Project 1: Visual Development Book

Creative Brief

Clara Strum

VSCI 414 B Advanced Narrative Illustration I

Tivadar Bote

Project Description

The student will create a development book that will explore original design solutions for environments, characters, props and vehicles found within their chosen story. This project will focus on the earliest stages of the visual development, showing a wide range of design solutions for the subject and freely explore the storyline into any time period you wish. (Students should consider the range of technological development or lack thereof for the environment and context of the story). The range of designs and number of pages in the development book should be supportive of showcasing the work as *published artwork*. The main idea of this project is to quickly develop a wide range of directions, and design options for the visual development and showcasing of the story. The only finished artwork request is for the main cover of the book, the other areas of development can be at the comprehensive stage.

Objective

The objective of this project is to learn how to develop visual elements of a narrative by coming up with a story, researching genres, finding style inspiration, and exploring design solutions - including characters, environments, objects, vehicles etc.

My goal is to create a children's book concept, that has a wide exploration of environments. I would like to explore themes about seeing how small oneself is in nature, seeing outside of oneself, being kind to others, remembering everyone and everything just makes up one big whole.

Rationale

I based my idea for this story concept book off of the environments in Alberta—specifically environments that I am used to, and I think are boring—including the spruce forest, plains, and wetlands. I want my story book to be an exploration of these environments, and to make them more colourful, bright, whimsical and exaggerated. Additionally I want to feature local animals as my characters.
The main lesson in my story is: We are part of a bigger picture, don't forget to look outside of yourself and see others, and be kind to others. The main character learns lessons from various characters in his journey, which ultimately helps him understand this message. Some of these lessons include: only take what you need, be grateful for what you have, live at your own pace in life. I hope my readers can also learn and think more about these themes, while experiencing vibrant environments and a fun, relatable main character.
Finally, I felt it was important for my concept book to appear in a proper order, which depicts the characters in their environments. This is very important because not only do the characters match their environments, the order of the environments is the order of events in the story—meaning we follow the story through the concept book.

Requirements

Develop a minimum of 7 pages (this includes a Finished Cover Page)
Select 4 areas of development in the book, or introduce your own categories.

- Finished Cover /Title Page 1 page (type + illustration)
- Environments 2 pages
- Characters 2 pages
- Costume Design 1 page
- Transportation Design (dependent on narrative) 1 page
- Development Book (recommended size) 8.5″ X 11″ (other sizes 11″ X 10″)

Timeline and Deliverables

Day 1 Sept 8	Introduce Project #1 Visual Development Book Research and Conceptualization Phase: Work on plot outline/synopsis and categories of development Develop initial thumbs for character and costume + synopsis of plot / theme for NEXT DAY
Day 2 Sept 15	Work Day Project #1 Visual Development Book/ Plot synopsis + Character and costume initial thumbs DUE Refine Character and costume discussion roughs for NEXT DAY
Day 3 Sept 22	Work Day Project #1 Visual Development Book / Discussion roughs for char/costume DUE Develop environments/transport designs for NEXT DAY

Day 4 Sept 29	Workday Project #1 Visual Development Book / Environments/transport design roughs DUE Refine character/costume designs for NEXT DAY
Day 5 Oct 6	Workday Project #1 Visual Development Book Refine environments/transport designs for next day Develop roughs for cover design for NEXT DAY
Day 6 Oct 13	Workday Project #1 Visual Development Book / Cover roughs + Refined Environments/transport designs DUE Refine cover design + compile (whole) book for pre-crit NEXT DAY / Dummy Book Group crits of 5-6 students / Final phase (whole book + cover) pre-crit Final project DUE NEXT DAY
Day 7 Oct 20	Critique Project #1 Visual Development Book Project DUE * Introduce Project #2 Graphic Novel Develop Initial Panel Studies + Sequencing (storyboards) including Dialog for NEXT DAY (option A) Develop Synopsis + Character design profiles for NEXT DAY (option B) `

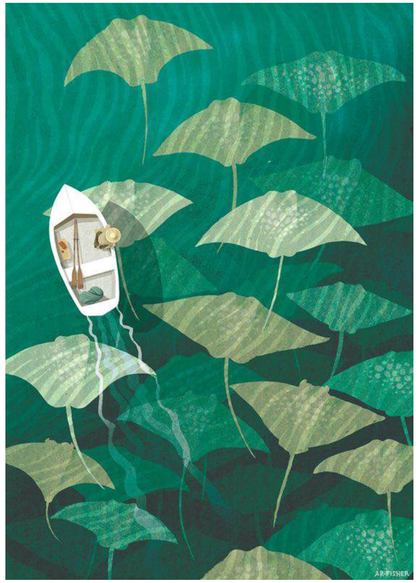
Look, Feel, and Direction

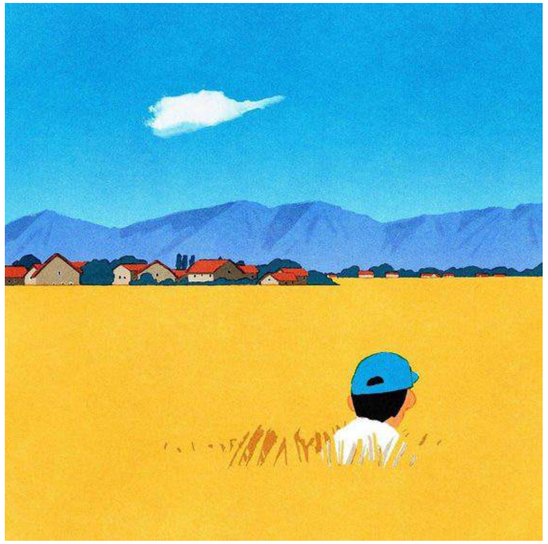
- Environments
  - -whimsical, colourful, imaginative, playful
  - -massive in scale, compared to characters
  - -range of moods, depending on the environment - peaceful and still, windy, etc
  - -an exploration of environments

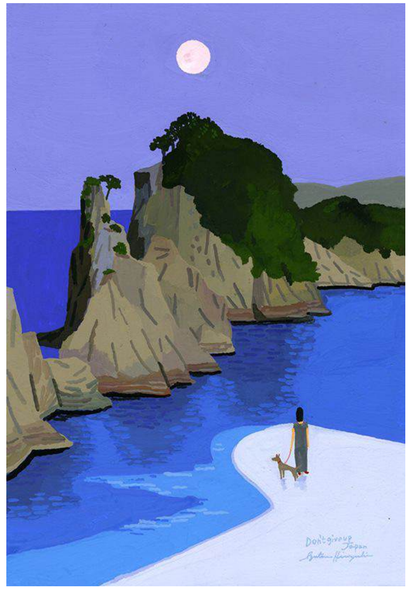
- Focus on my characters overcoming challenged in natural environments, and helping people along the way in their big journey

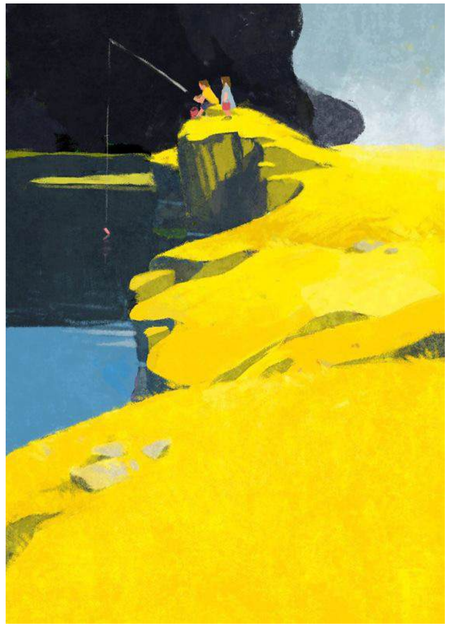
- The change in my character - starts as shy, timid, nervous, freightened by the world... - to becoming a brave, open to learning new things, and open to new experiences (because of his journey)
  - -as a result, he becomes happier, lighter, full of joy

