



Jack Staples

Known as...

Jack's Fables

Negotiated project - Bestiary

My negotiated project takes the form of a Bestiary, depicting some of the fantasy characters, that reside in a map I designed of my own fantasy world. I produced 12 painted creatures, that were later digitally edited, and four illustrations representing the four compass points structuring the Bestiary into chapters.

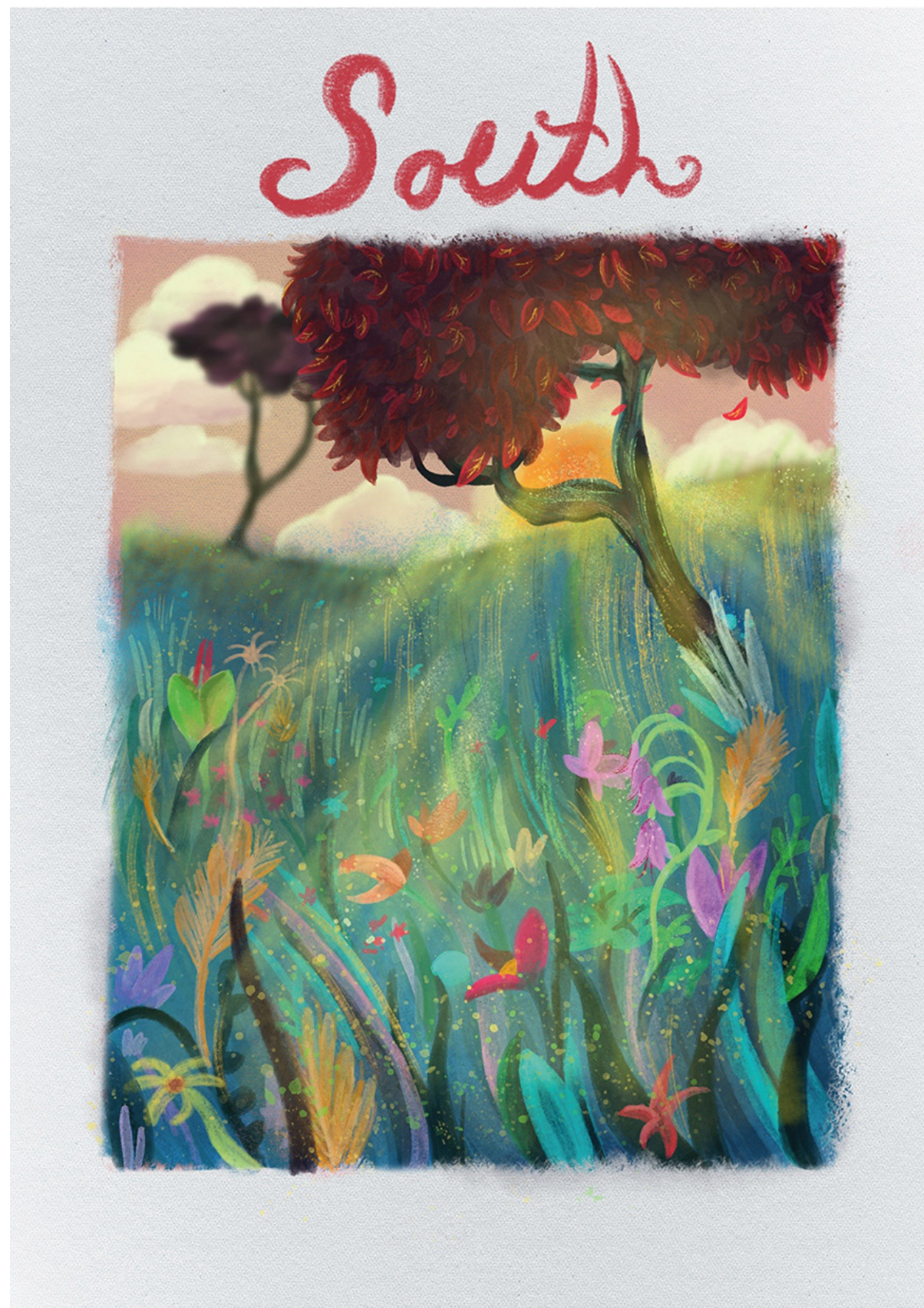




The North chapter is influenced by Norse mythology, Scandinavian countries and other cold, mountainous locations found in our own world. I researched the mythological beasts commonly referenced in the mythology and designed the creatures to fit the proposed climate. Habitat and diet are also alluded to in the illustrations to give the viewer an idea of what the individual creatures may eat and live.



