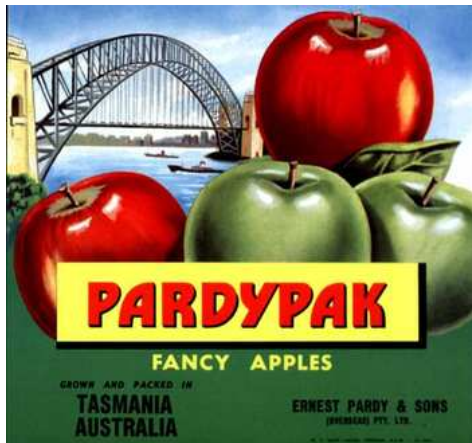


# Project—Fruit Crate Label

## OVERVIEW

Emulate the look and style of *chromolithography* fruit crate labels.

Google "[Fruit Crate Label](#)" on Google images and you will see a wonderful diversity of produce labels from hundreds of small farms, mostly in the West, especially from California, but spanning from Texas and the Southwest on up the Pacific Coast. Using a printing technology popular in the early part of the twentieth century prized for vibrancy of color, and painstakingly applied one stone or zinc plate at a time, *chromolithography* is a great look to emulate as digital vector art since much of it did not contain photography. Looking more like an oil painting or a cartoon, and very often worked up by emulating a photograph, they nonetheless ended up looking more vector-like than photo-like. From the 1940s photographs began to appear more often as technology made them cheaper to print.



Sometimes fruit, sometimes yams or other vegetables, but always the produce of the farm made to look inviting through spectacular images of oranges, apples, and pears bursting with ripeness; bucolic farm scenes of lushly tended fields, row after row of Earth's bountiful harvest; mountains, rivers, and lakes; or bathing beauties, wholesome farm hands, stereotypical ethnic figures, and smiling babies; galloping horses, eagles, parrots, dogs, and clowns; churches and catholic missions of God founded by Franciscan friars; and locomotive trains speeding East at a furious rate, bringing fresh oranges and yellow pears to New York, New Jersey, and Pennsylvania in the dead of winter.

Class Assignments support this Project. That means work you have already done can be used as components for this composition, namely:

- Fish/Frog (or other animal)
- 9 Lives Cat (or other animal)
- Type Effects (stroke effect, adding fills, split, subtraction, etc.)
- Soybeans (gradient mesh)

- flowers from Vector Bouquet (distort, radial)
- Rolling Mesh (hills, rays, bubbles)



## SPECIFICATIONS

**Orientation:** landscape or square (no portrait)

**Size:** largest dimension should not exceed 17.5.”

**Must include:**

**1. Uploaded inspiration.** Do an Internet search and download labels that give you ideas and inspiration. Upload them with your composition. It is okay to emulate one very closely; going even so far as to copy it’s images, colors, graphic devices, and layout! Just change the words to be your own. Or of course you may author all those decisions on your own, producing something completely original.

**2. Something you created or traced in Illustrator.** You may not be able to draw and you may have limited pen tool skills for tracing, but using the methods taught in class do enable you to create original artwork, or at the

very least modify something to look different. Popping in a photo and hitting the live trace button is not acceptable—no live trace!

Fruits created in the *Soybeans Assignment* are the prime candidates, but animals and flowers created in *Fish/Frog*, *9 Lives Cat*, and *Vector Bouquet* are welcome too, with *Rolling Mesh* providing a background of land and sky. You may also include additional elements created especially for this composition.

**3. Typography with (and without) effects.** *Assignments>typography* at [voiceonapage.com](http://voiceonapage.com) provides many techniques you may include to jazz up the title fonts. Illustrator provides many more including 3-D. Not all the text needs to have an effect! In fact, some of the more incidental text should not have any effects applied at all, so as to not draw too much attention. The other part of making it look good is to have the text say the right thing, choosing the wording carefully. Lift text from an old label you find on the Internet or better yet, write it yourself. Include the following:

- brand name plus the word “brand” (your name?)
- name of the fruit or vegetable you are portraying
- name of company or farm or grower, or family name of farm
- name of the place it was grown (county, region, state, country)
- weight of crate (net weight, net count)
- copyright © symbol, date, and your name

**4. Use of gradient mesh, or rays\*, or grouped object outline\*.** As significantly or as insignificantly as you wish . . . (You only have to employ one of the techniques; you are not required to use all three!)

\*tutorials at [voiceonapage.com](http://voiceonapage.com)>tutorials>illustartor

***May include:***

- Symbols has ‘nature,’ ‘flowers,’ and ‘florid vector pack’ panels with leaves, flowers, grass, and other prefab goodies that may be included to dress up the imagery. You may use ‘as is’ or expand and modify to bring more individuality and interest to your composition.
- Third party clip art, icons/logos/barcodes, etc. that you download from the Internet or acquire from another source.
- 3-D text, text or images emerging from the document frame, and text that reads about anything but fruit—a contrary message using the look of a fruit crate label to slip in a message altogether different from what one would expect.

***May not include:***

- Transparencies—they could not effectively print them then.
- Photographs—not to say that you can’t trace a photo with the pen tool, or be inspired by a photo, or take a photo as a basis to start.

**Tip:** Once you have established the elements you will use, paste them into your working document and drag them into the Symbols Panel. Drag them into your composition from there, as you need them, to keep file size low. This could be the beginning of your own custom clip art library that grows with you as an artist.



### POINTS—100

- original vector images created by you, or third party images traced and/or modified by you (25)
- gradient mesh, or rays, or grouped object outline (25)
- typography effects (25)
- required textual elements (25)