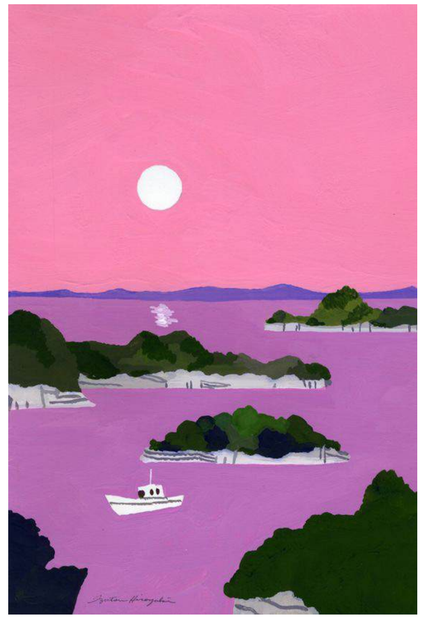
general moodboard + inspiration

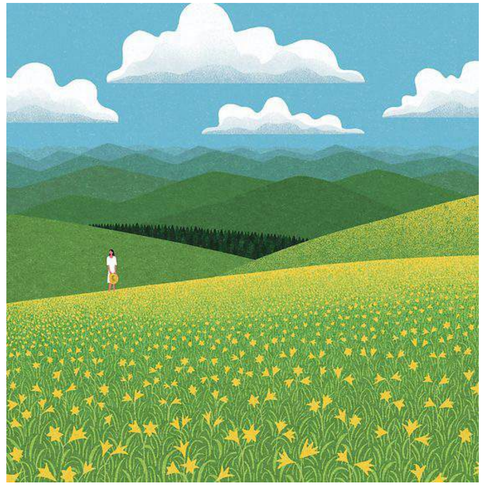


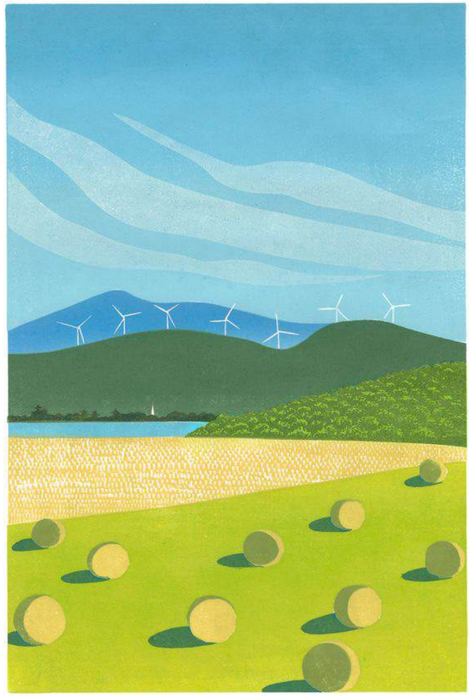




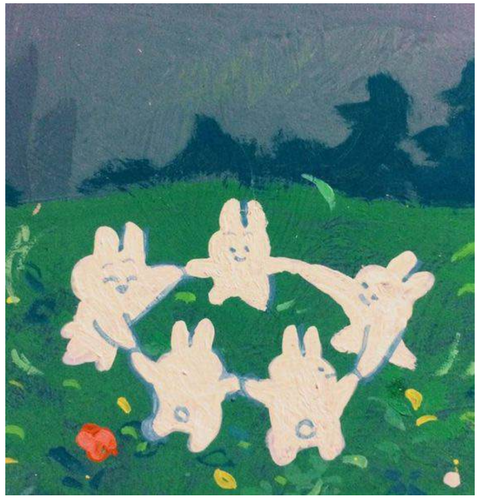


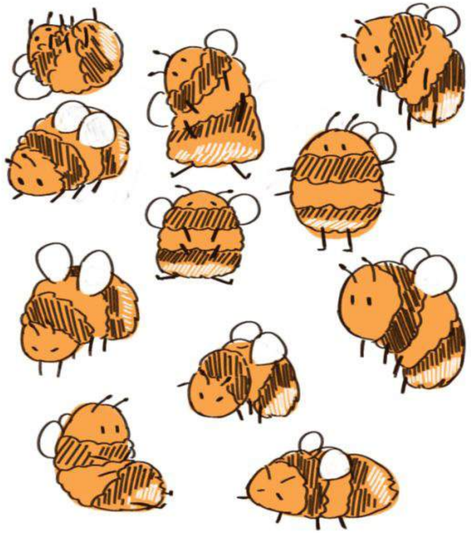






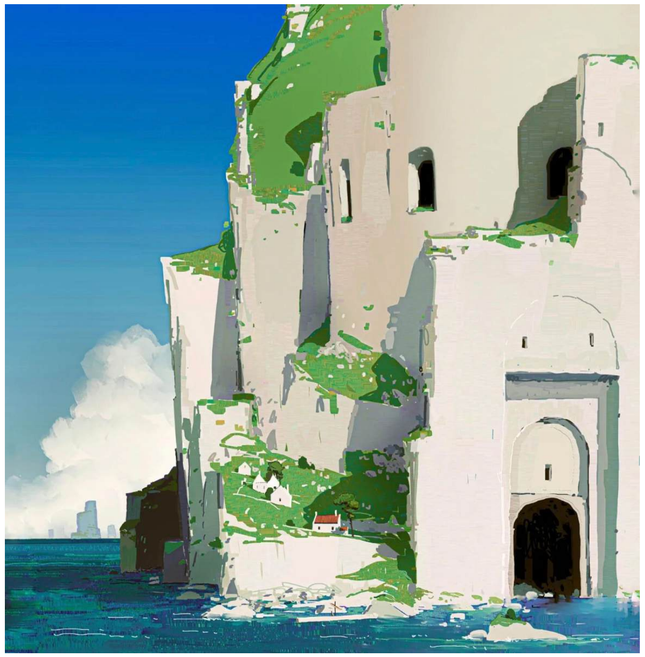
general moodboard + inspiration





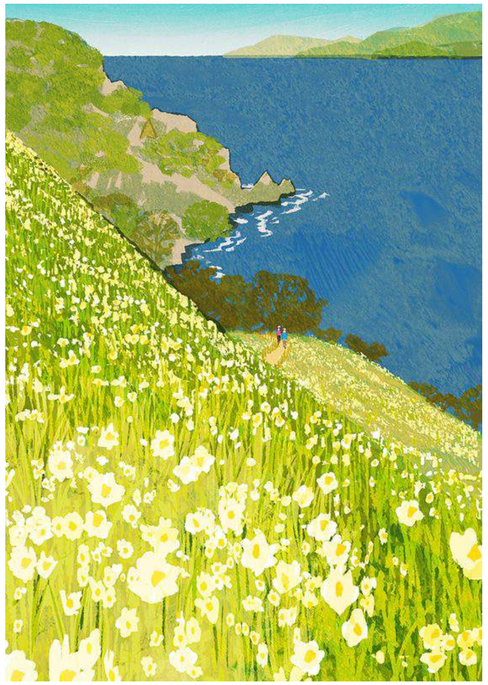
Artist: Alariko

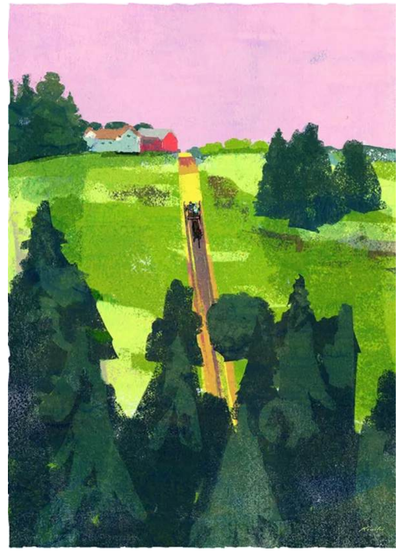
https://www.instagram.com/_alariko/

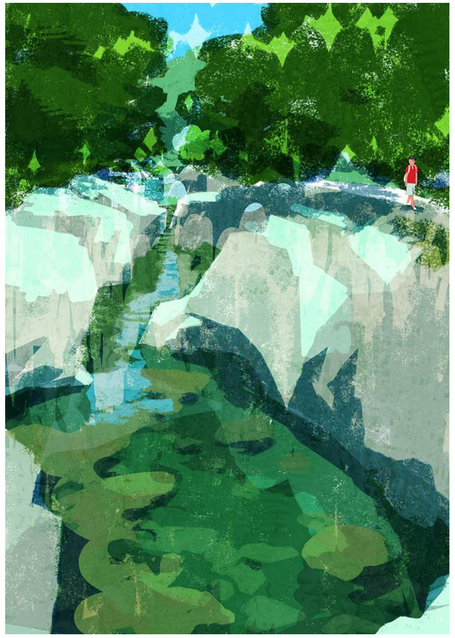


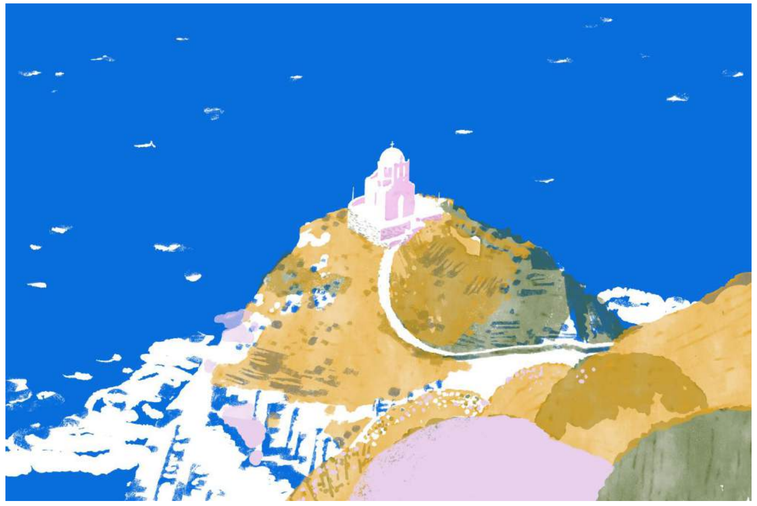
Artist: Tatsuro Kuichi

https://tatsurokiuchi.com/



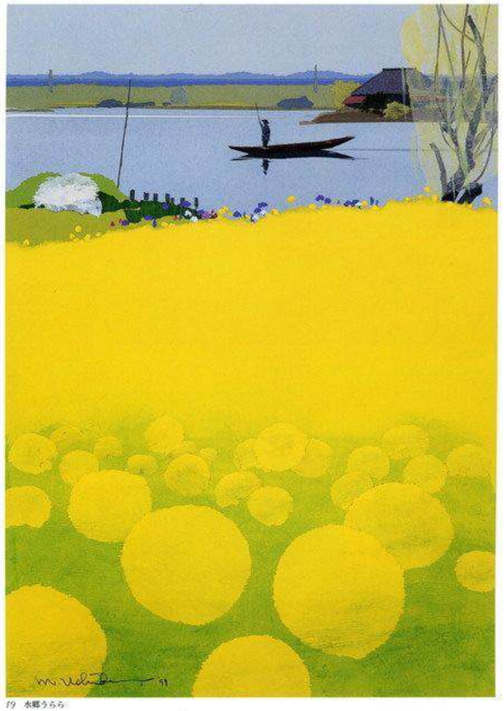






Artist: Uchida Masayasu

https://uchidamasayasu.com/en/index.html



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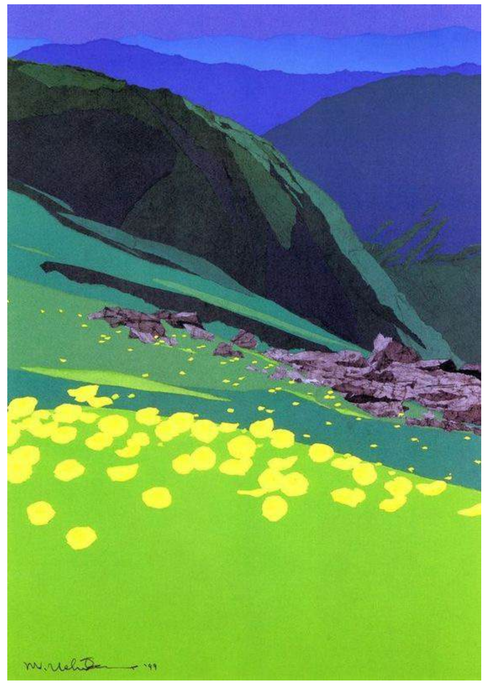
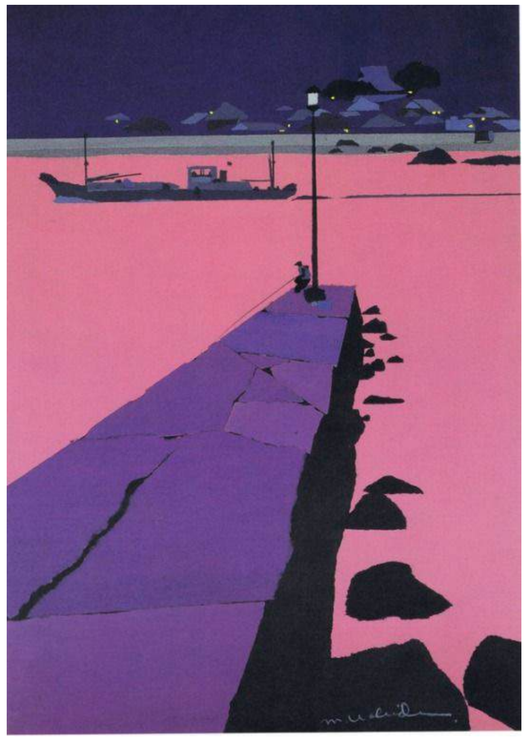
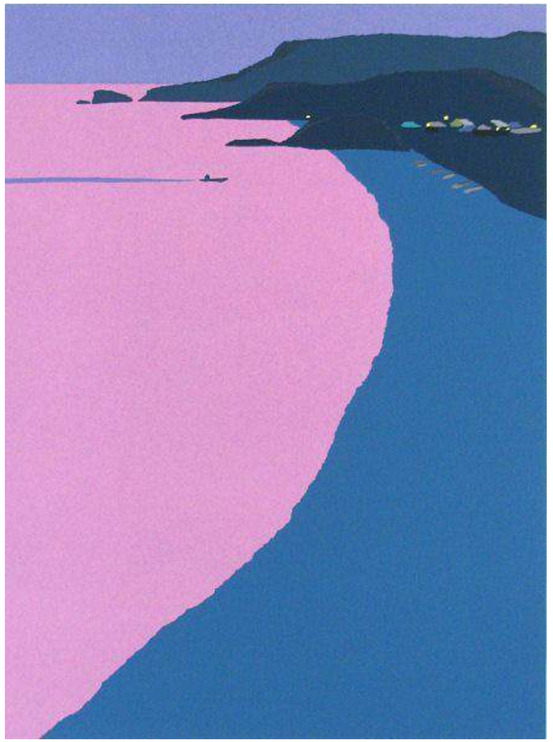
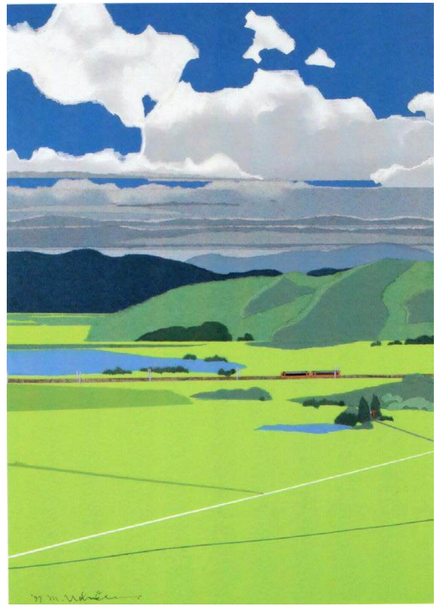
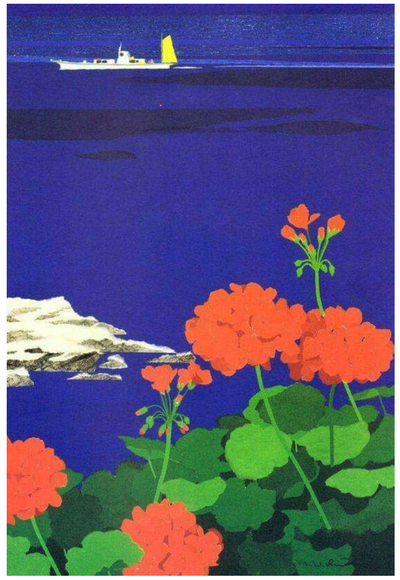
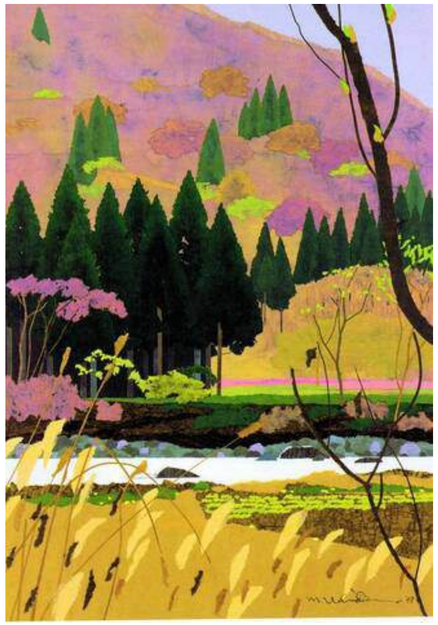