For the East chapter, I researched desert-like locations. I became particularly interested in Native American and Aboriginal mythology allowing them to influence aspects of my designs. I based the location inspiration off of areas such as Arizona and the Australian outback in an attempt to combine the two locations. I have been facinated with learning more about Native Americans and their historical tribes from a young age and wanted to include this in my fantasy world and this brief.



The South location was mainly based off of my time in Japan. I was inspired by the country and its landscapes which prompted so dedicated the chapter to it's folklore and mythology. I researched common animals and creatures renowned in Japans mythology, and attempted to create my own creatures and represent the inspirational gardens I saw during my travels.



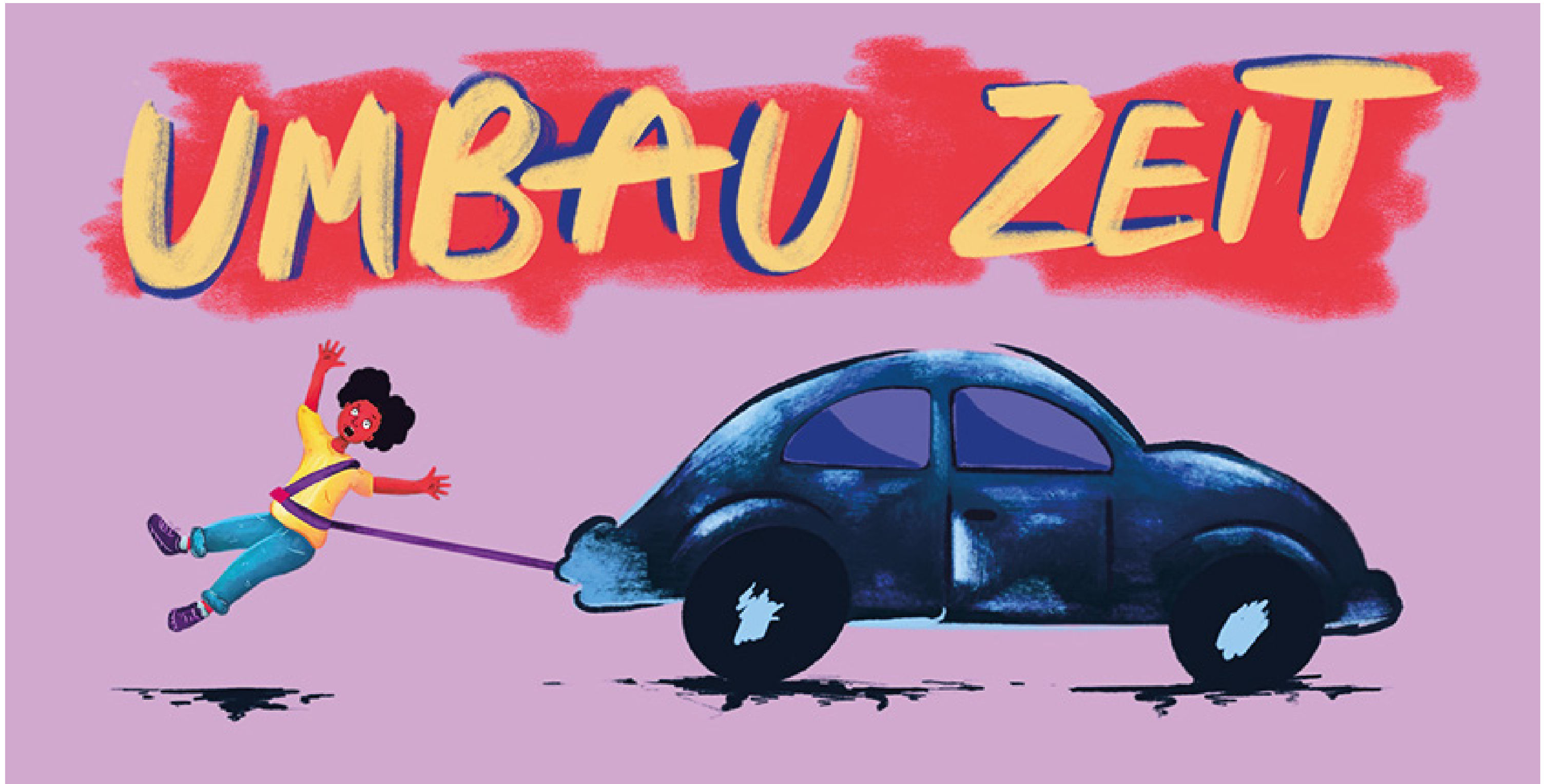
I began the West location by researching Celtic mythology and the countries that have been influenced by it in the past and present. To me, it always seemed a lot more magical and so wanted to represent this in the illustrations by including more spectral creatures and glowing aspects in the landscapes. I referenced the Irish, German and English countrysides and aimed to capture the feeling and ideas I have in my head when I consider them.



