

Proposal

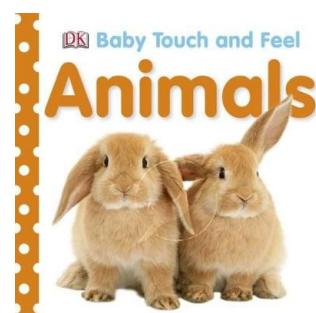
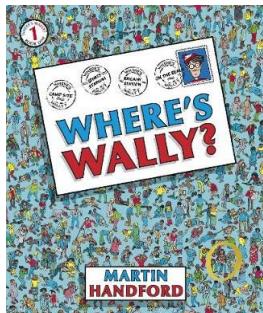
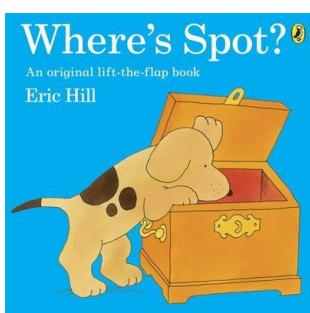
The subject/concept

Semester 1:

Personal project 1

The concept of this project will be environmental backgrounds. The environments will be created using digital art and software such as Illustrator. Sketches will form the initial ideas in the sketchbook. They will be simplistic to allow me to layer more details when adding my character designs. Further experimentation will be added to this by using zines, miniature self-published magazines, which are usually created on a photocopier. Experimentation with screen printing is also planned; this is a method where you can transfer ink or substance on to paper or fabric by using mesh and solid stencil. In addition, the risograph will be used; this is a printing product for HD prints and involves using two batches of colours to create an illustrated print. For each environmental background, a structured colour palette will be used to go with the suburban, urban and woodland themes. For example, the urban theme would use multiple shades of cold colours, such as blues, greys, whites and blacks. This is going to look like a simplistic textured 'toon' environmental print.

The target audience for this project is children and children with specific learning difficulties. The final work is planned to be designed as a multi-textual book which is suitable for educational purposes. By this I am going to be looking at children book's to see what is already been published and for inspiration. This made me look at the "Where's Spot?" (Hills, 1980), as this book has textures included with the book while finding the dog named Spot. This then made me look at the "Where's Wally?" (Handford, 2007), I looked at this book as it's a activity book where you need to find the character in a crowd. Finally I looked at the "Baby Touch and Feel" (Kinderlsey, 2008) as these books are educational and teach babies about animals. Looking at these books I found inspiration to incorporate these books and create a multi textual children's book, however the book will include braille so that the multitexual children's book can be read by anyone.



I am going to complete in my developments case studied of my target audience. This is done by going to sensory groups for children, example of this I am going to study children who have specific learning difficulties and ask what they would like to have in a book that they would like to read. I am doing this so i have an understanding of my target audience so that the multi textual book is made for everyone. I am going to achieve this by planning experiments with techniques and media such as textiles, This is enable for me to create a

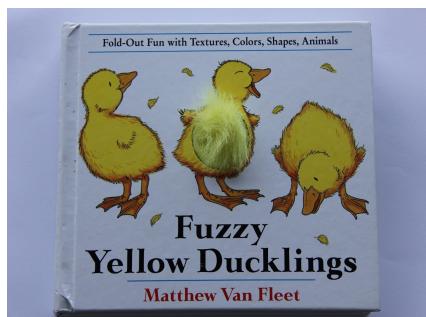
workshop with my experiments and my development of different textures and with in my case studies and see what children with specific learning difficulties like and don't like from my developments. I am going to look into the health and safety for my multi textual children's book as this is needed to be safe for children with specific learning difficulties. I am going to be doing this by researching my materials and where to get them. While doing my case studies i am going to include the ethics in my development, this is so that when i'm studying a case i won't include any personal information about them. This includes private information such as gendre, sexuallity, name and age. I am going to only talk about their learning difficulties and how to prove their needs into the multi textual book.