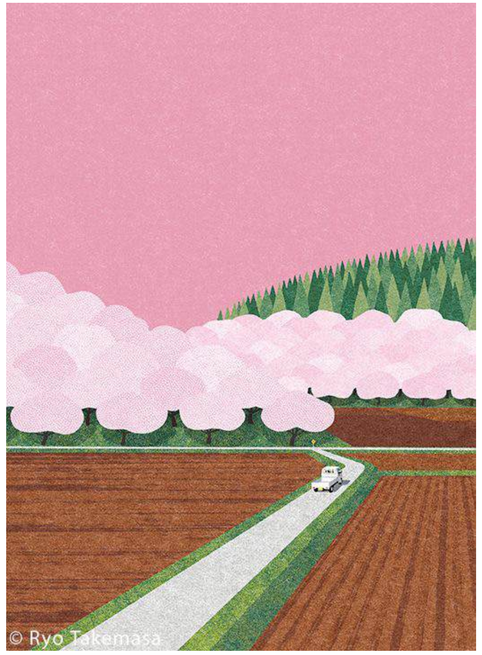


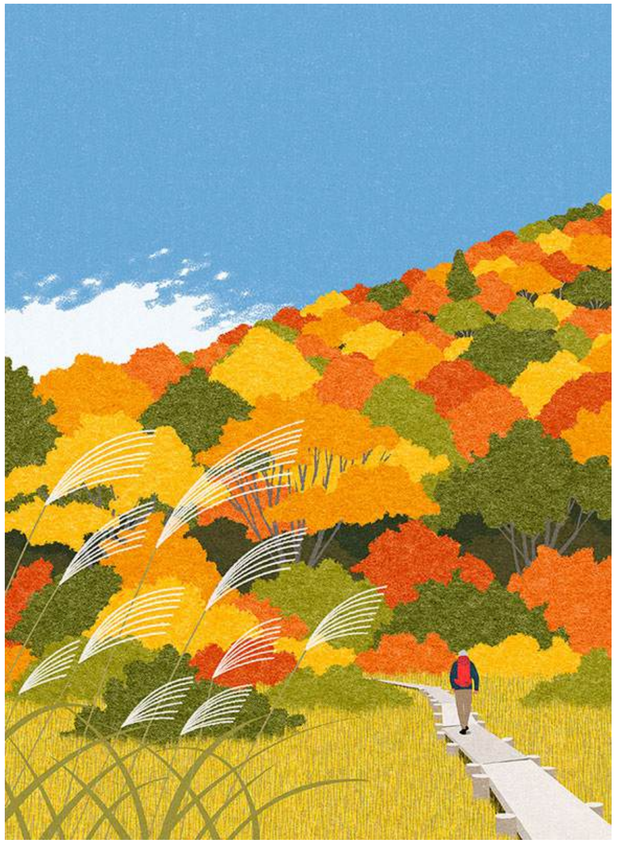


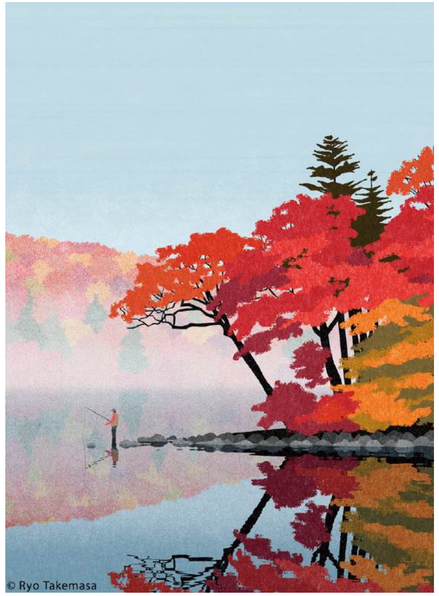


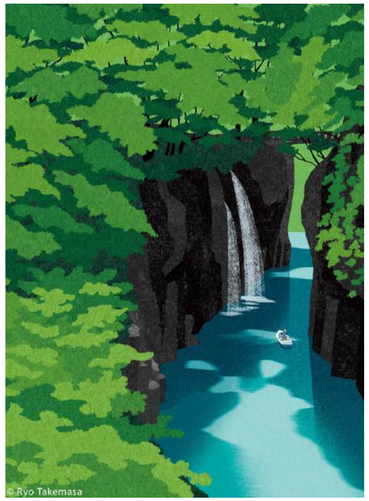


Artist: Ishikyo Mate







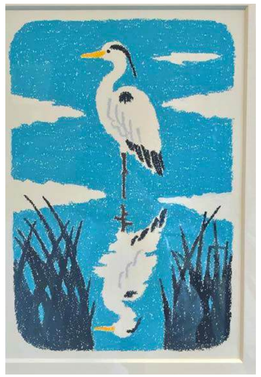


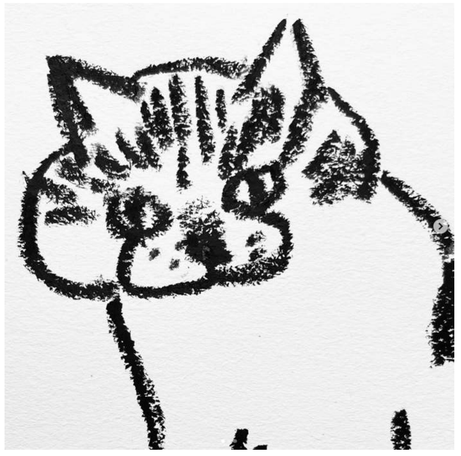
Artist: Quinne Larsen

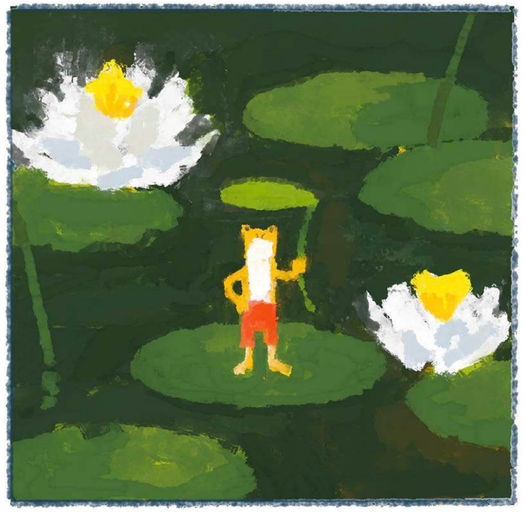
https://www.quinnelarsen.net/drawings

Artist: Soshiki Daisuke

https://www.instagram.com/soshikidaisuke/?hl=en

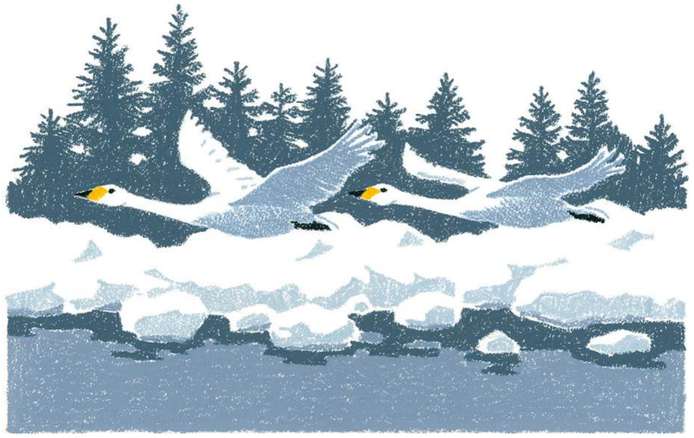






Artist: Soshiki Daisuke (continued)

https://soshikidaisuke.com/work



Audience

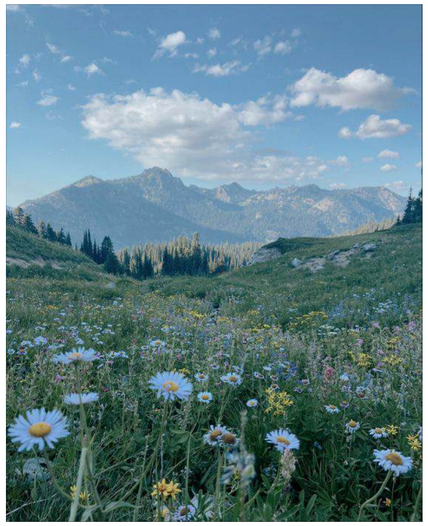
- Children reading picture books are 3-7
- The protagonist depicted is usually 7 or under
- Full colour on every page

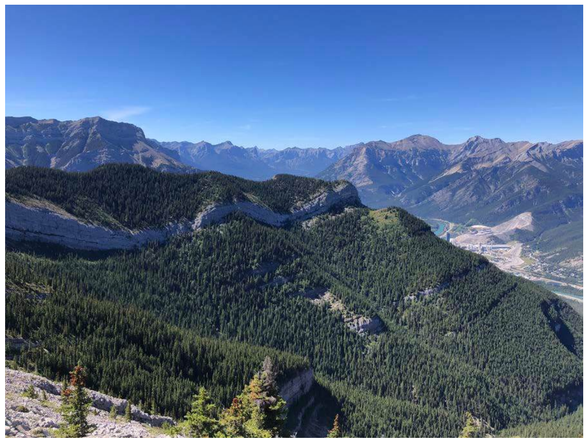
- Early picture books often share life lessons related to moral values like empathy, forgiveness, kindness (they help children learn new things in a fun cool looking way)
- Often gets new readers comfortable with reading books - not as intimidating as reading
- Wordless books leave a lot to the imagination - but that doesn't mean there is no storyline
- Usually full of vivid illustrations, some use detailed images to pick up on context clues and figure out what's happening (which is an important skill in becoming a strong reader)
- Wordless books also encourage retelling - and further encouraging kids to think of new possibilities and reinterpret the story in different ways

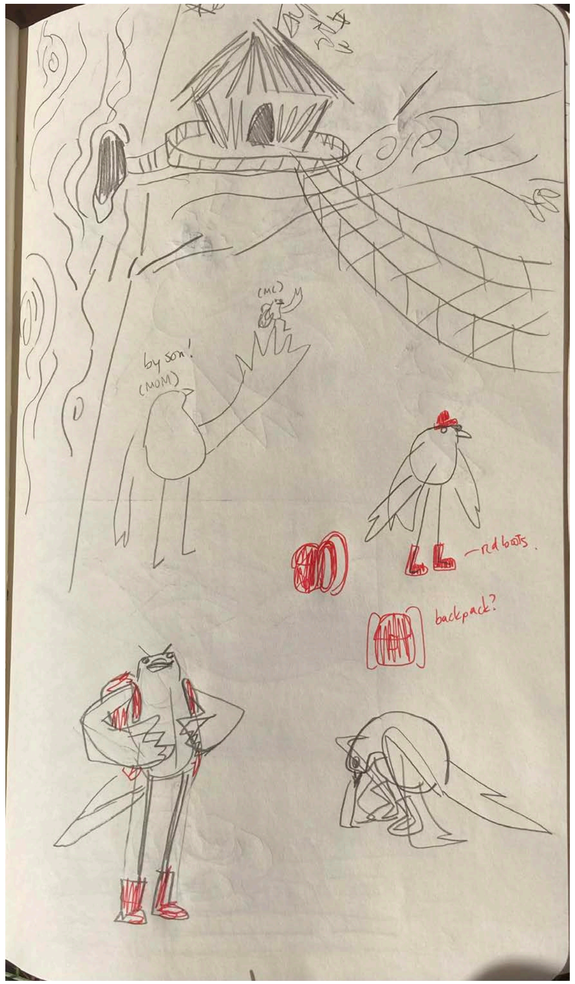
PROCESS

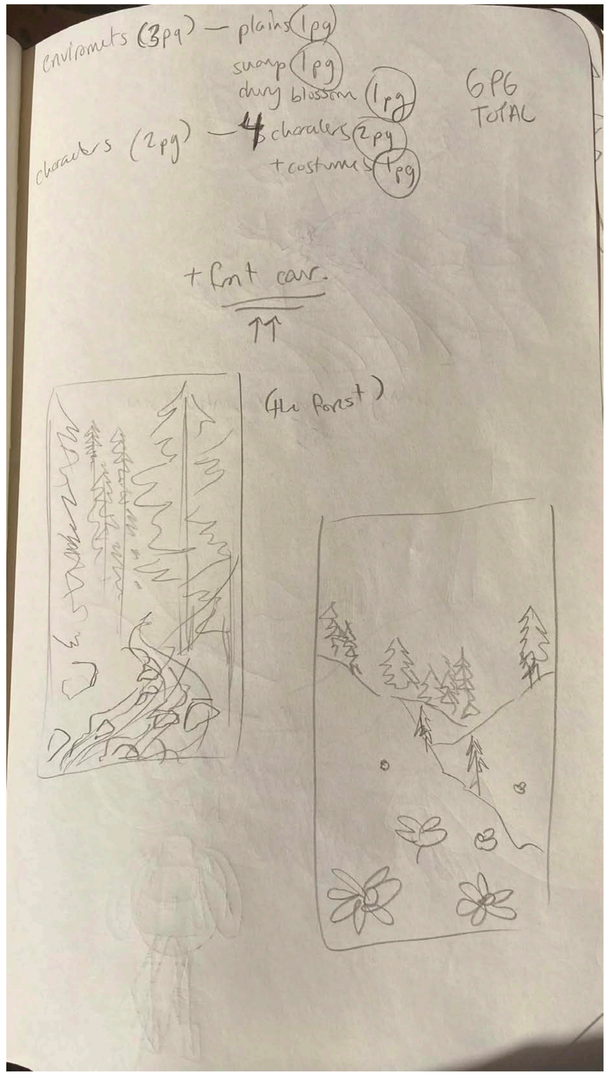
Main Character - curiosity

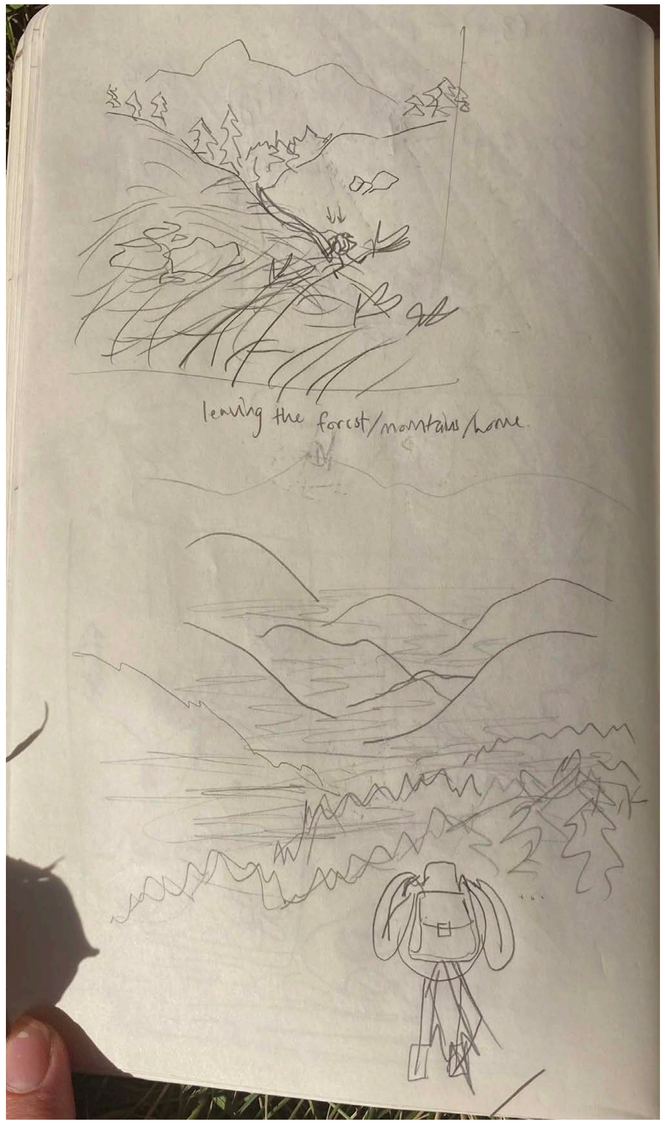
- a curious fellow
- a lil guy who gets into trouble
- doesn’t think before he acts