Advertising and Branding - Vans

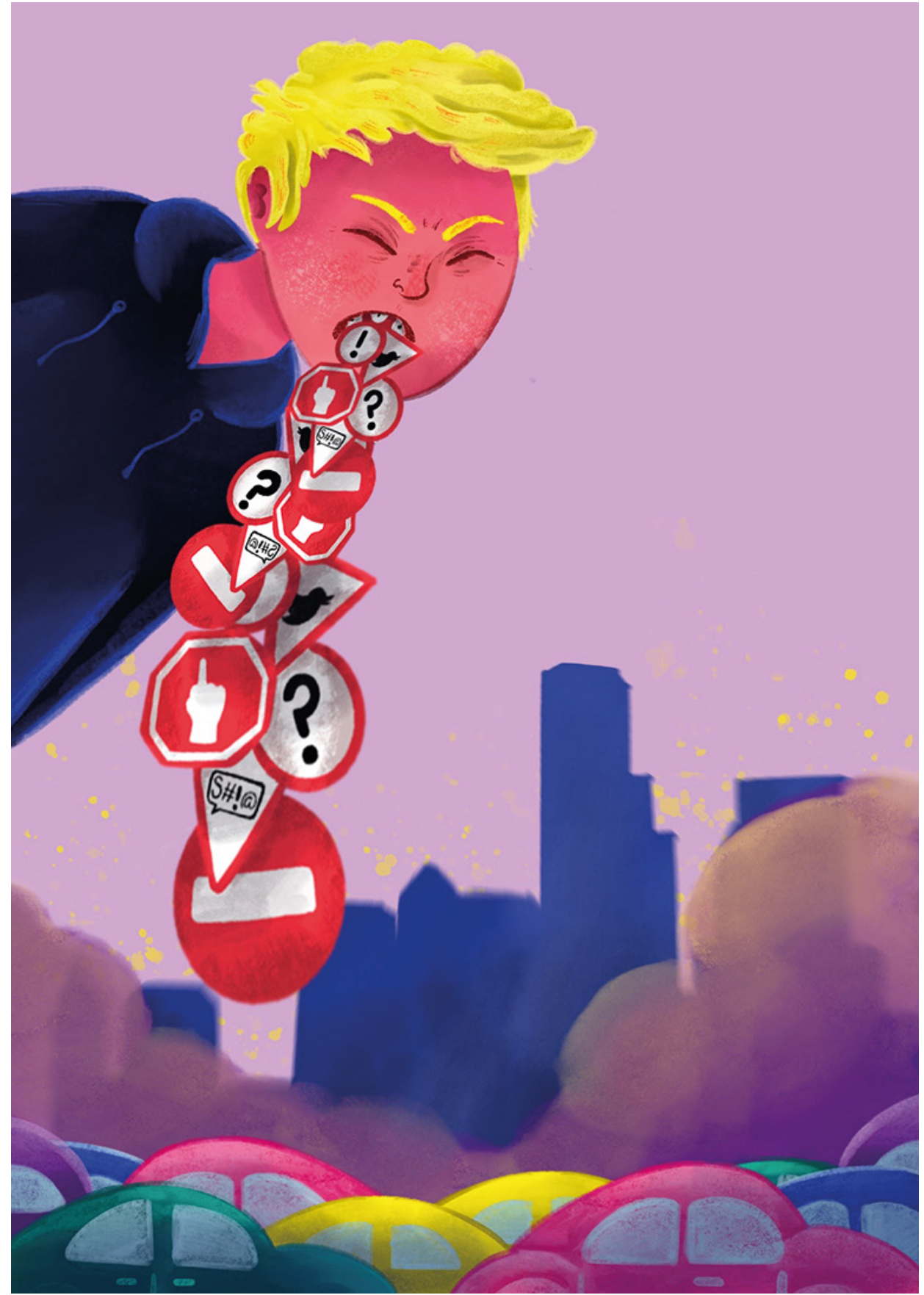
The outcome intended for this brief was to design 2 pairs of gender neutral childrens shoes for the brand Vans. I chose to create some cute creature characters set in a fantasy landscape. Children can become invested in these characters and enjoy looking down at the mystical landscapes and short narratives displayed on the shoes, with the idea that the designs can be taken further to add more context to the narrative and characters.

