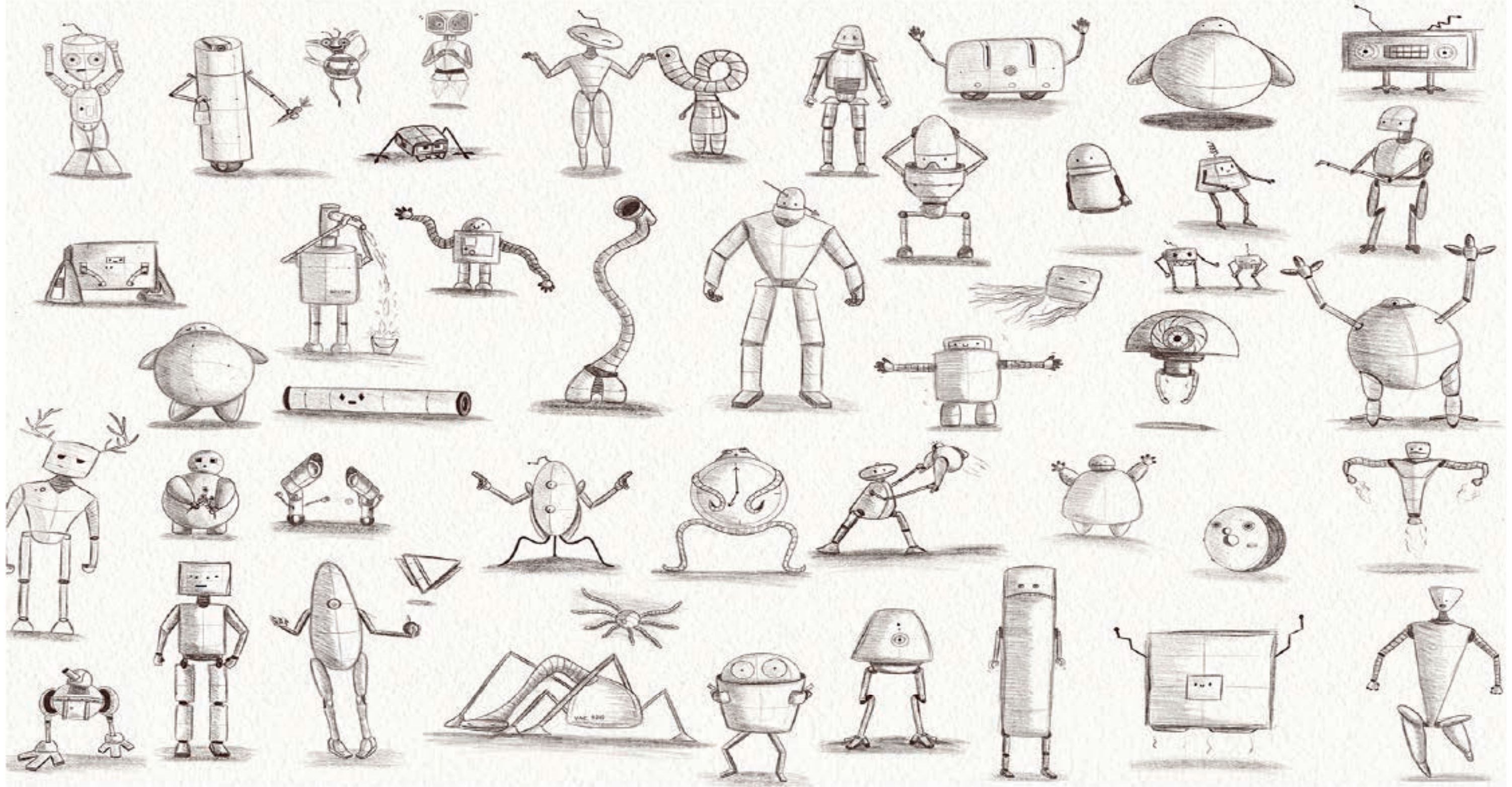


# Annaliese Howard

Weird and wonderful illustrations, undoubtedly creative.