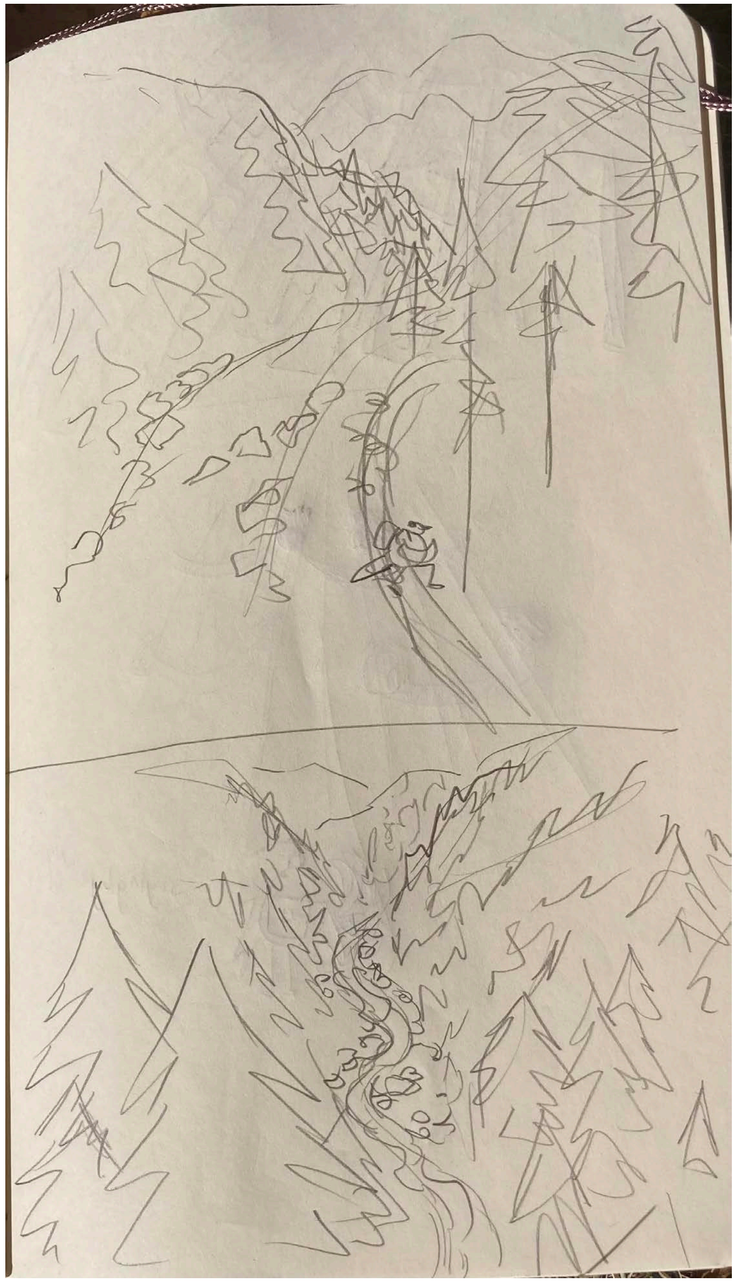


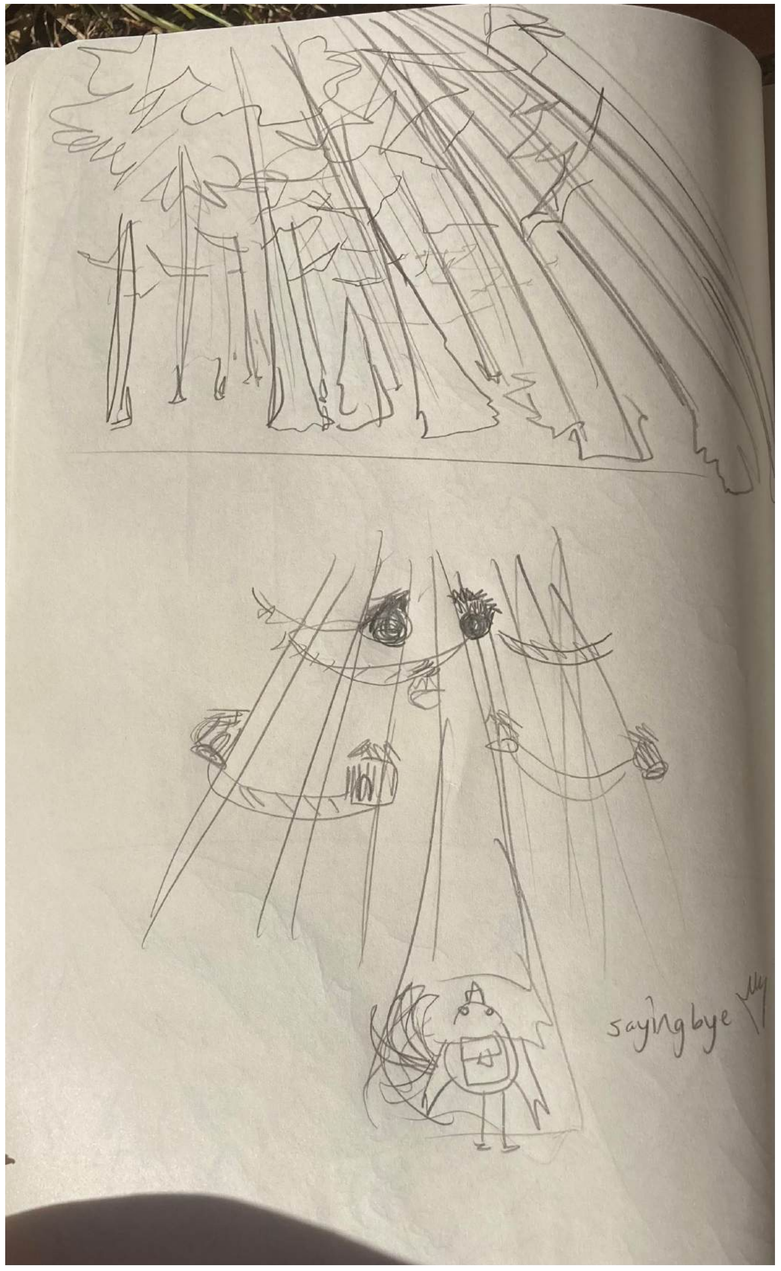


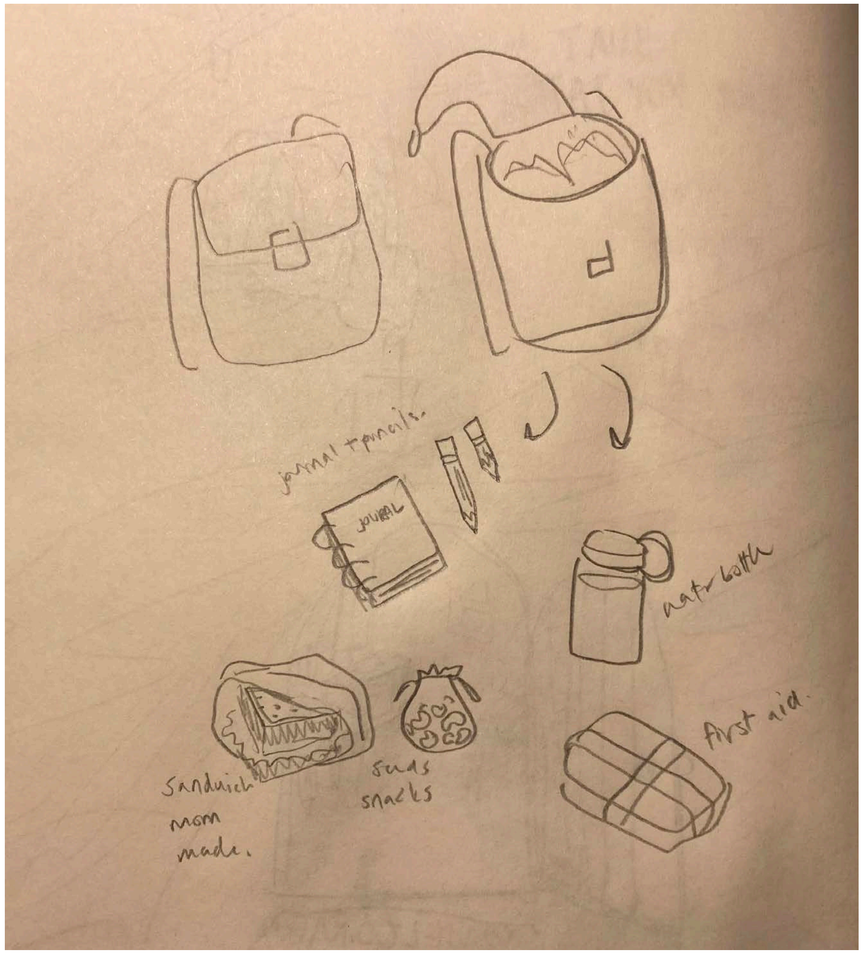


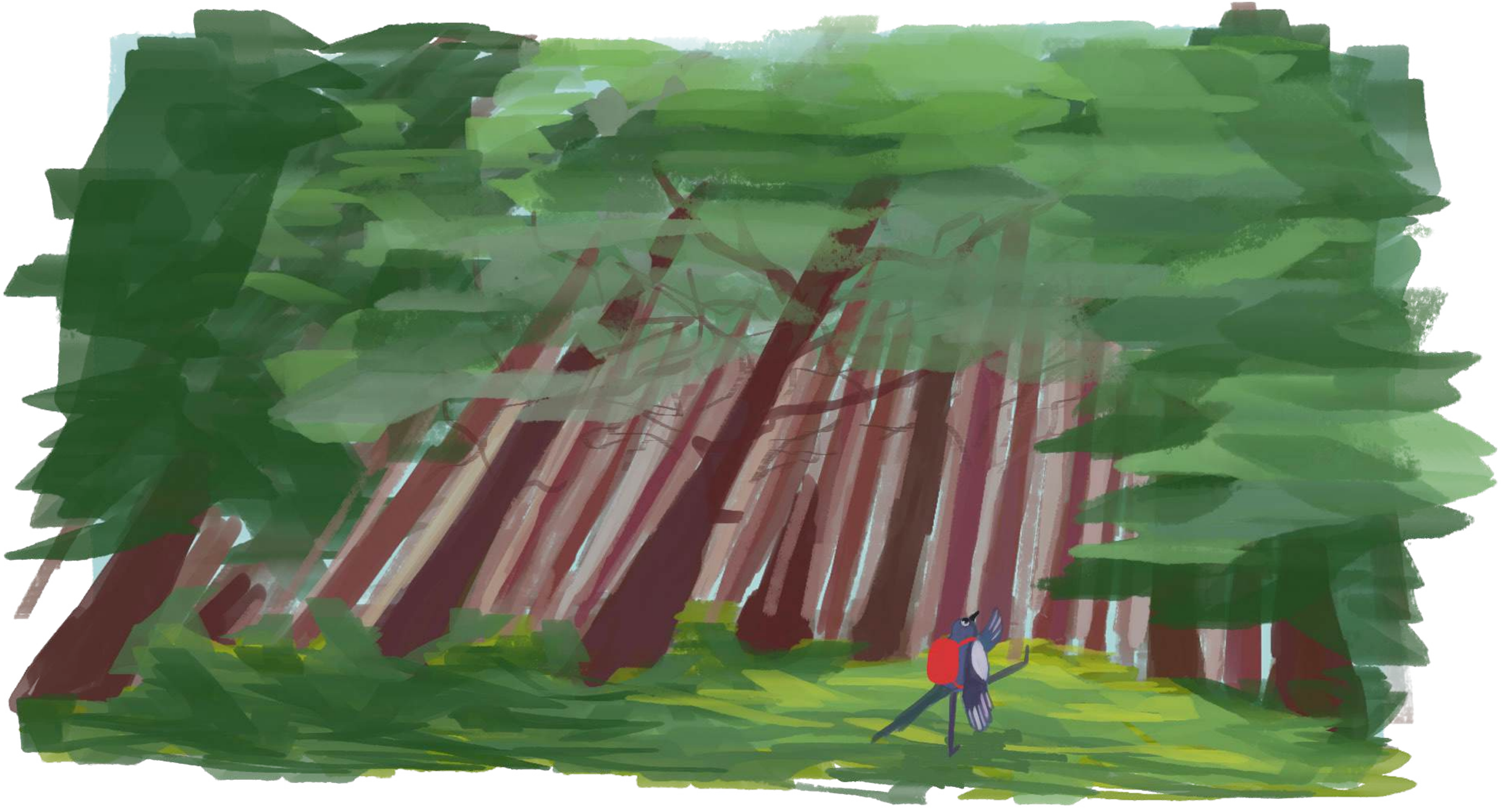


- the inciting incedent - what STARTS THE STORY
- the main character leaves his home to explore the world
- he feels like it's his time to 'leave the nest' and see more than just the trees he has seen his entire life...