(Book, 2018)



(Book, 2018)



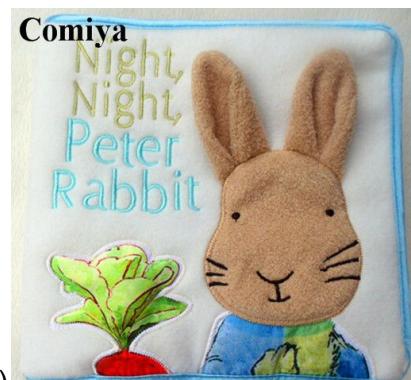
(Notes, 2018)



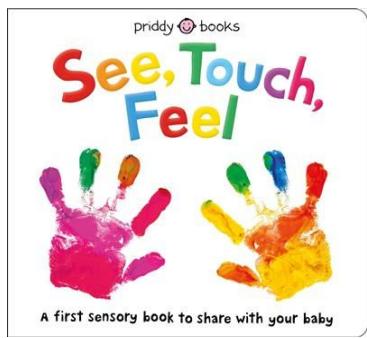
(Animal, 2018)



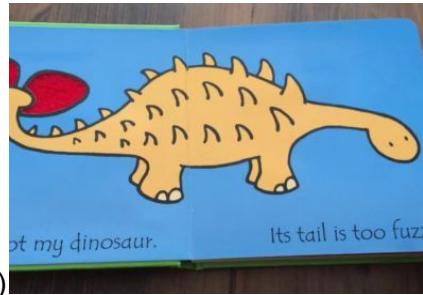
(Book, 2018)



(Stories, 2018)



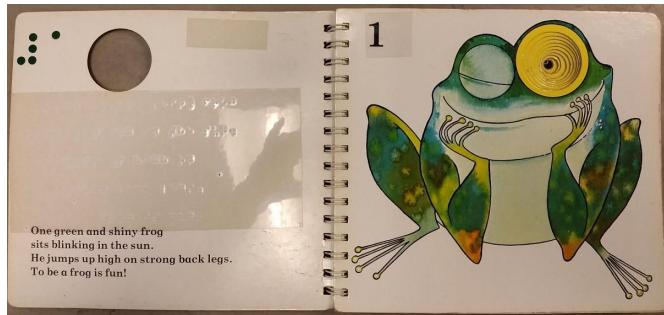
(Books, 2018)



(Books, 2018)



(Space, 2018)



(Literacy, 2018)

The project will be achieved by splitting my time over the first semester and doing a week's worth of zines, screen prints, digital backgrounds and sketchbook development. After this, I plan to progress onto creating the final environmental backgrounds for the multi textual children's book.

Personal project 2

The concept for this project is based on character design; I have named this project 'Foxes'. The work will be traditionally drawn and digitally drawn; this is being created using Illustrator and my sketchbook. A story guide will be followed; this will consist of a 'find and seek the fox'. The concept is that the final product will include textures and braille by the time of its completion at the end of semesters. An example of this will be a woodland print with my character design of a fox hiding in the trees, involving the fox's tail being made with faux fur which can be spotted by touch. This is done to add a sensory element to the book to enable, for example, a child with specific learning difficulties or a child who is blind to use braille and fur to spot where the fox is hiding. This is made by using zines, which I described in project one. Textiles will be used in the creation of the final project; textiles are a range of fabrics and materials which are collaged with yarn or cotton with a needle. This will then be collaborated together to create a texture illustration print. This is intended for the same audience: children and children/specific learning difficulties to help with educational purposes. These illustration/ textured prints will then be added to my multi textual book.

Commercial Project 1

To create content for this commercial project I am translating a scene from a chosen book that is in the brief. By this I am translating the script that is in the selected books into a cover or visual piece of artwork to fit the competition. This will involve selecting colour palette, theme and style to fit the book of choice. I am going to enter the V&A Illustrations Awards this year and the deadline is December 2018. I am doing this because the entry list involves book covers and I have taken this competition as an opportunity to have a practice in book designs as I am creating a book this academic year. I will be following the guidelines of the competition and enter on the deadline date. My concept of this commercial project will be a simplistic book cover. I am creating this book cover to look graphic and simplistic and so I will include toon style block work, featuring elementary textures. I am using an off set layout, which is an illustrated piece that is set off from the page and not focused on the center. It will also include layering, which means adding details on top of an image and continuing this until satisfied. I will be using Illustrator and Photoshop to create this book cover and I am going to be using my skills from my project 1 to create environments and textured book covers for the commercial project. I am including text which is placed in the corner with a matched theme of the environmental front cover. I am including an assay of colour palettes which will be applied when given the competition guidelines. This is so I can gain practice on creating book covers for my multi textual children's book.