## 01: Negotiated Project: The I in AI. (3rd Year)

The negotiated illustration module required that each student accept responsibility for initiating and identifying a process of research and producing a body of work (indicative of 12 weeks studio time - 300 hrs ) in response to that research intention, within the Illustration subject area.

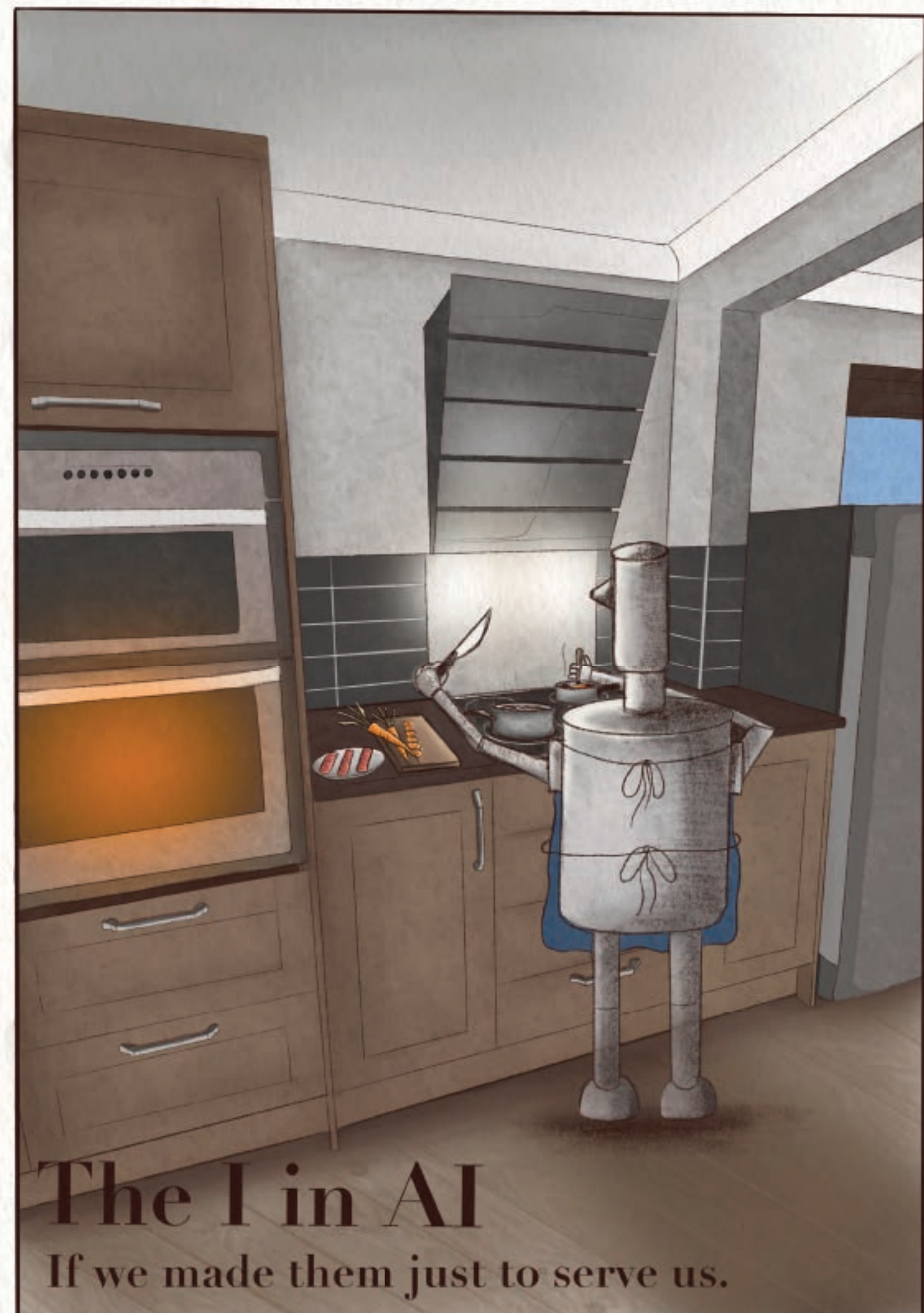
The solution I created for this brief was a poster series of robots imagined in a future where humans and AI co-incide. I thought of 4 potential future outcomes with AI and illustrated them in a way that would appeal to my target audience which is 8-12 year olds. My message for this project is that we as humans have created the technology for AI so we are responsible for how that technology goes forward in the future, whether we make AI good, bad or just to serve us or keep us company as companions, we decide that future.