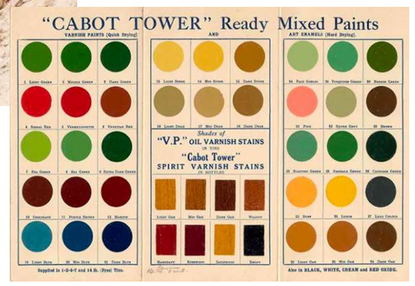


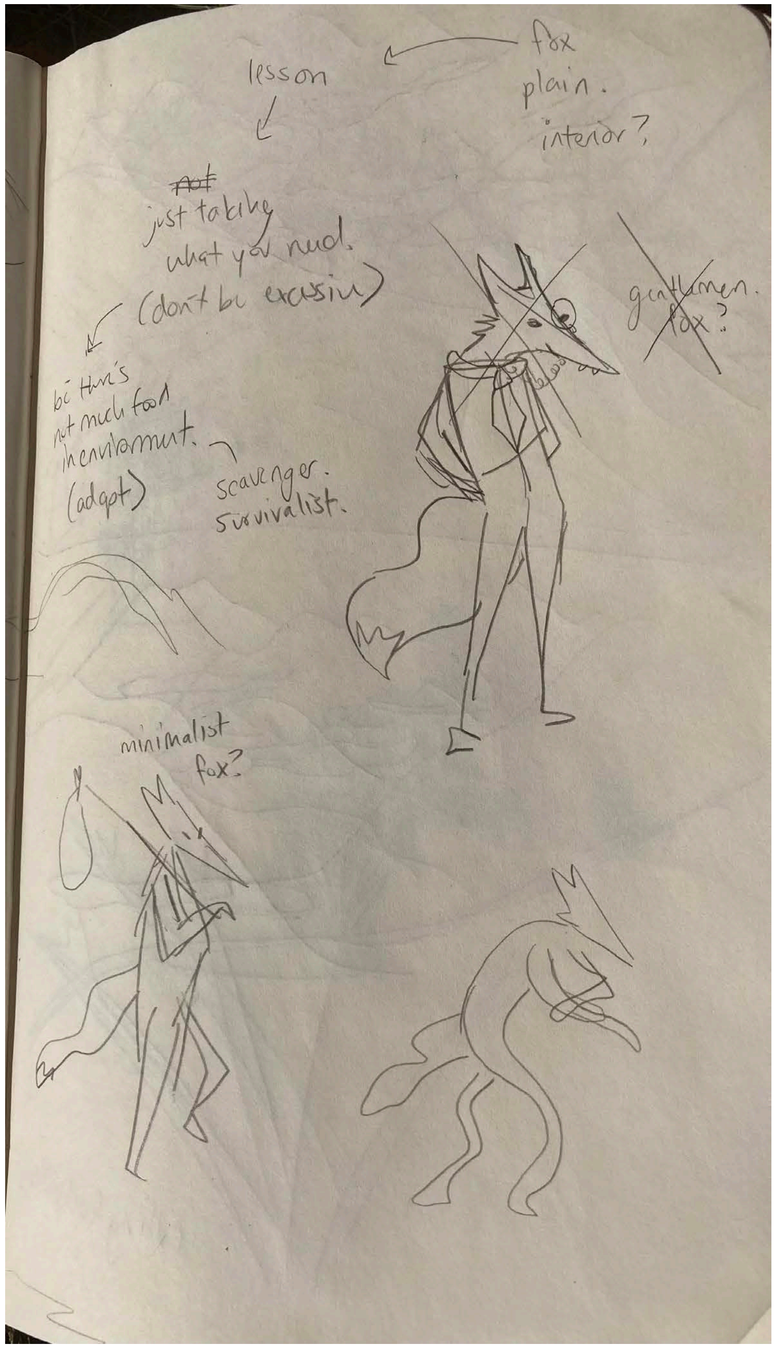

saying bye

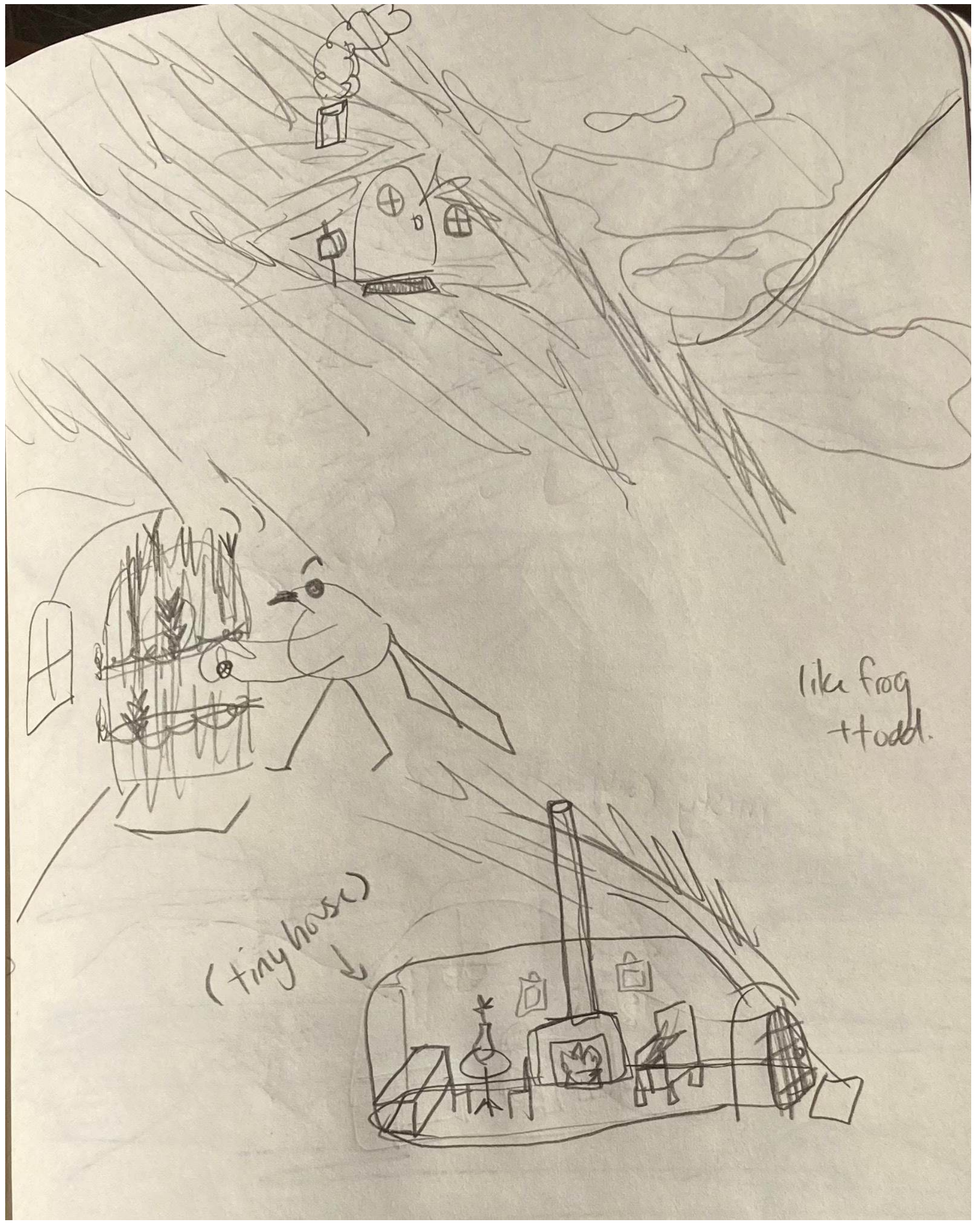

journal + pencils.
journal
water bottle
sandwich mom made.
fruits snacks
first aid.

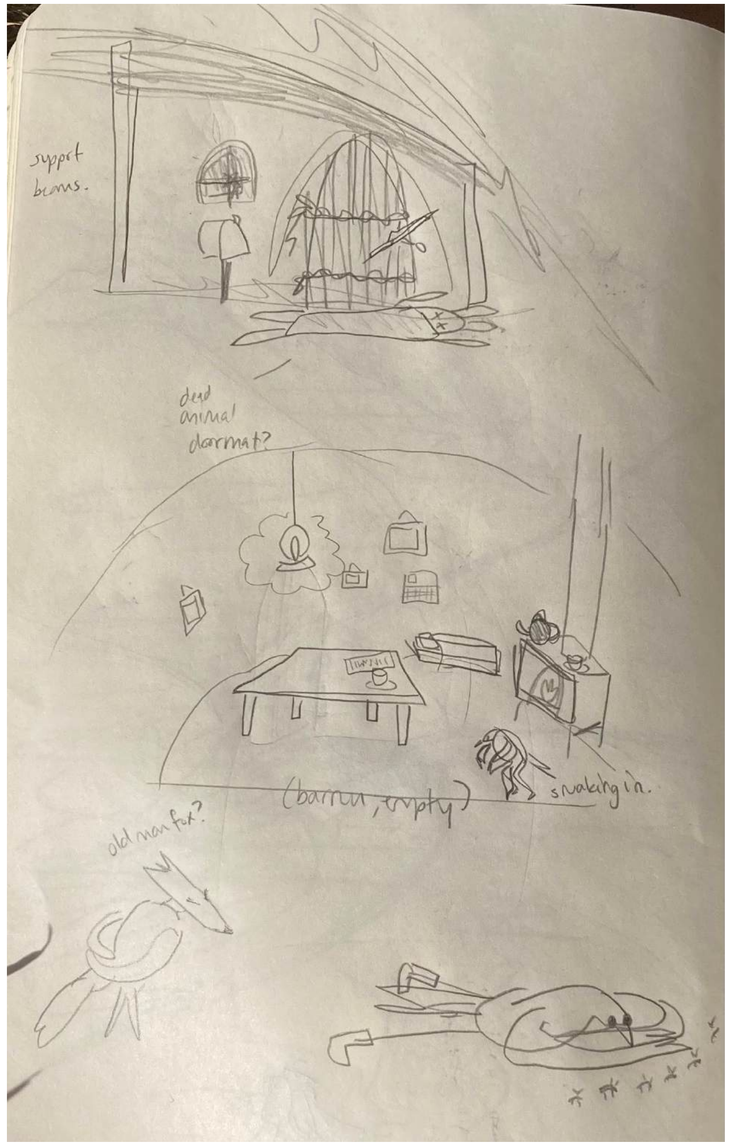


Character 2 - humility

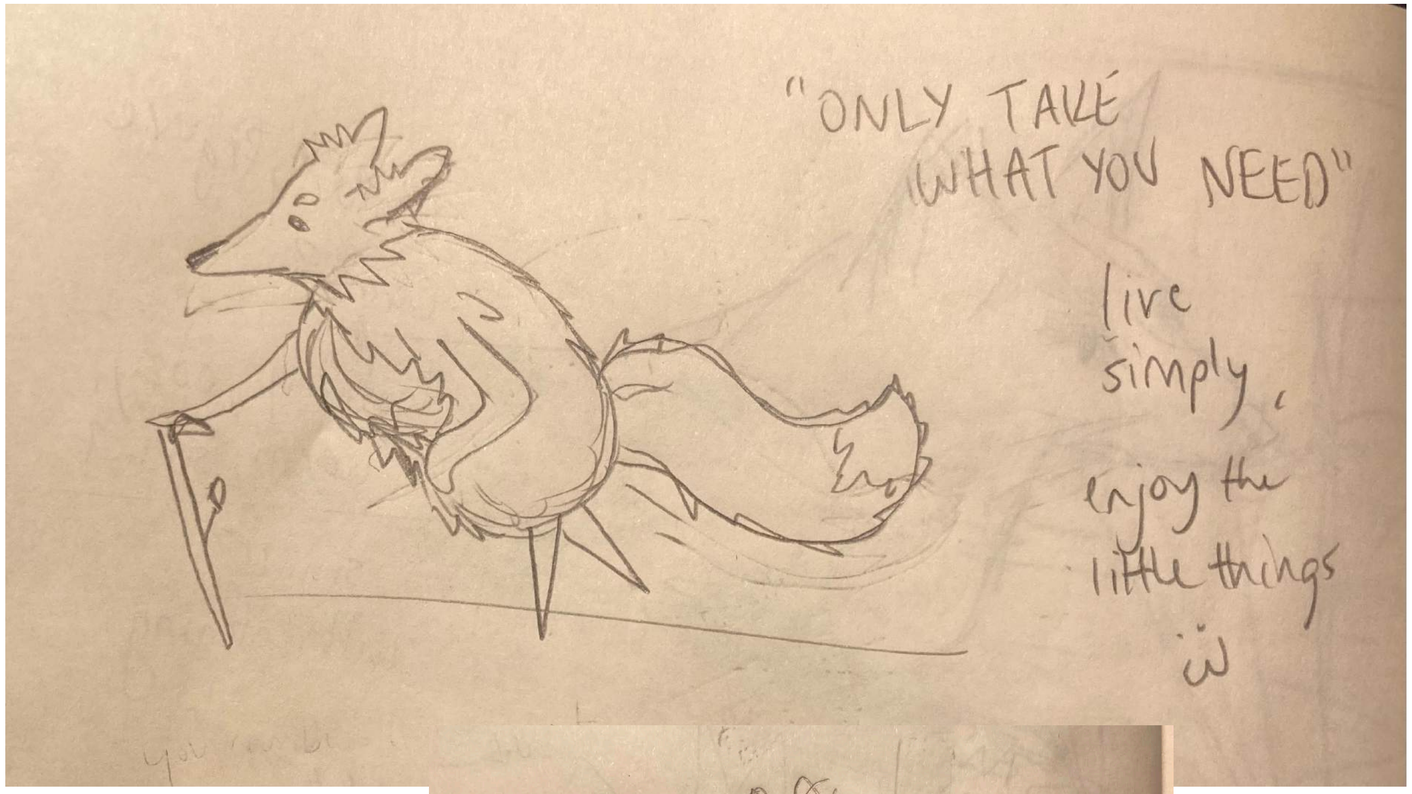


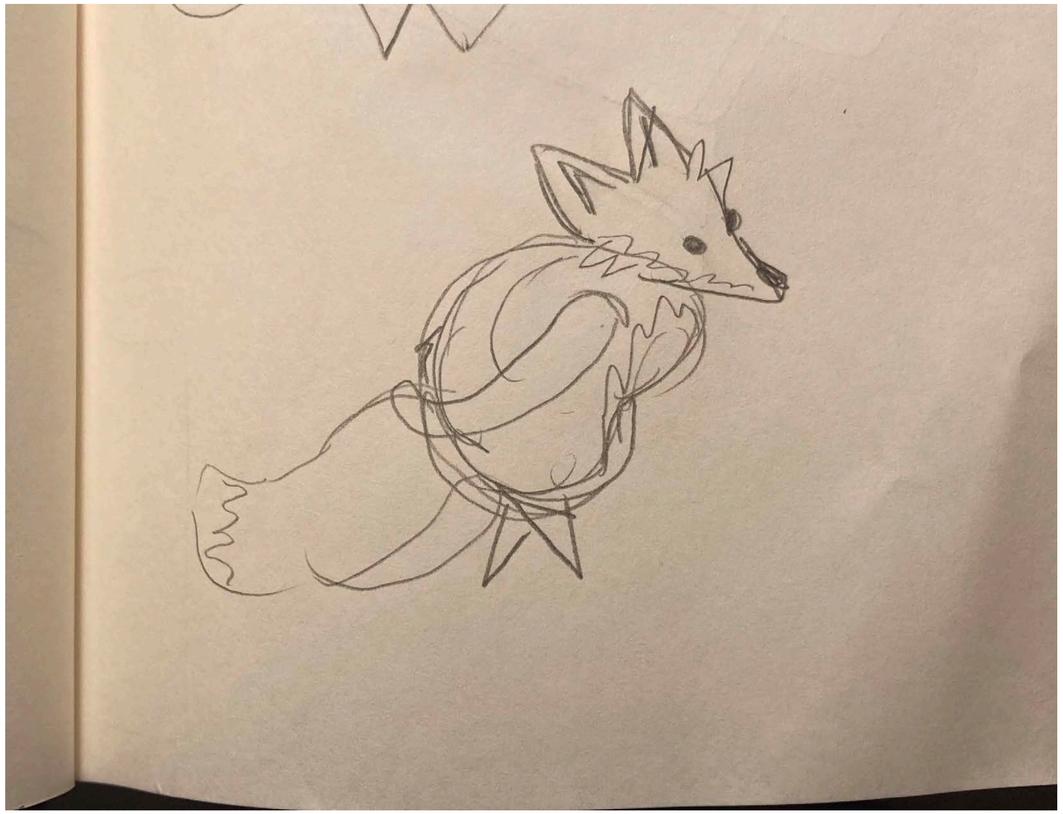

lesson
fox
plain.
interior?
~~not~~
just taking
what you need.
(don't be excessive)
gentlemen.
fox?
be there's
not much food
in environment.
(adapt)
scavenger.
survivalist.
minimalist
fox?


like frog
+toad.
(tiny house)

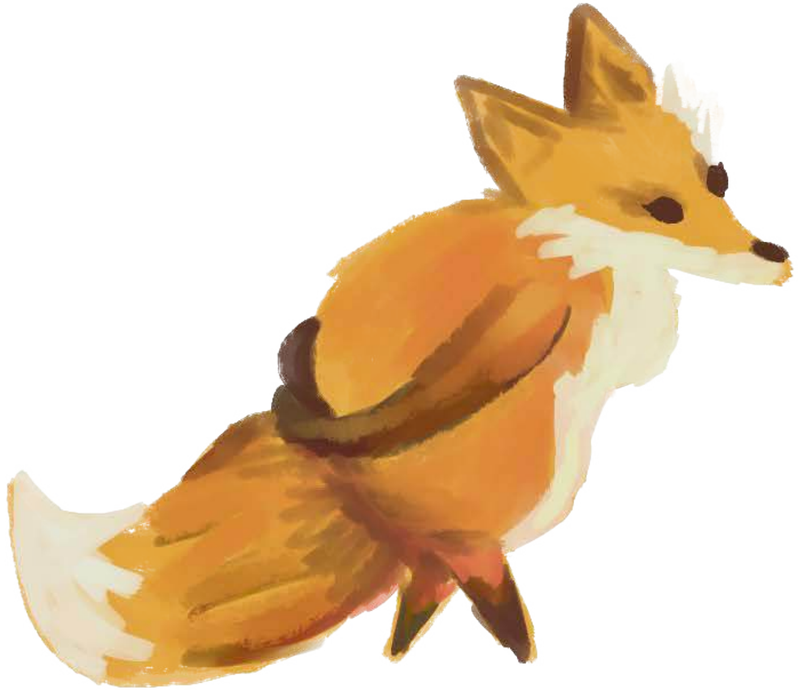

support
beams.
dead
animal
doormat?
(barren, empty)
sneaking in.
old man fox?