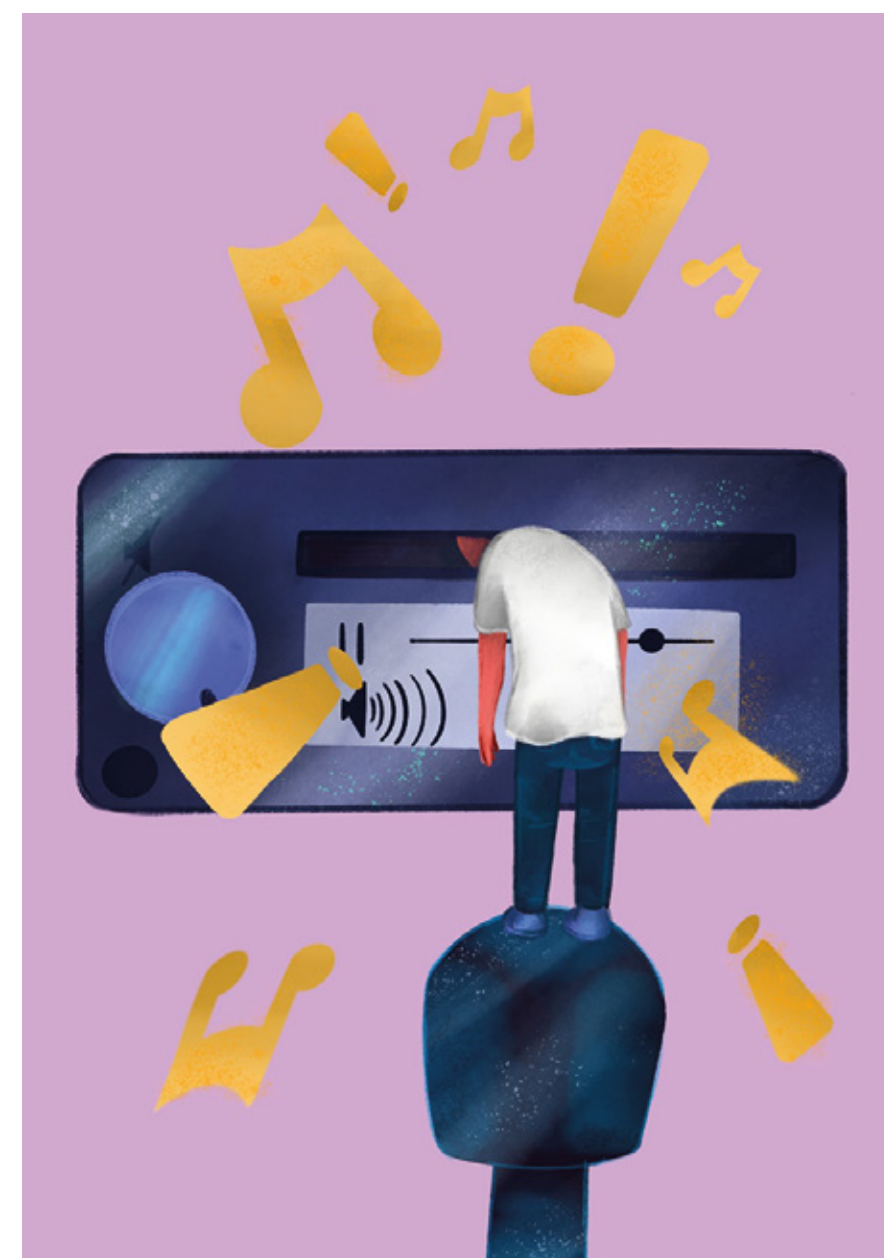