## The I in AI

If we made them good.



## The I in AI

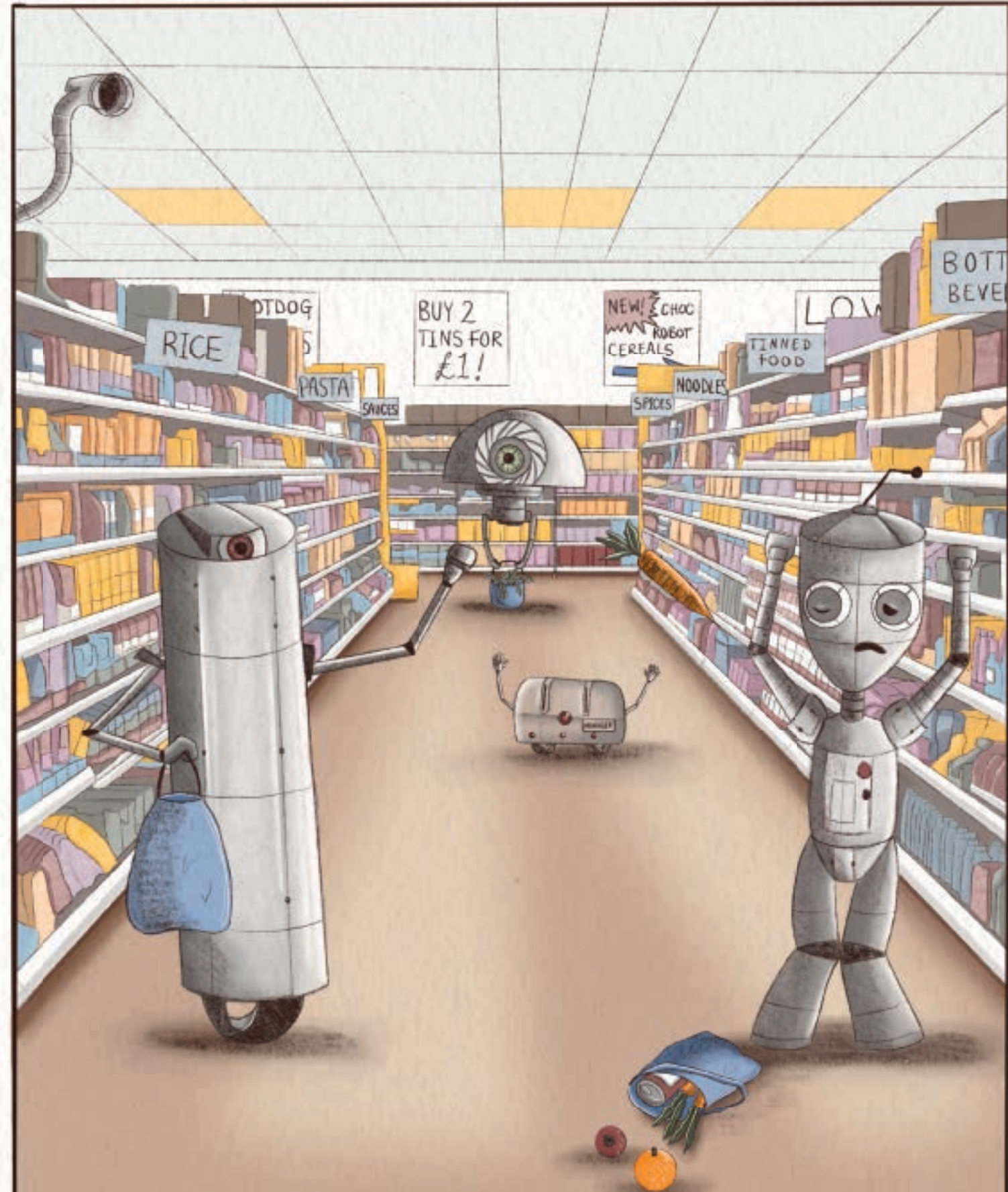
If we made them just to serve us.