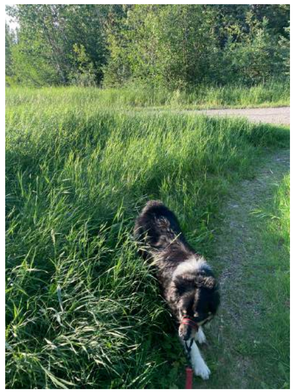
WELCOME

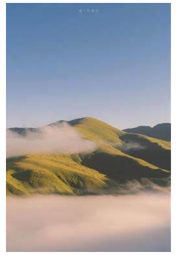
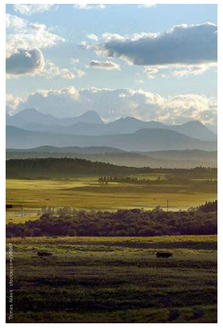


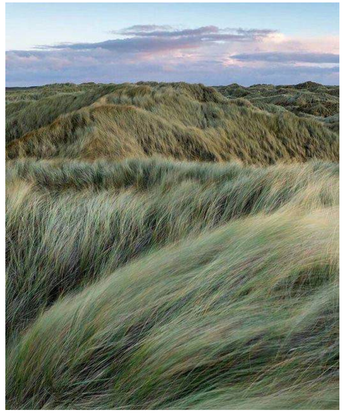


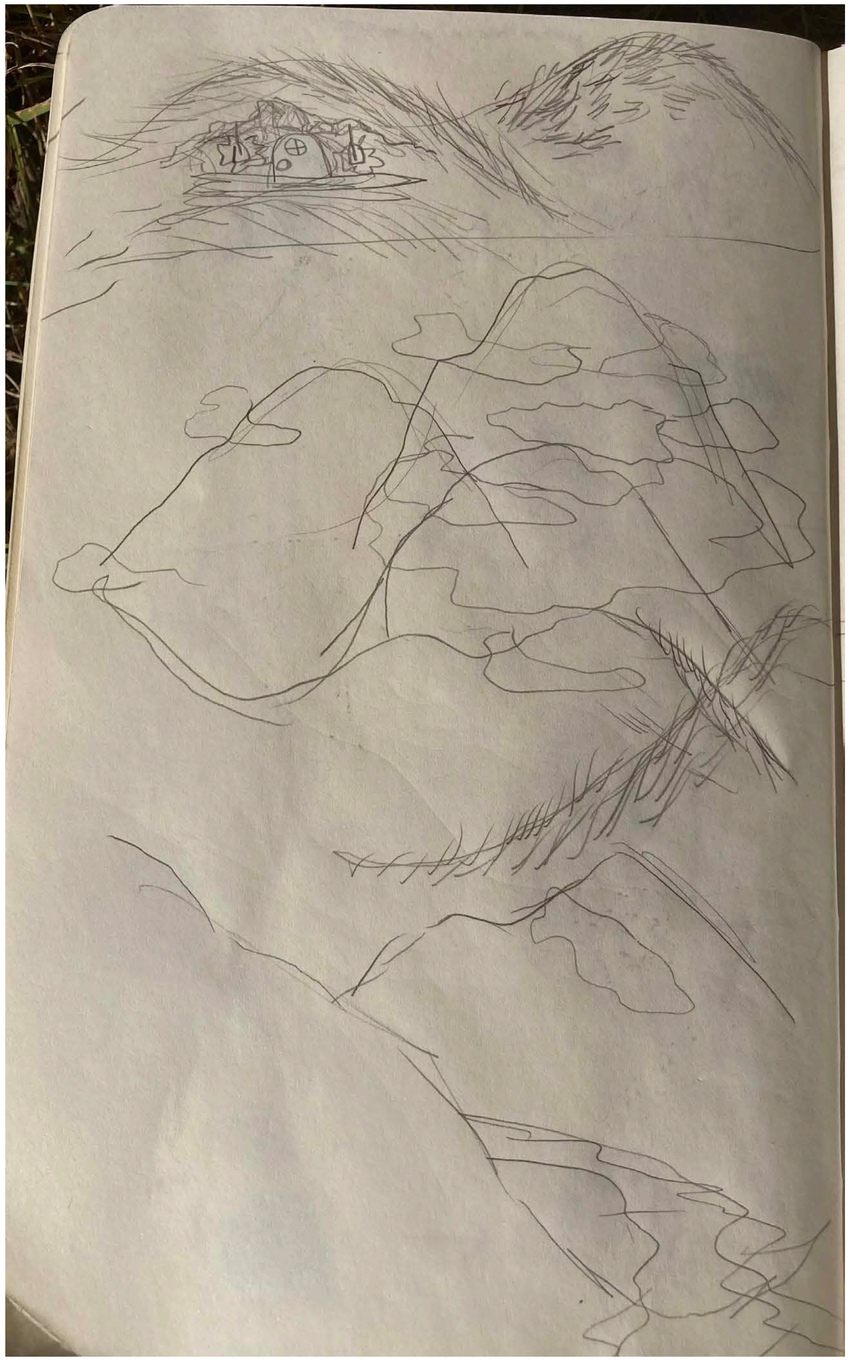
- a grandma figure
- she teaches the main character a lesson about only taking what you need, and being grateful for what we have
- she lives in a barren, windy plains environment, so she has to live frugually off the land