Semester 2:

Personal project 3

I am going to plan my final show and promotional pacts and I would be doing this to benefit my work and promote it in the art world when I graduate. This will include my portfolio, which will have my best pieces from the 3 years and pages with further development. I am going to include a portfolio book which will include my further development of the year and best pieces from my multi textual children's book, zines, screenprints and sketchbook development. I am then create merchandise which will be linked with my promotional packs, these include: badges, posters, stickers, the portfolio book, pins, t shirts, hoodies and much more when it comes to it this will be a part of my marketing materials, which include business cards, my blog, social media and a website.

Commercial project 2

To create a content for the Penguin Student Awards I am going to take a scene from a chosen book and develop a theme and narrative that will present itself as finished product. From this the narrative could include a wide range of techniques and colour palettes which I am going to choose when the book has been realised. The influences from my personal projects have inspired the concepts I wish to use in my commercial projects in my second semester, which involve a competition. The competition I have chosen is the Penguin Student Design Award which is held in March 2019 and the deadline is July 2019. I've chosen this competition as it involves creating Fictional, non fictional, adult and childrens books. For this I have an idea and my idea consist of a traditional book cover. Traditional is

when skills and knowledge in paint, ink, pencils, paper, canvas and oils, I am doing this so that I can develop skills in creating a book cover with traditional experiences which I already have experience. Using traditional methods will offset against the digital work I have produced and will compliment my portfolio. I am delivering a controversial colour palette, which means I am creating something that is debatable to the eye, example using cool and warm tones like blue and red or green and purple. I am doing this so that people will notice my book cover and show my expertise with traditional finesse.

Commercial project 3

I plan that the development project, “foxes”, will be fully realised and presented as a submission for Mcmillan. For my second commercial project, I will be doing another competition which I have chosen. This competition is The MacMillan Prize of Illustration entries are the 1st April and the deadline is the 19th April, I have chosen this competition as MacMillan is a charitable organisation which helps children who are recovering from cancer treatments, I could enter my character designs of the foxes as they are made to help children's development and has multi textual features. Thinking on the line of helping children, this competition is the ideal candidate for my final projects; if my book was complete by the deadline I would enter my multi textual children's book. I am including my book once it's complete so that I can show my innovation with using mix media products, combined into a book, I am incorporating my book into the competition so it is filled with developed and final imagery that has been chosen to help children and children/specific learning difficulties education. My book looks like a textured hardback and consists of pages with bright and vibrant textured environments and foxes which has fabrics and faux fur, it also contains Braille so that children who suffer from being blind won't be left out. My book would be a superior candidate for the Macmillan prize of illustration as I have created a book that's diverse for everyone. This links to the Macmillan charity as I have included all children and my book is educational.

Making it happen

Materials/technique

Materials that I am including while I do my projects will be drawing essentials. I am including this when I create content in my sketchbooks. The essentials include; pens, sketchbook, pencils, ink, water paint, paints and markers. I am using drawing essentials to show a development of my ideas and sketchbook. To make sure I achieve this I am making sure I have full access to drawing facilities. Resources that I am including are software. By this I am using Illustrator and Photoshop. Due to my weaknesses I am focusing my time and creating content for my environments project and character design project. To use the software I am going to make sure I will have full access to computers which includes with my resources. Material I will be getting for my book are textured fabric, this includes, cotton, wool, rug material, satin, silk, faux fur and fabric paint. I am going to be using these materials to achieve the educational purpose of the book. I am using software, sewn pages, adding materials which links to my textual fabrics and competitions giving me practice to create a front cover for my book. I am going to include promotional materials, I would use VistaPrint to create business cards, posters, leaflets and my portfolio book. I am going to use social media such as instagram, facebook and pinterest to help promote my work, I will be

promoting my work on blogs. I'll be using wordpress for my blogs. This will help promote my work further socially.

Collaboration

I am going to seek support from peers and members of staff. By doing this i am to learn more techniques that will enhance my future projects

What it contains

As previously stated/written my project/proposal will be the multi textual children's book, can be read by anyone but is targeted to those with specific learning difficulties. My book has been designed so that children of any sort of needs, can use the book to associate textures towards animals, clothing, shiny objects and rough fabrics, this is so that children can develop a judgement on animal fur, a carpet, a bin and woodland. I am also including braille, by doing so I am allowing children who suffer from sight loss to be able to know what is in the illustration.