# The I in AI

If we made them just to be companions.



# The I in AI

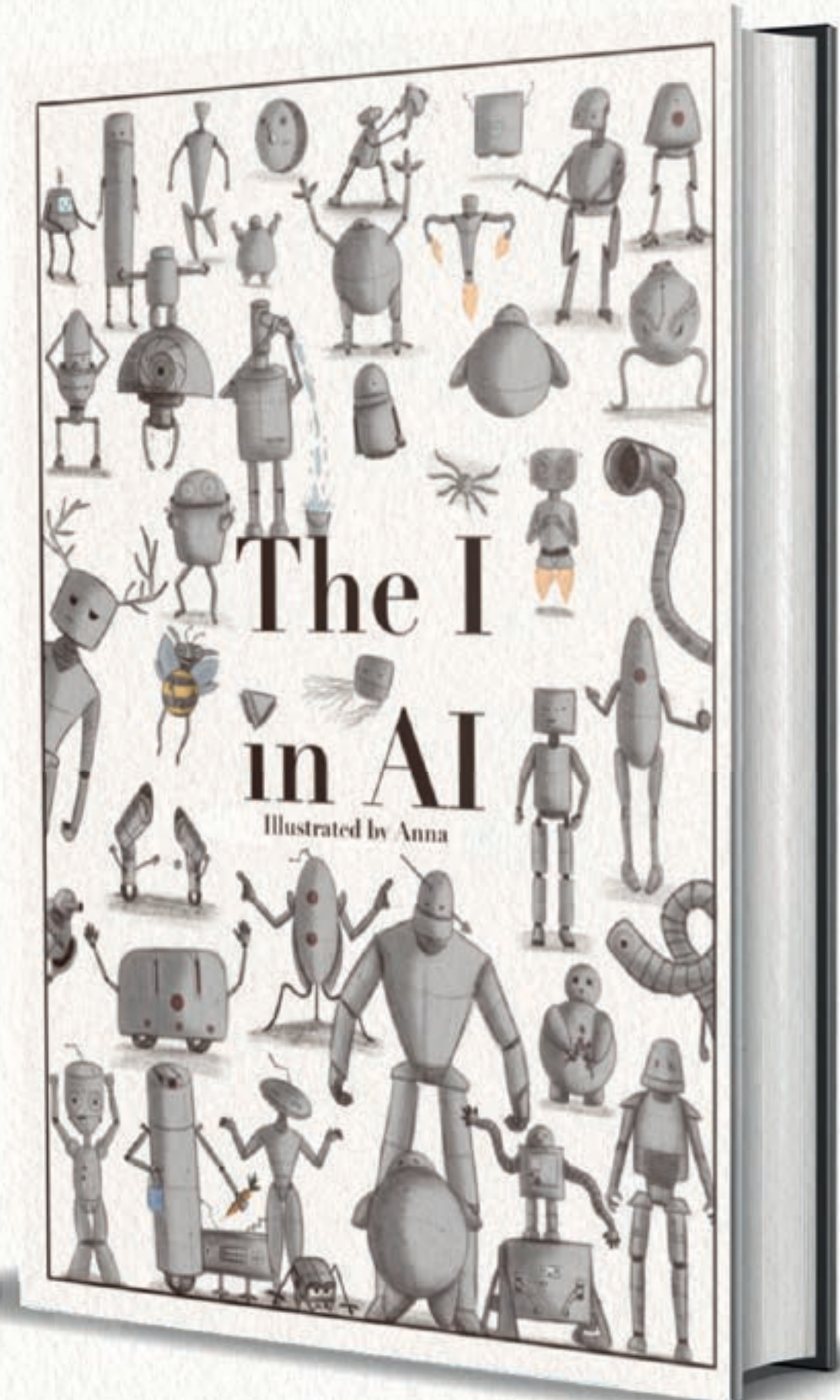
If we made them bad.