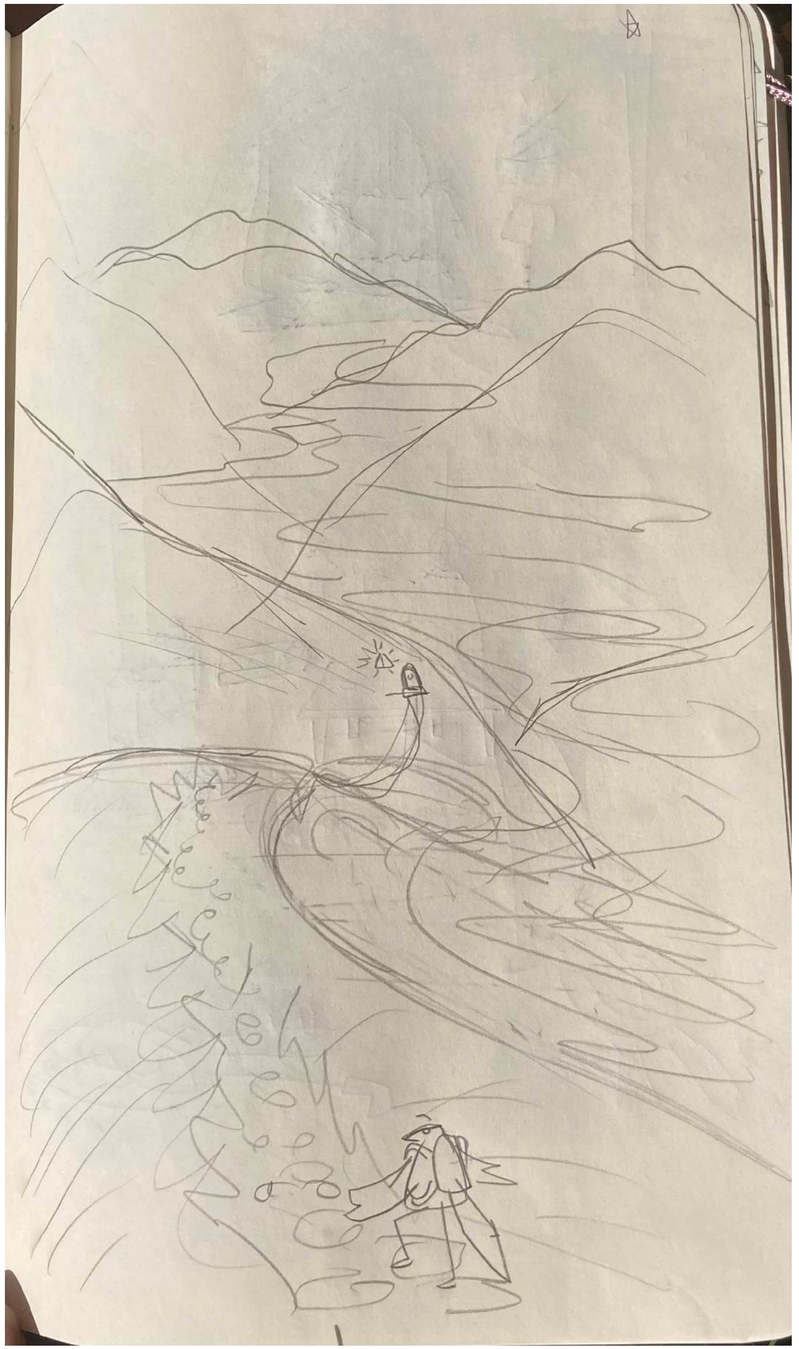


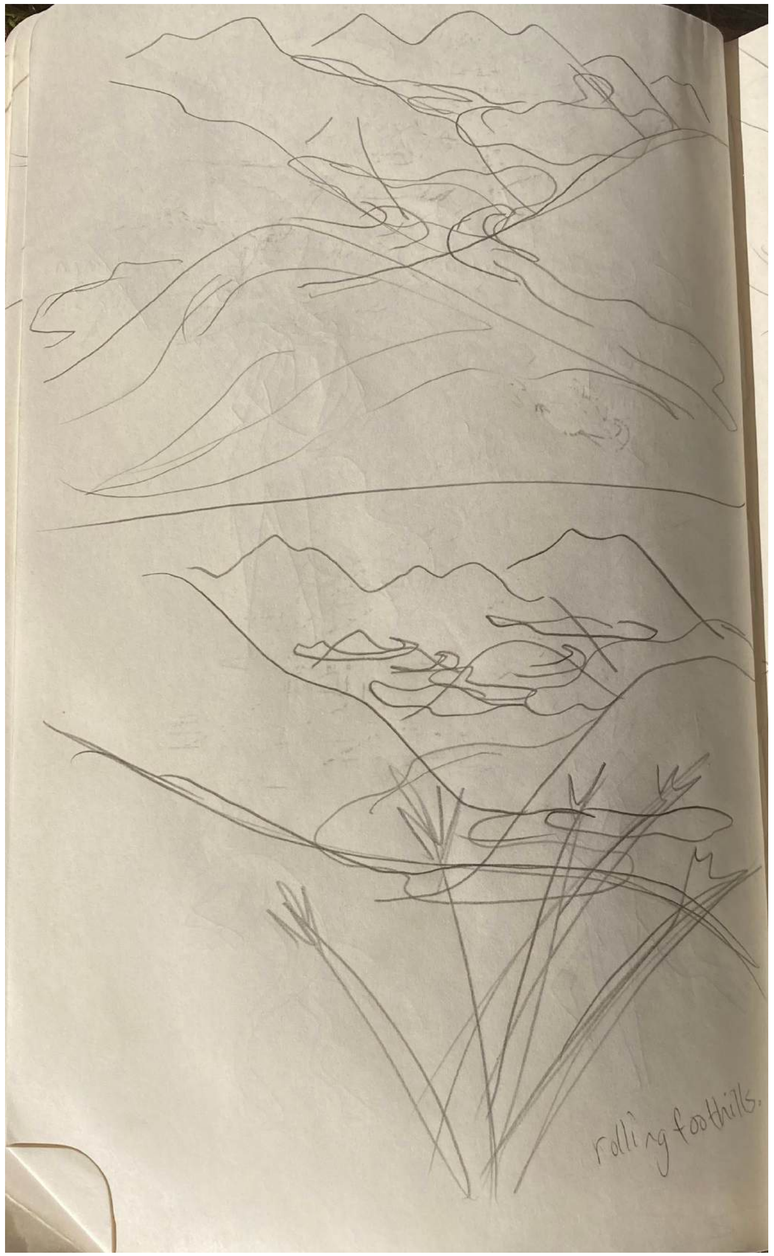


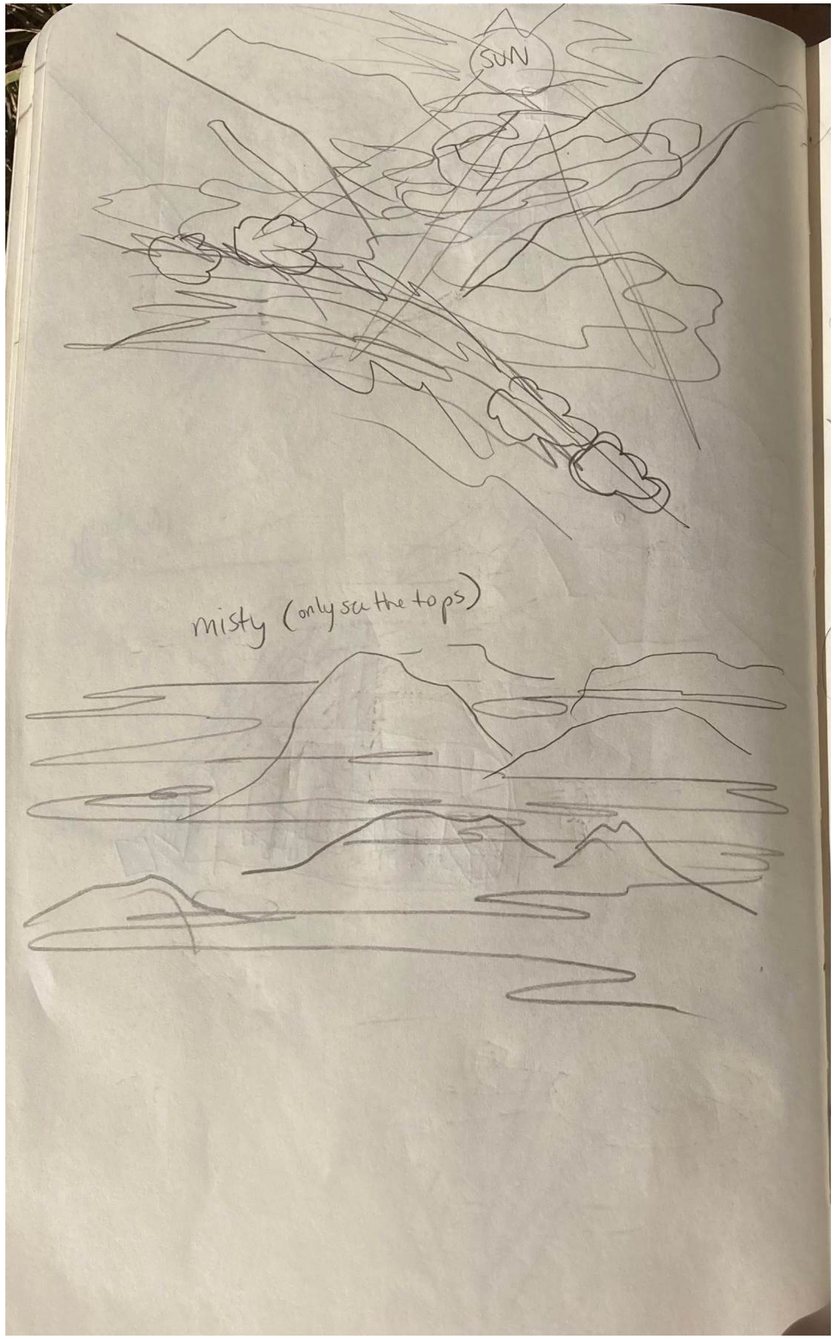



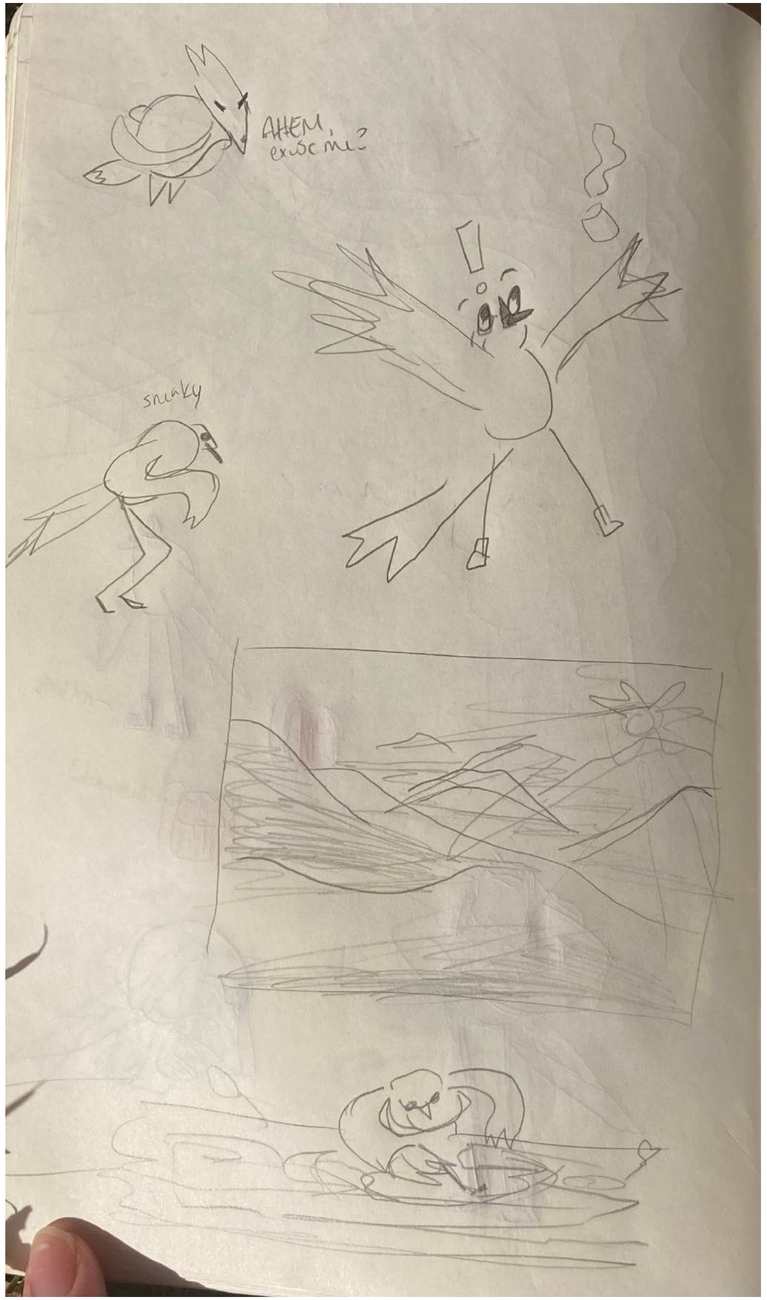






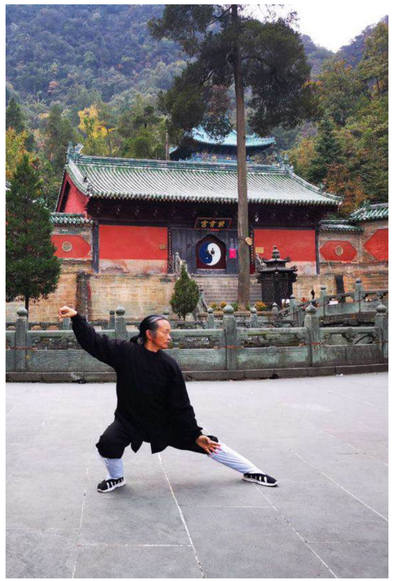

rolling foothills.

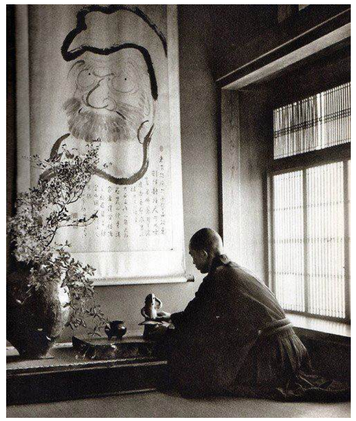
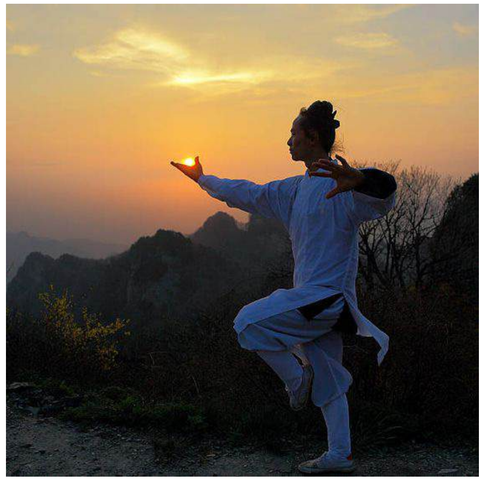
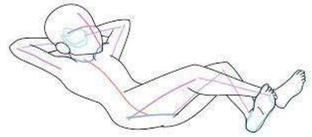

SUN
misty (only see the tops)


AHEM, excuse me?
sneaky

Character 3 - floating

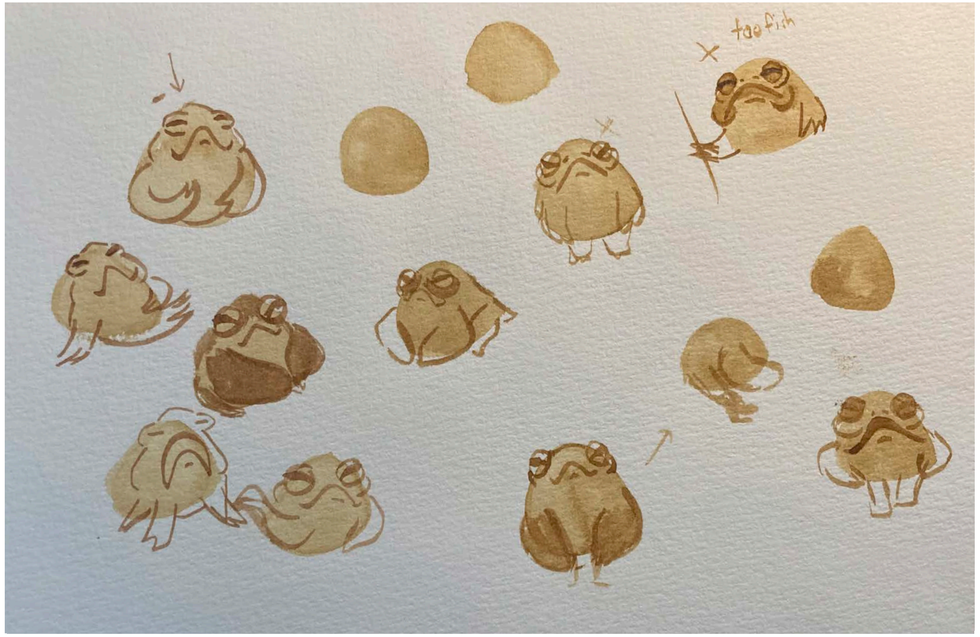
- lesson...
- you are allowed to go at your own pace in life, don't feel pressure from others to live a certain way