Timetable

This will include a selection of dates and times i am going to create my content, attend exhibitions and do ongoing commercial projects. This is done by documenting on a digital timeline and hand copy timeline.

Technical Resources

I am using the resources in the college include printing, risograph, screen printing and rooms with computers available. I am also considering using collaborations with resources from the graphics course, photography course and animation course. I am doing this so that I can venture out my social and development skills, by doing this I am able to direct my projects towards my final show. Another resources. I can use my designs and create professional content from an online source. I am making sure this gives me the upper hand on my marketing skills.

Team

I will be doing my projects, From this I am creating the pages which include zines, environments, character design, screen printing; although I am considering Steph to help me develop my screen prints which will include screen printing on fabrics. I am creating pages which lead to techstyles in which I am involving Sarah Jane, From this we will be incorporating fabrics as an example of this is faux fur and zines. I am also taking my skills, Steph's skills and Sarah Janes Skills, so that my projects are efficiently developed, which means I will have different qualities of work to be merged into my pages for my book.

Your budget:

Costs of material is dependent on what is used. As I have developed my book I have used materials such as:

- ❖ Faux Fur which costs (£3.90)
- ❖ Felt which costs (0.75) per sheet
- ❖ Crinkle paper which costs (£4.87) per sheet

- ❖ Linen which costs (£27.50) in bulk
- ❖ shiny paper which costs (£3.00) per sheet
- ❖ Risograph which costs (£50) the year

Materials that are required for my commercial project one:

- Printing which costs (£6.00) for A3
- Software via Photoshop and Illustrator which costs (£16.29) a month

Materials that are needed for my commercial project two and project one/two are:

- ★ ink which costs (£4.00)
- ★ water paints which costs (£5.00)
- ★ Pens which cost (£2.00)
- ★ Sketchbook which costs (£7.00)
- ★ Pencils which costs (£2.00)
- ★ Screen Printing which costs (£0.00)
- ★ Sewing kit which costs (£10.00)
- ★ Sewing equipment which cost (£50.00) unless can hire a sewing machine.

I am using my resources in the college so I'd be using my grant which is given to me to pay for printing and equipment however I am using some outside sources to create designs with my art work for my promotional packs which are:

- pins which cost (£1.50) per pin
- T-shirts which costs (£4.99) per shirt
- hoodies which costs (£13.20)
- creative CV's which costs (£7.00) in bulk of 10
- Badges which costs (£3.59) per badge.

I am dedicating my costs to people who create these for my projects for me. This also includes my final show.

Benefit to you and the public:

I am going to take advantage of my weaknesses and that uses these weakness and create a final product. Some of my main weaknesses are digital arts, backgrounds, environments and using software generally. This has inspired me to combat these weaknesses by creating a multi textual children's book. Techniques I am incorporating into my projects involving handmade covers, digital paintings, sewing/techstyles, risograph printing, zines making and screenprinting. Doing these benefit me as these techniques are ones that I tried before and this means I am gaining more skills, for example being sewing and stitchwork. This is favourable to my audience as using fabrics and stitchwork allows my book to be accessible to all ages especially those who have specific learning difficulties.

Audience

The audiences are children and children with specific learning difficulties. The book is established with exuberant and pigmented colours that are included in the environments. This includes urban, suburban and woodland themes, which includes character development of the foxes. This is so that it's more child friendly. From this the characters developments

and environments are being occurring. This will be done so that the book is as an accessible children sensory book. In addition to this, it will alert children's sensory abilities for when they are experiencing elements outside of their comfort zone. By this the book intends to have a teddy feel so that the book is not too threatening. However, there will be (less softer) textures which require the material to be embedded in the page but this will be harder and enjoyable.

Accessible for special needs audiences?

I am creating my book ideal for learning. For this I am using textiles to help children and children with specific learning difficulties, what I have achieved from this is that I can help those who are of a younger audience to learn specific objects by touch. This will also help children with learning difficulties to understand the difference in feel/touch. I am also including braille as I know children who are blind can read my book; to do this I am helping children to develop their communication skills and develop a understanding of textures. I am also including A teddy style blanket with different textures and fabrics, this can be a range of rough, smooth, crinkled and squeakers. I am doing this so that it help children to understand a live object with the same fabrics as the book so that their development are extended outside of the book. I am going to accomplish this so that I can help children and those of specific learning difficulties by using a mixed range of textiles.

