

Paul Emus
IMCP Playing Card Design
7/17/18

Statement of Purpose

CONCEPT AND DESIGN

At first I was thinking of doing something like a dragon; then I thought of a photo I took of Fuego spreading his wings up on some rocks at Grimes Point Seal Beach Overlook at Big Sur (at 11:12 a.m. on May 22, 2018 with 400mm on a 30 megapixel camera at ISO 200 that allowed for heavy crop). I thought I would color scheme his red head with a red king of spades. I chose spades for its image shaped somewhat like motion and wings. I chose HERCULANUM font to lend strength to “California Condor” and Braggadocio font to lend bravado to “Fuego,” the name for white-tagged 70, and which means “fire” or “hearth” – in keeping with the red, black and gray theme.

TARGET AUDIENCE

This design may appeal to anyone from mature bird photographers and nature lovers to younger action-figure gamers. [See YouTube Paul Emus for videos on the Big Sur Condors.]

ILLUSTRATOR TOOLS AND TECHNIQUES

I took my photo, cropped and cleaned up in Photoshop, to rasterize and do a three-color Image Trace. I did Expand, and selected the head with Magic Wand. Then used Eyedropper to select the same red color as the spade. This colored more than the head, but I like the overall effect, that seems to give balance between the black and the gray.