**The I**

**in AI**

Illustrated by Annaliese Howard







## 02: Self Promotional Project. (3rd Year)

Catching the eye of a busy art director is a key challenge for anybody wanting to work in the creative industries. For this first project you will be producing a striking and experimental promotional campaign consisting of a Business card, a website, promotional item of choice and a PDF portfolio (to contain SIX pieces of your best final artwork from any level 2 & 3 module) My solution to this project was to create an A6 portfolio booklet that is titled 'Do you remember...' It contains four double page spreads that each have four iconic/popular childrens tv shows and films between the decades of 1965-2005. My intended audience is quite broad to try and appeal to all potential clients of a wide age which is also why I chose something that everyone would resonate with.







**A tale of two  
loyal friends who  
don't quite seem  
to fit in.**

**Ekii and Lumin. Illustrated by Annaliese Howard.**

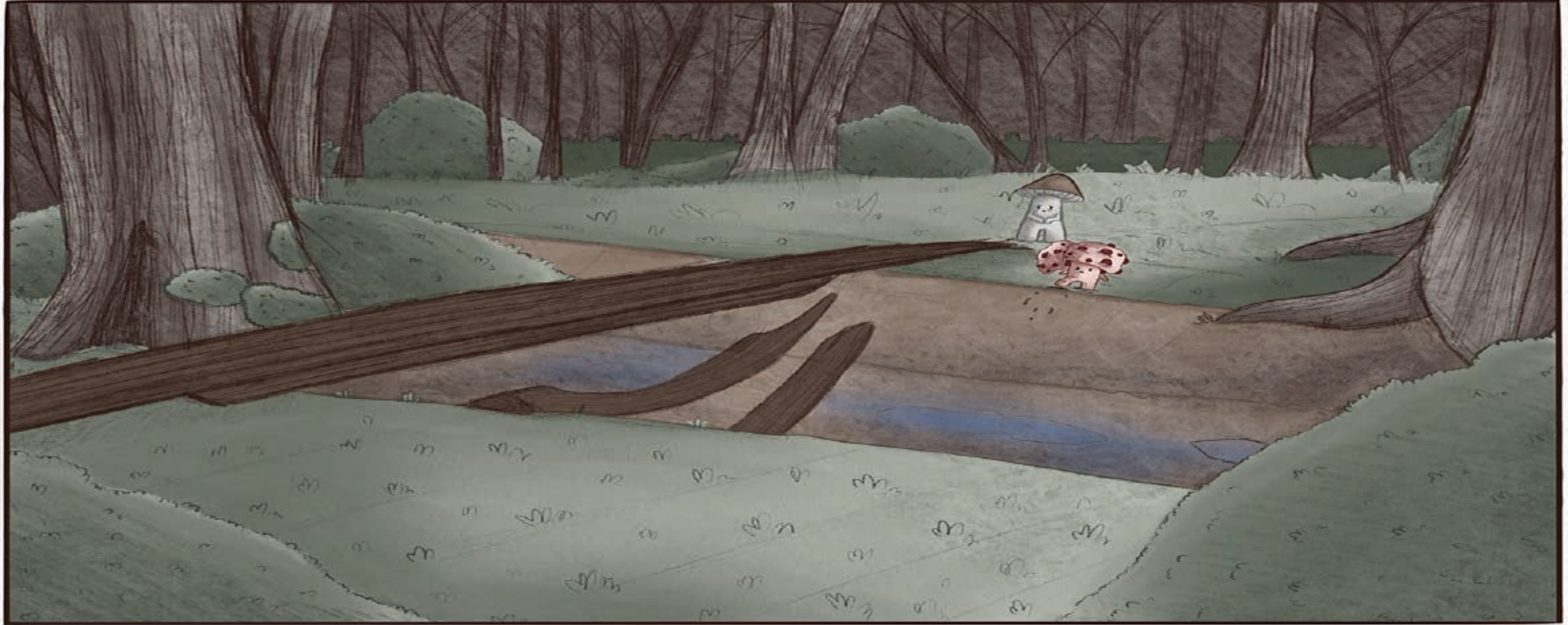
# Ekii and Lumin



## 03: Macmillan Childrens Book Competition: Ekii and Lumin. (3rd Year)

The brief was to create and illustrate a full picture book between 24-48 pages for a child audience. The requirements were to submit pencil roughs for the full book cover to cover that either includes text or a clear indication of the story and finished artwork for at least four double page spreads. My solution to this project was to create an almost wordless picturebook that stars two loyal fungi friends that don't quite seem to fit in and decide to go and find the place where they will be accepted. The story follows them on their perilous journey through the woods. I made the decision to create these illustrations digitally using a realistic pencil brush and watercolour brush for the colour to keep it softer so it appeals to the child audience more.









"You don't look  
very appealing  
to eat little  
fungi."





ASONE

### Problem

The issue I looked at was people trying to differentiate between online and offline life and the impact it has on their mental health. The concern with differentiating has negative implications on people's mental health and how they connect with each other.