Marketing:

As the book is being marketed towards children and children with specific learning difficulties, I am wanting to promote myself and from this I intend to create promotional packs that I plan to use for the final show. The work will be distributed by using social media, for example a website or using Facebook and Instagram, creating promotional packs that are relevant for my target audience which is children and children with specific learning difficulties, I am going to have a stall for the final show, which I could use as my main selling points for my book so the finalised book is accessible for the target audience. I am going to record my work with in my blog and creating a shop. This leads me to my merchandise for the promotional packs, they require:

- ❖ T shirts, which will have a simple character design that fits the theme of my book
- ❖ Miniture multi techuals blanket, this will look like a snuggle blanket for young children which contains the same textures as the book.
- ❖ Badges, these will look like miniatures scenes from the book as badges.
- ❖ Pins, these will have the character design imprinted onto the pins.
- ❖ Rizos, these will include the scenes from my book as rizographs without the textures.
- ❖ Zines, these will include the character designs which are 'Foxes'

The documentation for the 'making of' the multi textual children's book will be a blog. From this I am recording any progress or experimental work that's been made from making the book. For this I am visualising the work by taking photos of progress and improvement work such as my zines and rizographs. I am doing this so that i have clear documentation of my experiments and developments. I am vlogging my experiences and places i've been too example expeditions, galleries and shows.

Evaluation

From experience with projects in the past, I gained practice and observation of what is expected and what I need to do. From this I have had numerous opportunities to work with to deliver and project to the best of my abilities. I intend to solve any problem if any come my way with the highest of standards. I am able to reflect on my progress by updating my blogs which are personal and using myself as my own critique. This includes multiple "how to do" blogs filled with judgement and achievements with my own disparagement.

I am archiving my work on a digital file, this is by saving my work in a memory stick. This will hold my digital painting and former documents. I am able to sell my promotional packs which are hosted in my final shows or when I attend events. I am able to get my book out in my final show, with diagrams of my pages and the blanket that comes included. I am able to attend exhibitions where I can hand out my promotional packs which include creative CVs and flyers. I am able to present my work at a gallery called the Artrium held in Hartlepool which helps my work get out there. Blogging is a key way of documenting work and show progress. Also including my final show which I am holding a place to show my final product of my projects.

After the Project is complete, could it be extended into other forms? What is the long term potential of the concept?

After the project is complete, the book in the near future could become an advertisement for television. The book could become a game. For example the game Cluedo. The book could be translated into toys for children of which the book is targeted towards. An example of a toy could be an interactive toy of the Fox character. Social media is a way of exploiting the book and from this could be documented on Instagram and Facebook.

Treatment

Techniques

Techniques I am using to realise my projects are competitions. I am using competitions so that my skills and developments will improve my projects. For this I mean I can expand my skills to create a multi textual book, I am going to achieve this by entering myself into competitions with links to book covers. I am also going to be promoting myself with promotional packs, I am doing this so that I can build a professional profile and make my projects more recognisable. This shows that I am determined and willing to impress and achieve my goals.

Visual style

The visual style that I am doing in my work is a multi textual children's book; multi textual means mix media, which includes textiles, ink, zines, risographs, sketchbook materials, watercolour, paint and other form of media. For my book I will be containing a mixed media of textiles and digital work, by this I am using fabrics and my illustrations which I am doing traditionally such as zines and risographs then scanning into a copier, for them to be translated into a digital print. I am doing this so that I can combine my environments and fox

characters in the same frame, then be printed out on card paper. I then add in fabric and textures by cutting out the areas which I am placing the fabric, an example of this I am creating a scene with a fox and are to add the fabric I'm placing faux fur to replace the tail with. I am creating the book to help children and children with specific learning difficulties to realise what animals or objects feel like. I am going to involve Braille so that the blind can recognise what the image is not what they are trying to look for. This is all educational purpose to help others.