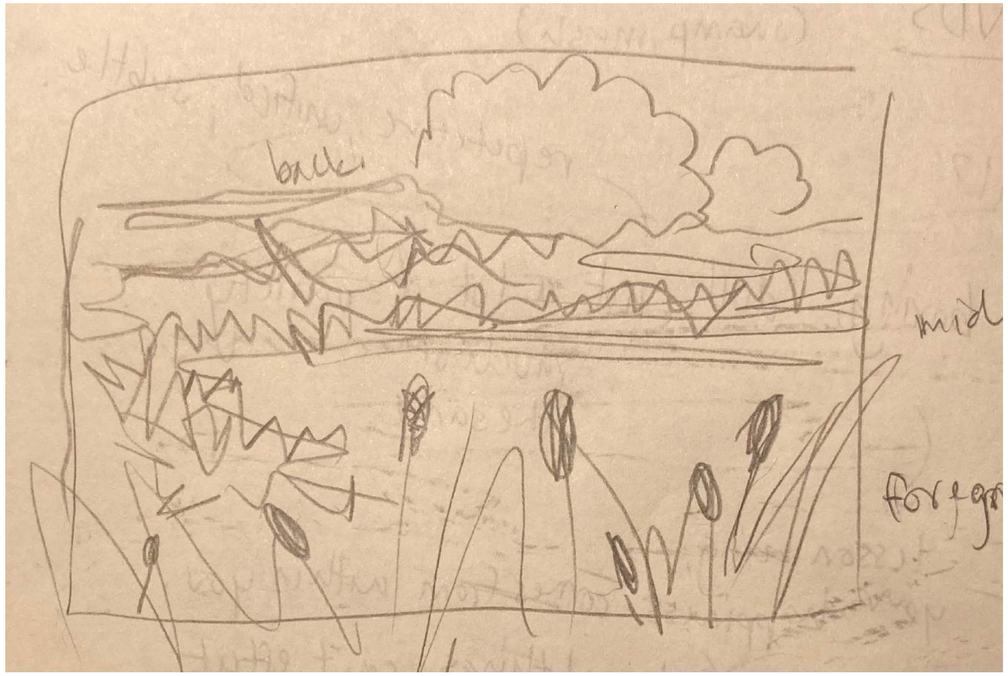




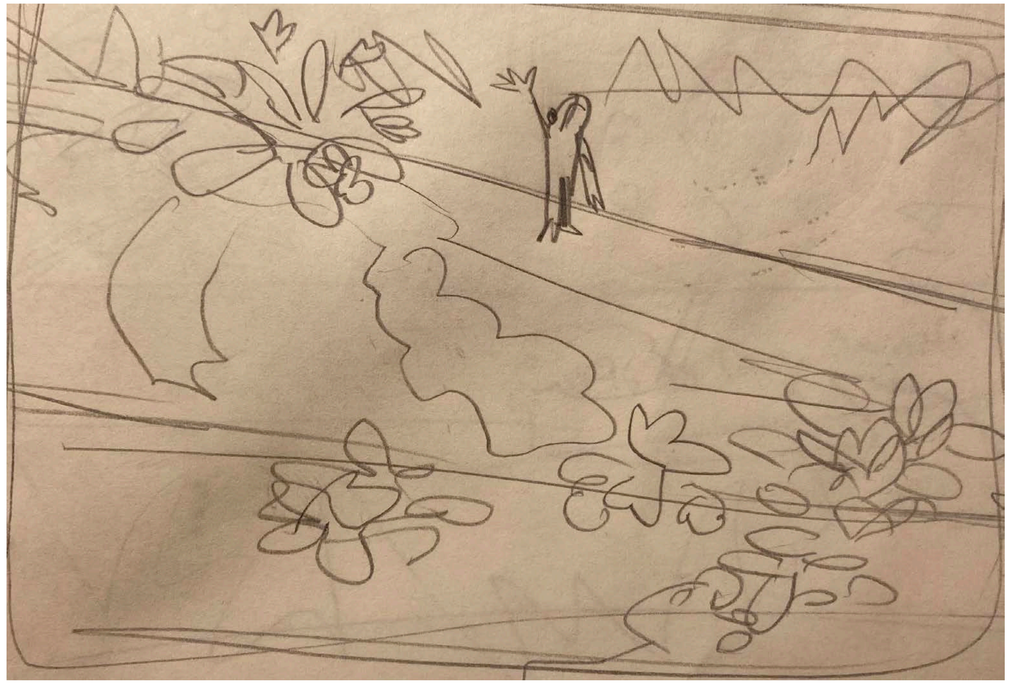
guy with stick

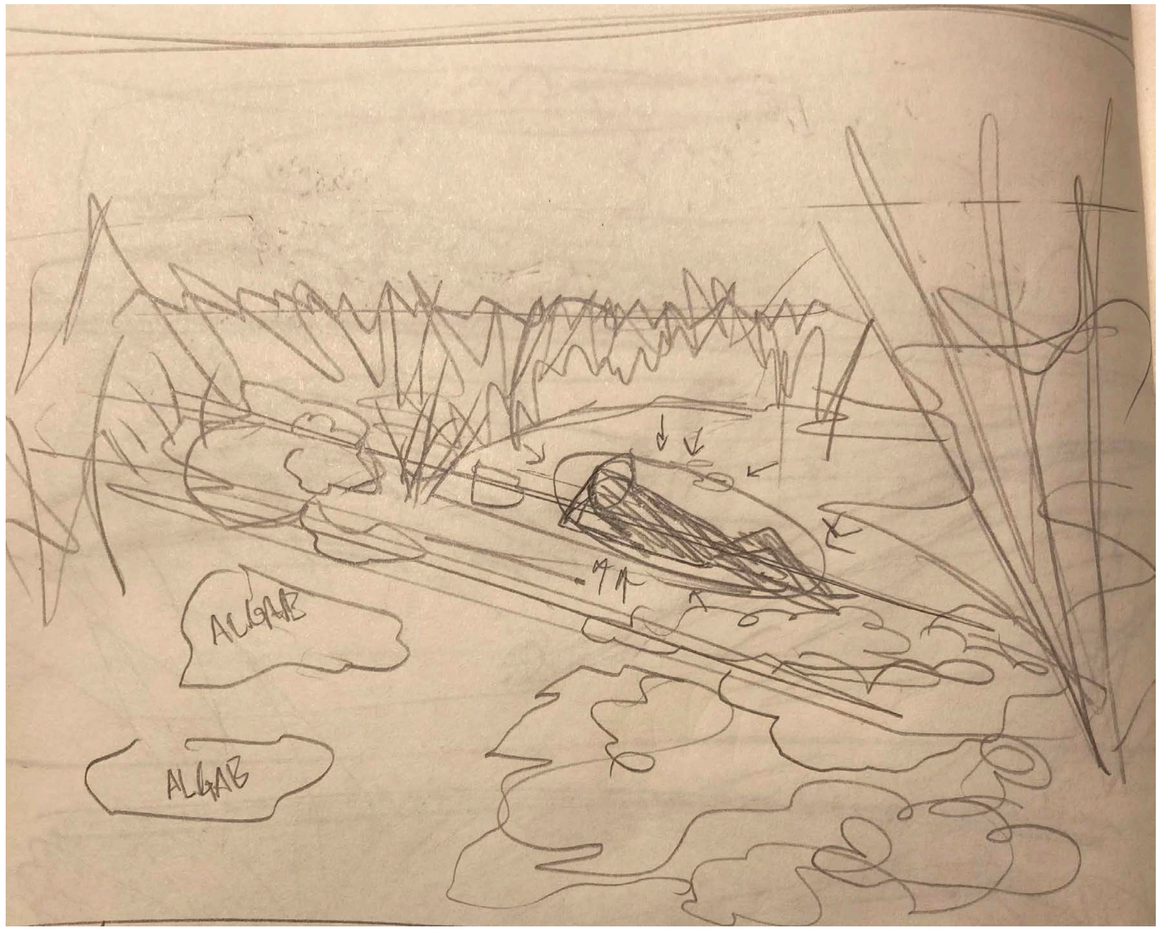
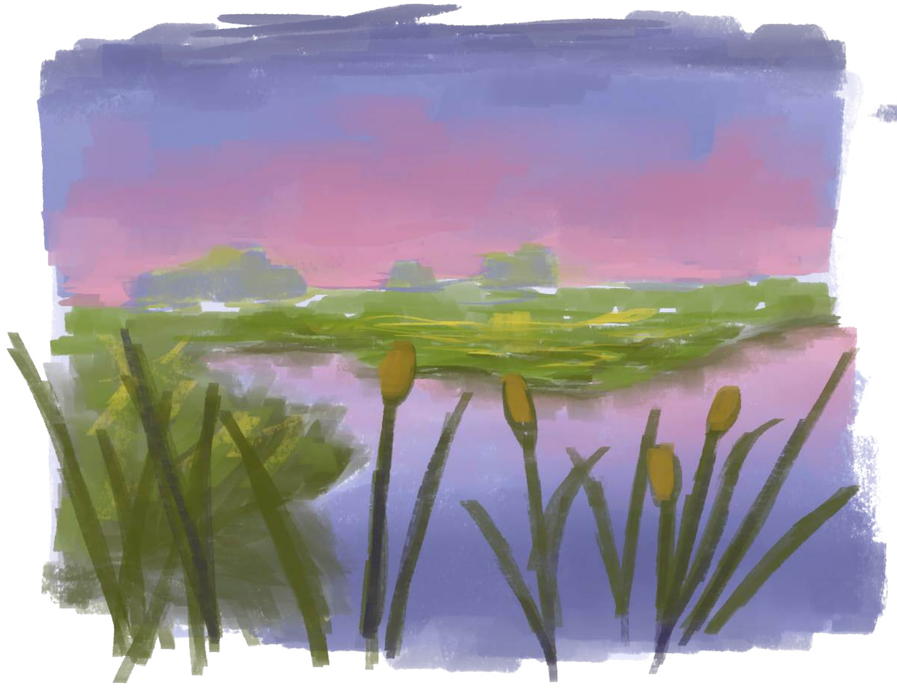
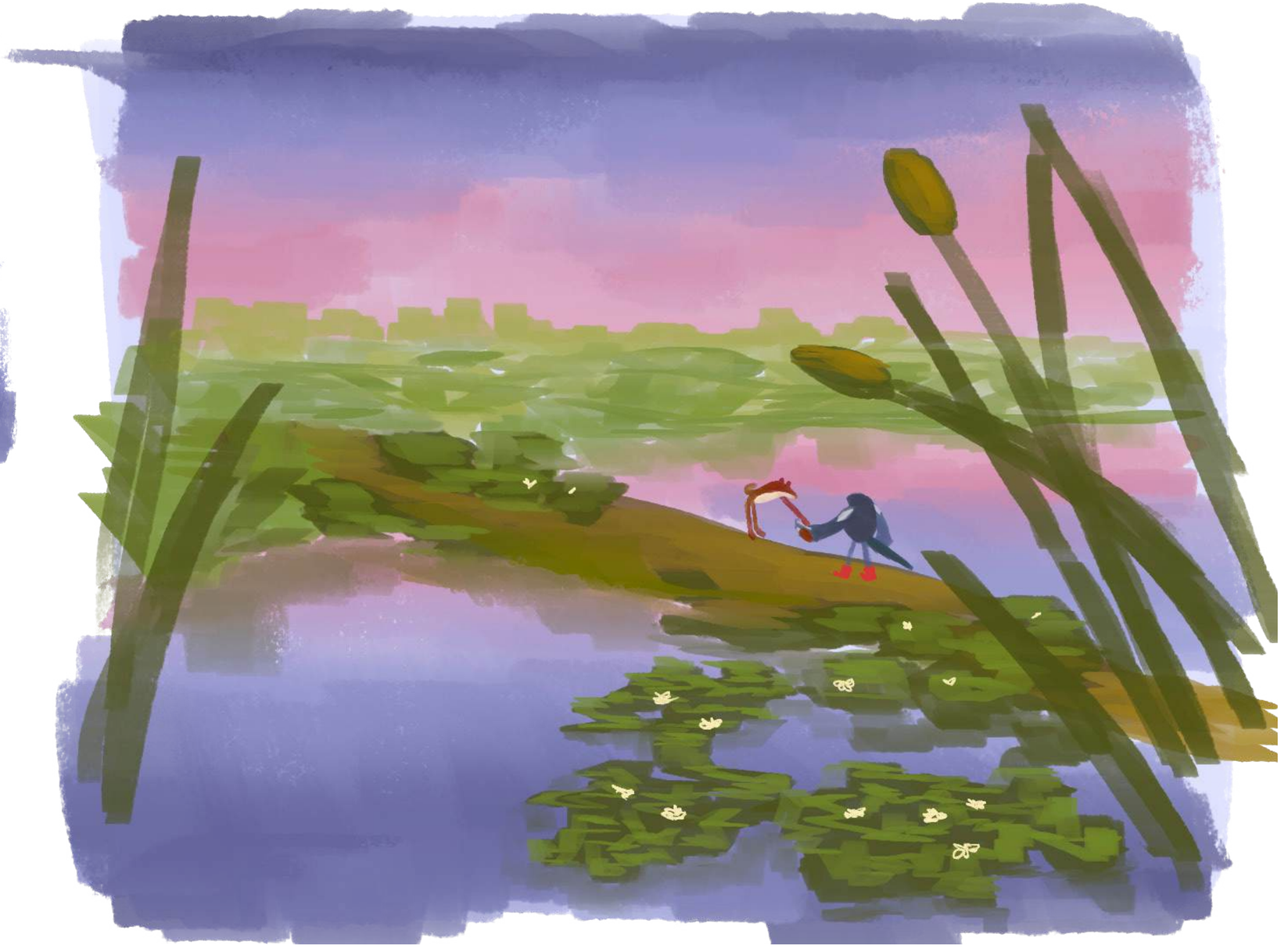
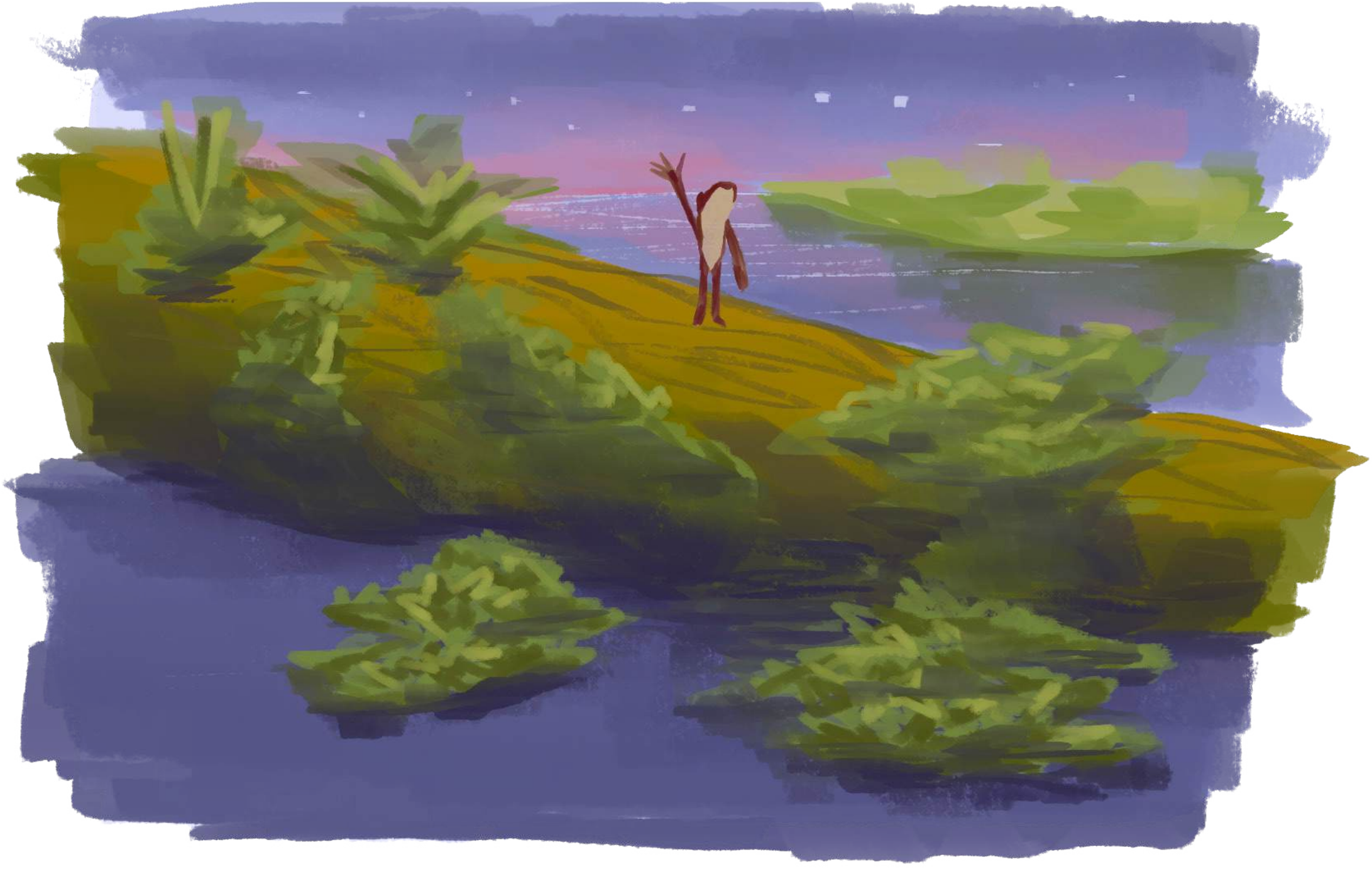
NO.


tadfish

vibia
hippie
sage like


back
mid
foreg




ALGAE
ALGAE