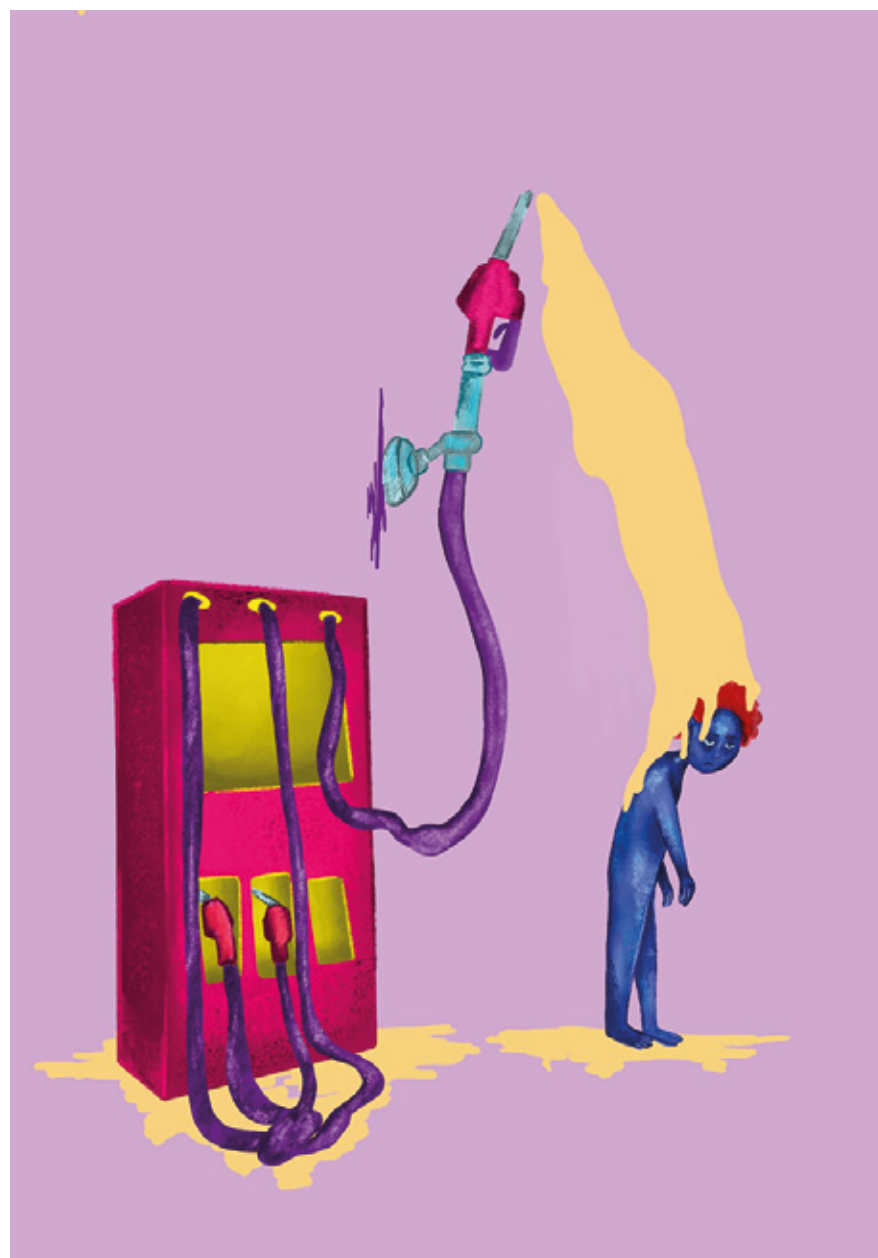