Environments

Imagery I am referencing for my environments is Patrick Hruby's artwork. He's an illustrator based in Los Angeles, California. I am referencing his work as his style is simplistic and bold just like how I have done my environments. I am incorporating Patrick's work with my environments by using simple shapes and building them up to create a scene of any form of the theme. An example of this imagery (Hruby, 2016), I found that this style of work by Patrick is similar to my style of block, cartoon style layering environments and from this I took inspiration and ideas from the structure and lampoon style. I want to use his work as I love his style. The technique he uses are Illustrator and Photoshop. From this I can relate as I use the same techniques to create my own content.

Compositions to Patrick uses are broken down to simple shapes such as circles and triangles, this is how he creates trees and other form of plants to create an environment this gave me the idea of how I would create my environments while using zines and screenprinting.



Foxes

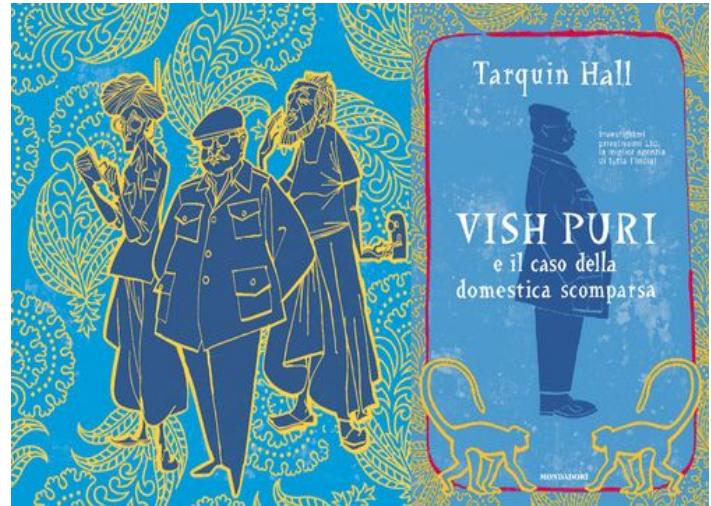
Imagery that I am referring for my character design is John Bond, An Illustrator from the South Coast, UK. I have always been a huge fan of John's work and from this I have found a link towards my style and his own from that I tend to create content which is inspired by his work. (Bond, 2018). His style is appealing for the younger audience, the style of this work is surreal, from this the rabbit is on an adventure with a backpack and on two feet like they would if they were human. John Bond stated from an interview "he's the man who draws dogs,



rabbits and other form of creatures, "; he says that his work is very "naive." (Ohh Deer, 2016). To see his technique you'd have to start with a simple block print and build features from it example of this is the rabbit a circle for the head and adding eyes with white and black circles in the centre.

The book

Imagery I have researched for the final book is John Jay Cabuay, an illustrator from New York City. His work has been styled in many forms of book covers (Cabuay, 2018), this has shown me how to do layout and show a narrative for when my project. The style that



John creates with his covers is similar to South African illustration, newspaper cartoons, a sketchbook style. From this it's formed in a digital format such as Photoshop to create the colour palettes which are cool tones. This shows how the imagery frames where the type and title are placed for the book. If you were to cancel down how John creates his work you'd start with a light sketch then add digital colouring in the background with shade and highlight.

Commercial Projects

Imagery that I have researched for inspiration towards my commercial projects for the V&A Illustration Awards, The Penguin Student Award And the Macmillan Prize Of Illustration. From this I came across Cecilia Carlstedt's work. She's a fashion illustrator from London. The concept of her work is based around fashion but I found this technique to be interesting as she uses watercolour paints. I too can use water paint and from this could use this as a technique for a commercial project, Her style is water paint and collage, if you were to break down her style you'd start with a dark bold shape and build up to create a form of object, an example of this is the photo here (Carlstedt, 2018) and then you would add around with cut up colour card/paper or pieces of newspaper. This is an idea to pursue.



Another form of imagery I have researched which I could use for the commercial projects is Jorge Arevalo's work, a commercial illustrator from Madrid. From this imagery that Jorge created for Ray-ban (Arevalo, 2018) the style he has is quite 80's look with the funky curves in the plants and people, the style is layered and digitally created with a punky colour palette. I found this as an idea for my commercial projects I could use Jorge's style as an example of how I would structure and create a bold content.