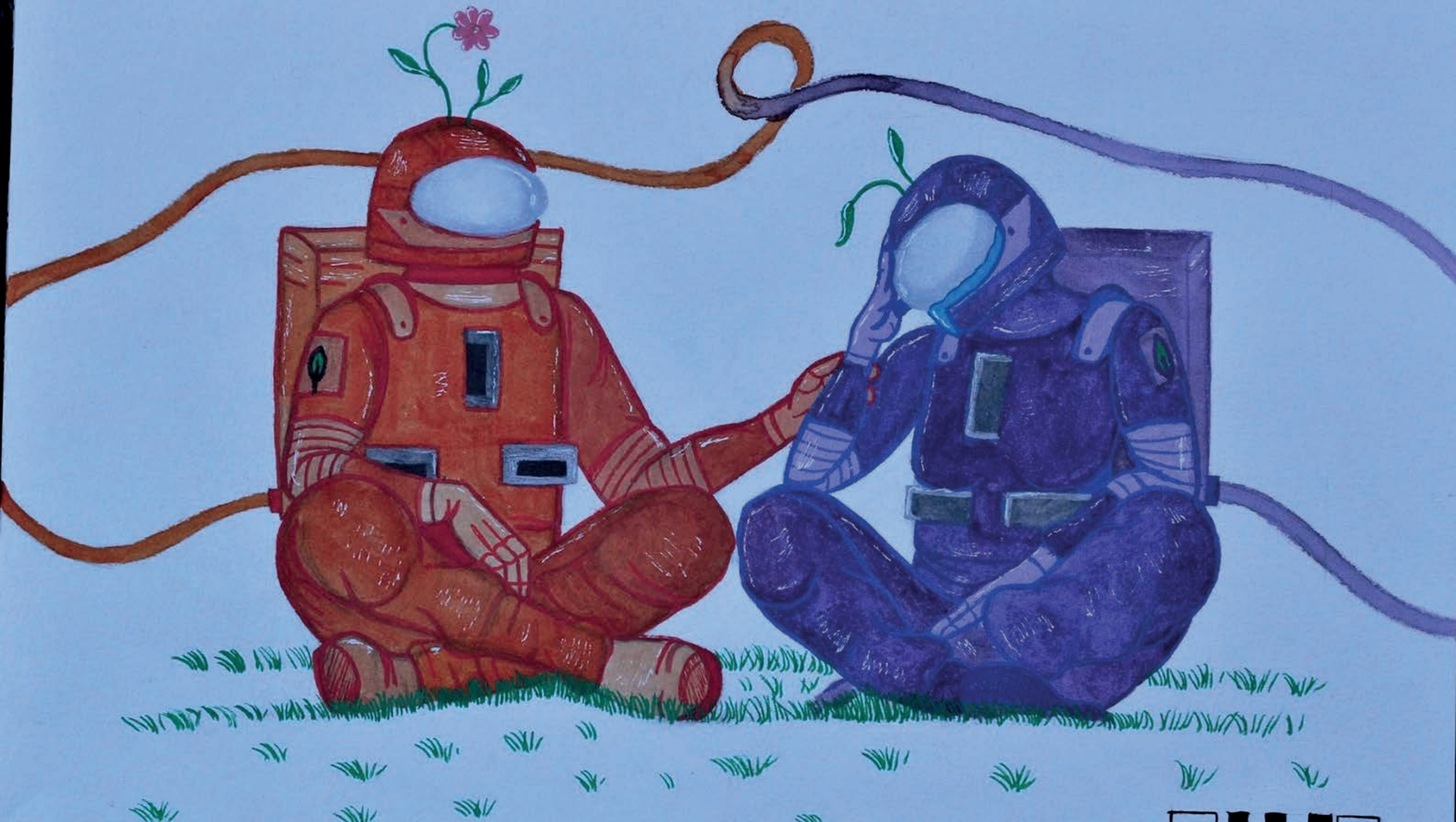
### Process

I started my investigation by looking up the statistical correlation between young people's social media use and the impact on their mental health. I found multiple results online of the worst affected age group which turned out to be 14-24. In creating my ideas, I did keep people who don't use social media in mind. Having found my target audience, I came up with a few broad ideas before narrowing it down to disconnection and settling on my final idea.

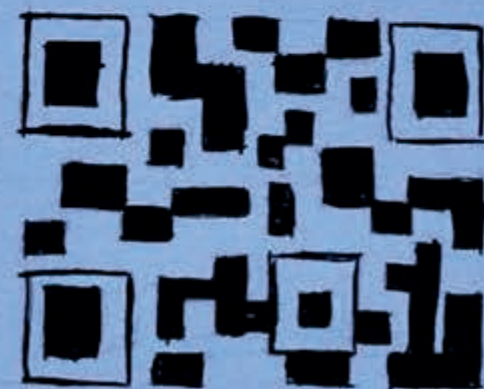
### Proposal

My proposal would be for an app to be created, called 'ASONE', which helps connect young people away from social media. It would feature local places where social groups are set up specifically for young people to go and chat, eat and hang out in a non-judgemental environment. My two 'AstroPlug' characters represent anyone as they are anonymous so everyone can relate to them. They would feature on posters that would be put up in public areas and would have a QR code that when scanned, would take people to download the app and find more information.

