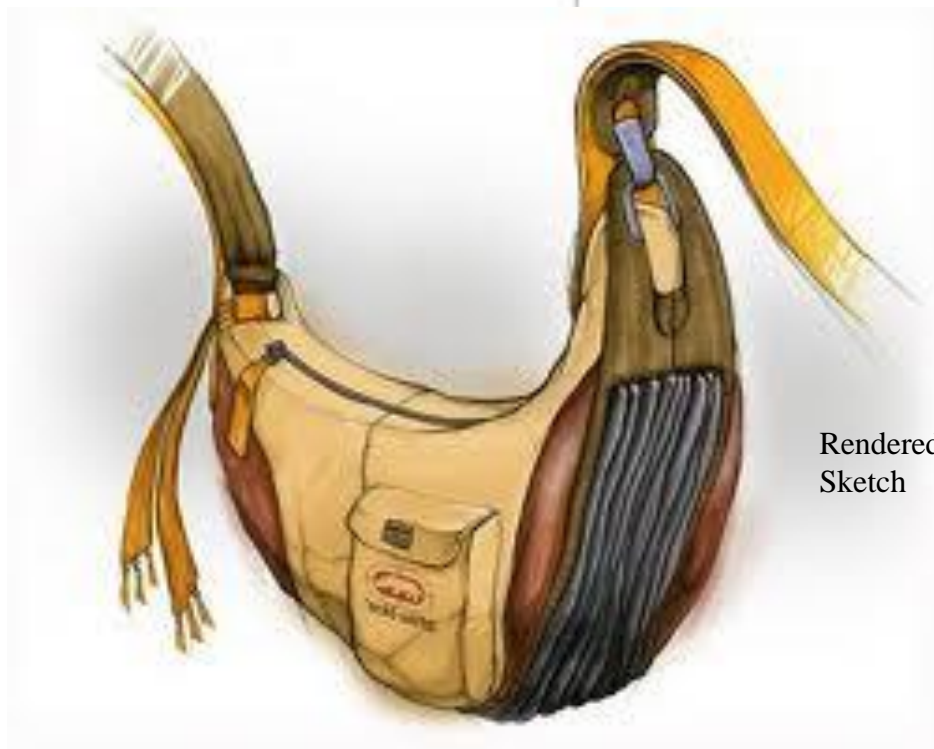
It is possible to generate all of the drawing types shown above as **sketches** (e.g. an exploded 2pt perspective sketch). Sketches can either be

- **freehand sketches**: where no drawing instruments are used or
- **sketches**: where a straight edge and/or grid paper is used to assist the sketching

Sketches and drawings can either be made up only of lines or can be rendered



Line
Sketch



Rendered
Sketch

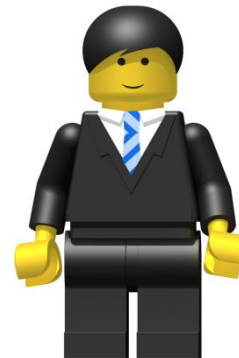
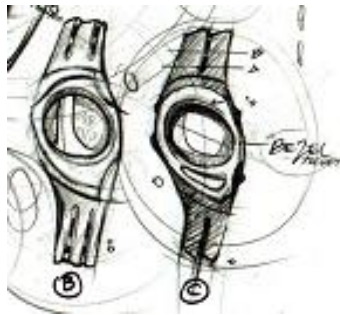
QUESTIONS

Homework 3 Drawings and Sketches including Preliminary, Production and Promotional Graphics

Q1 Look at the graphics shown below and decide

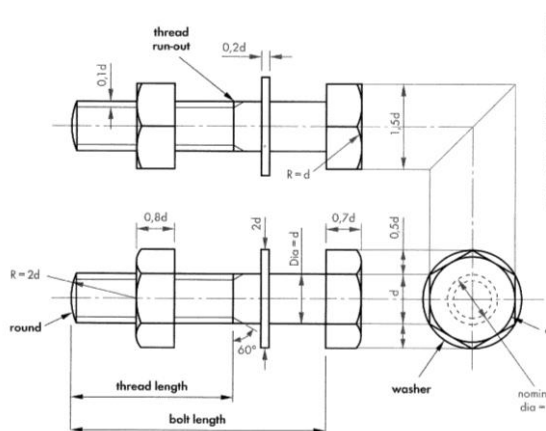
1. what **category** of graphic **preliminary**, **production** or **promotional graphics** they fit into
2. what specific **type** of **sketch** or **drawing** they are
3. whether they are **freehand sketches**, **sketches**, or **drawings** (your answer should include the word 'line' or 'rendered')

The first one has been done for you



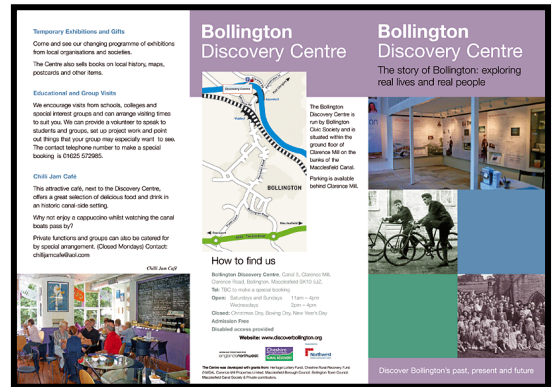
- 1.....Preliminary.....
- 2.....Orthographic sketch (elevation).....
- 3.....Freehand (line with some rendering)

- 1.....
- 2.....
- 3.....




- 1.....
- 2.....
- 3.....

- 1.....
- 2.....
- 3.....



1.....
2 Not Applicable
3.....



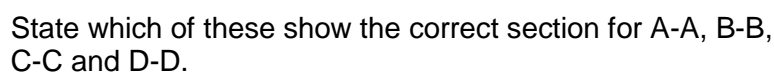
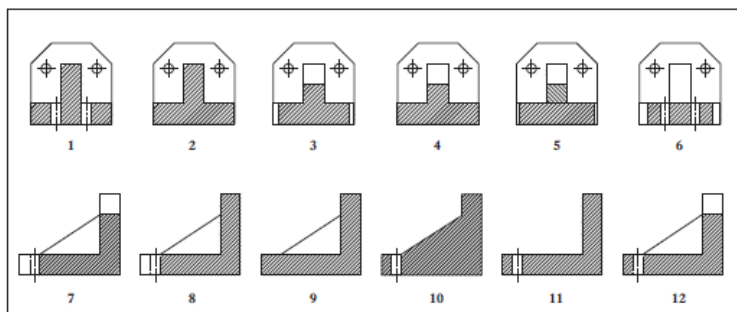
View A

View B

1..... 2..... 3.....

a) What is the type of drawing shown at Y

Y



B-B.....

D-D.....