Another idea from my research for the commercial projects is Gary Baseman, an illustrator from Los Angeles. Gary was the creator of Disney's animation Teachers Pet. I found his work in the 100 illustrators book. This imagery is a scene from the animation Teacher's Pet (2004, p.67), from this I found that he creates a style of creepy yet child friendly illustrations. His work has a gore theme but his styles quite old school drawn illustration and if you were to break down his work you'd start with freehanded outlines followed by a colour palette that fits each characteristic of the character designs.

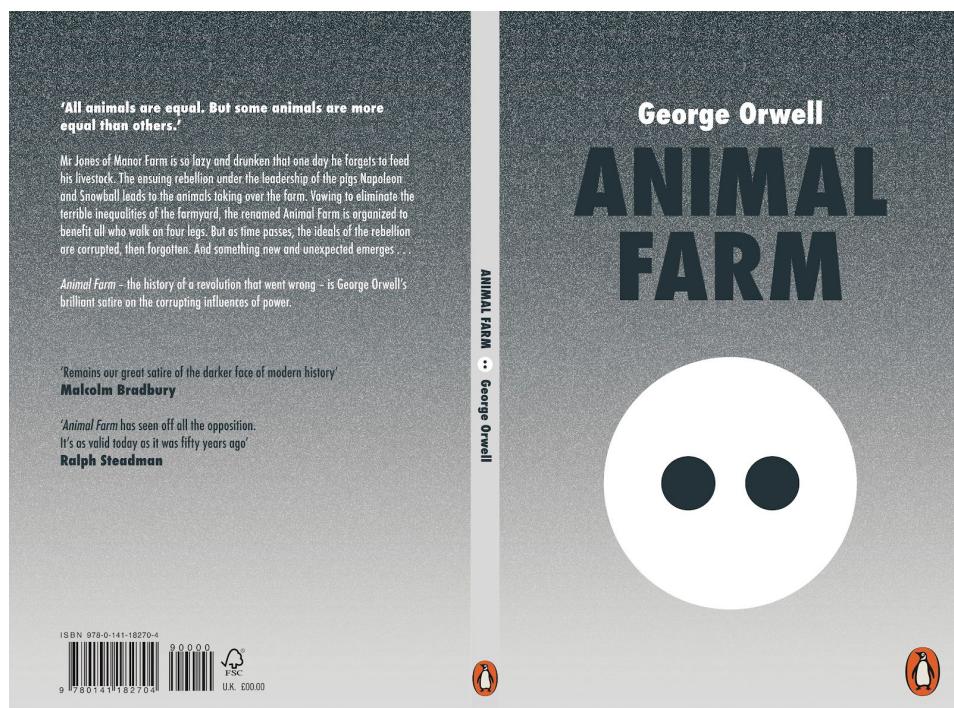


These are my ideas of what could be used in the commercial projects. I have chosen these in comparison of what I could use.

However I have looked at previous submissions and I have to take inconsideration of what each competition accepts. By this I found in my

research in the V&A Illustration Awards, winner of the 'Book Illustration Award, JARVIS, Alan's Big Scary Teeth (London: Walker Books, 2016) (Jarvis, 2016). From this the style of work that is accepted in the V&A Awards looks like what Jarvis has created for a book that was chosen called Alan's Big Scary Teeth. With this in mind I know the structure and layout that I can work around for when the brief is released.

For The Penguin Student Awards. I have researched the style of work that is accepted, an example of this is the 2018 winner Adult Fiction Cover Award – Raemarie Lee, Kingston University (*Animal Farm* by George Orwell) (Winner, 2018). Style that can be accepted is a simplistic imagery with a grayscale background with a gradient effect as you see here. The Penguin Student Award is where you get given a book and you choose how to deliver the book cover as. This gives me ideas of how i can deliver a book cover for the penguin awards which includes my research and developments.



The Macmillan Prize for illustration, I have researched into the submissions and found the winner of 2018 'Paloma Flew' by Maria J. Guarda (Guarda, 2018) work and she presented a beautiful watercolour and ink style scene from a book of which she created. From this I found what is accepted for the Macmillan Awards and I can enter my book as a submission as my book is made for educational purposes such as for children with specific learning difficulties.

By all of this I have found key examples of what I could do for my commercial projects and my personal projects. I can involve artist research incorporated with my own style and techniques.