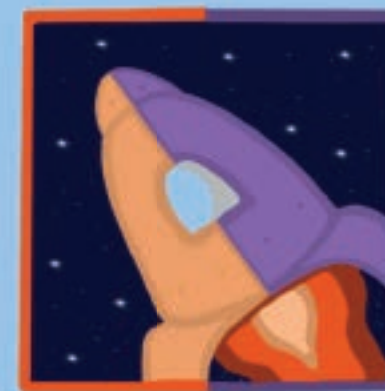




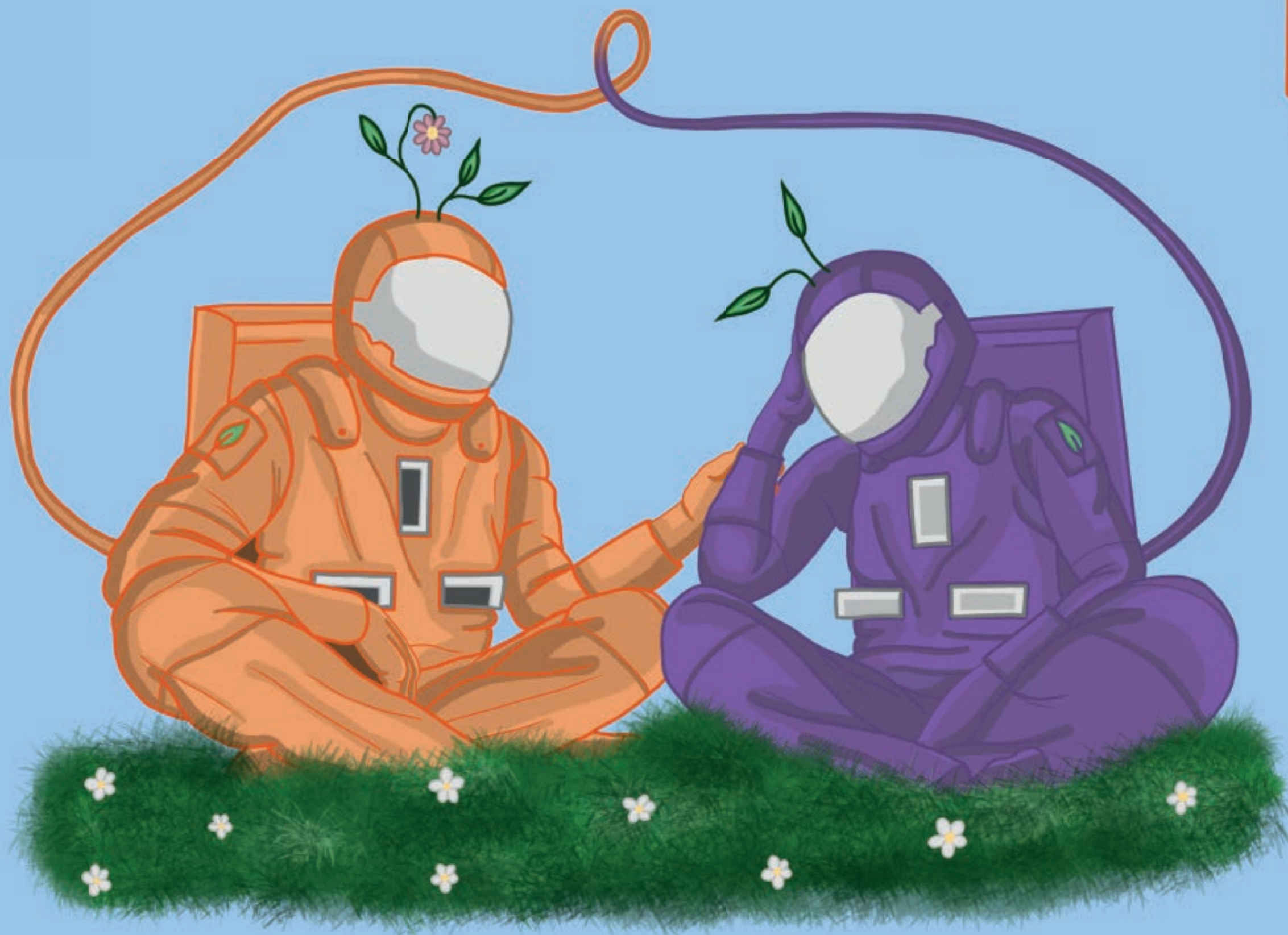
'Bridging the Divide: A design proposal to help connect  
online and offline life, improving the mental wellbeing of  
young people, **AS ONE.**'







ASONE



ASONE: A PROPOSAL TO HELP CONNECT ONLINE AND OFFLINE LIFE  
IMPROVING THE MENTAL WELLBEING OF YOUNG PEOPLE





## 05: Cointreau Project. (2nd Year)

The aim of this brief was to produce two outcomes, rebranding the liqueur company Cointreau for their annual Glamour awards. I chose to produce a label and limited edition illustrated box for this project. I decided to create a space/retro themed pattern that would be the foundation of the overall design of my chosen outcomes that would appeal to my target audience. My intended audience were those who enjoy drinking Cointreau and who would enjoy a retro space take on the brand.



Final box  
and label mockup







Illustratedbyanna



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