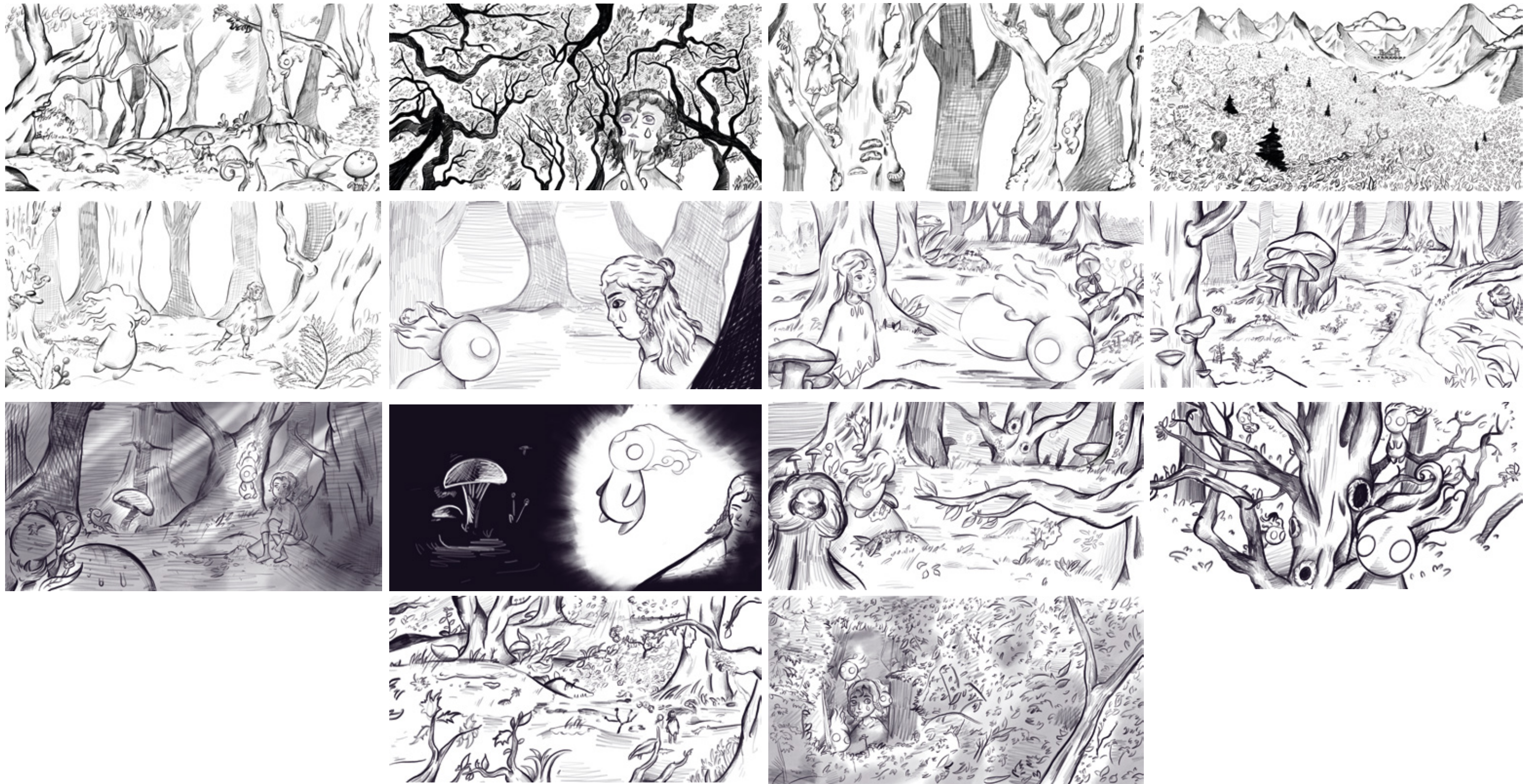


Editorial - Auto Stadt and Leben

The brief for this project was for German automobile magazine, Auto Stadt and Leben. We were set the task of producing a set of 6 illustrations, including a header and a GIF animation based on the phrases provided for the magazine and in keeping with the magazines theme. The illustrations were to reflect a teenagers hormonal time of going through puberty. The German sayings were translated to English: "Stay out!", "You're a pain in the Ass!", "I will not do this!", "Yes, but not now!" and "I!".







International Competition brief - Silent Book

The objective for this brief was to design a cohesive narrative realised exclusively through illustrations with no wording allowed at all. I chose a simple narrative of a character lost in some woods, set in the fictional world also used in my negotiated project. The requirements for university submission were 12 rough pages and 2 fully illustrated images. I decided to produce 3 finals and 14 roughs.










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