

Endangered Animal's Graphic Illustration Poster & Gifting Designs

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My design brief was to create a graphic illustration poster featuring a range of endangered animals with additional gifting using the illustrations. The aim was to create drawings using my iPad and Apple Pencil on the software Adobe Photoshop Sketch. I wanted to create a poster that had a somewhat minimalistic and youthful appeal but portrayed a serious and important message. I wanted my target audience to be open for everyone, however, it may be more meaningful to young adults who can connect with it. I decided to use a youthful illustrative style as I wanted to portray the innocence of the animals and allow my audience to feel how innocent and unaware they are of what is happening to their species.

The brainstorming process allowed me to get out all the ideas that I had and make connections between similar ones and add to ideas I particularly liked. I researched and listed a range of designers, topics, layouts and I reflected on my strengths, skills, interests and personal experiences which led me to form three possible concepts. Three concepts were developed and tested to assess any limitations or challenges and to find out which techniques and brushes were most suitable. This allowed me to grow my ideas and see the potential of my end product.

I have always been passionate about the environment and related issues such as deforestation and the endangerment of flora and fauna. At the beginning of this year, I watched an incredible documentary about climate change and how animals and ecosystems are being destroyed by human actions. I knew that I wanted to create something that paid tribute to a significant part of our life that is in its critical stages of extinction right now. This year has been a wake-up call for people around the world to take action for our poor choices and I believe that art is a strong way of portraying important messages and ideas. There is a beauty about visual art that impacts people in a way that words can't. I wanted my work to have this impact. As for the style of my illustrations, I was inspired by the modern era of minimalism combined with graphic illustrations. I follow a lot of artists on Instagram and Etsy such as Nathalie Ouederni, Carla Llanos, Daria Solak and Canan Esen who each produce unique and meaningful illustrations with a minimalistic approach.

Analysing the works of a range of artists and designers inspired my thoughts and grew my knowledge about a range of techniques, principles and elements that produce a successful illustration. Min Pin taught me that it's okay to be weird and strange, and that art doesn't always have to be depicted correctly with accurate details. Jessica Zhao's work showed me the importance of consistency and the effectiveness of layering. I was able to ensure my illustrations were consistent by using the same graphic paintbrush, drawing the same eyes, and creating refined edges and patterns. Marion Barraud's thoughtful use of opacity and soft textures made me reflect on and consider my own use of textures in a range of different brush strokes and testing different opacities for the gifting designs.

A major challenge I faced was that some animals simply did not suit the selected naive and unique style I was trying to produce. To overcome this I looked at other animals which I could draw instead. I looked for constructive criticism in each of my drawings which allowed me to make improvements and changes to create a collection of successful illustrations.

Overall, the poster and gifting designs fulfilled the design brief as I was able to produce a meaningful artwork, suitable for its purpose and which puts forward a statement about how endangered animals are innocent to their life falling apart, without their control.

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