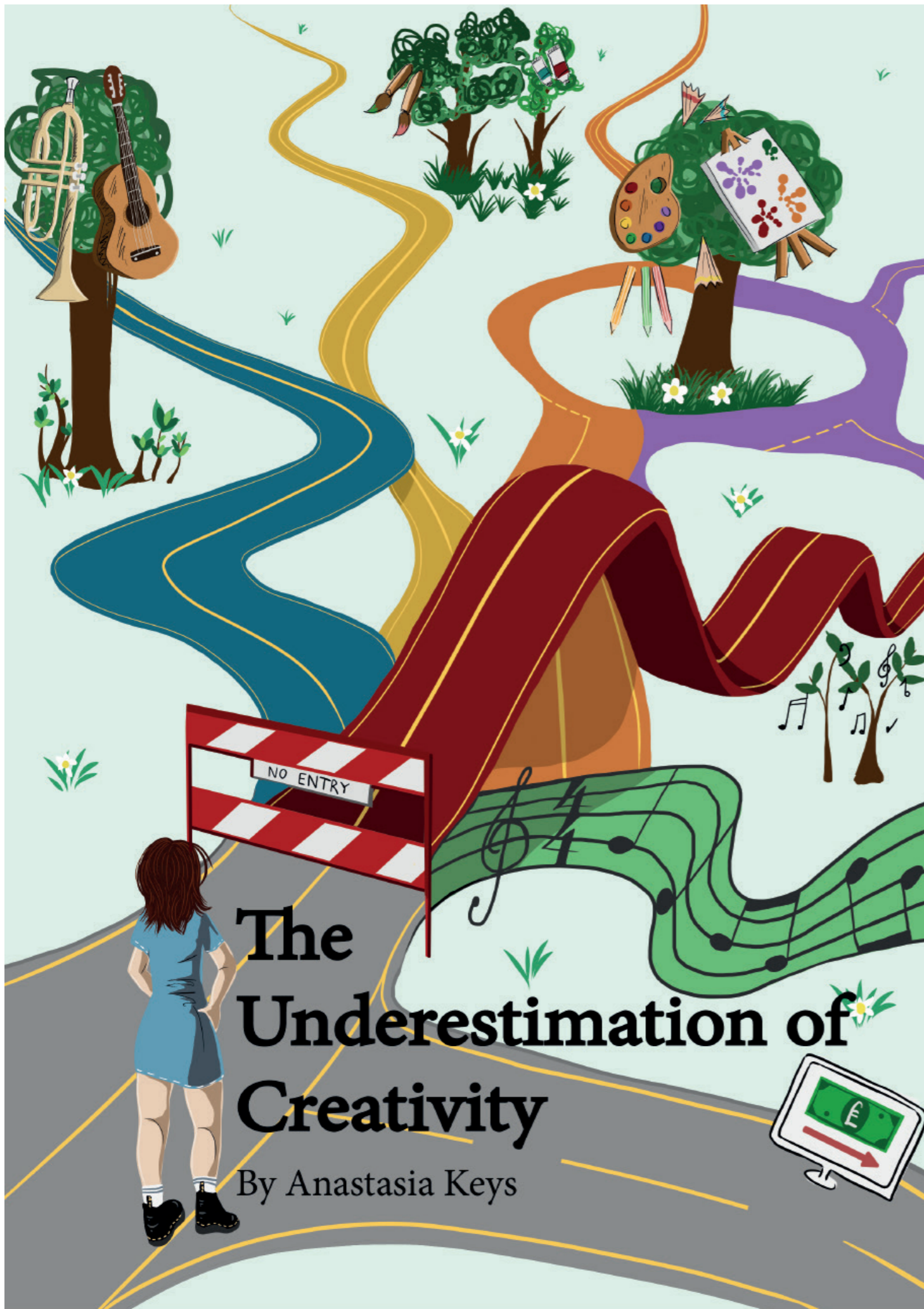


# Anastasia Keys

Unquestionably drawn to all things bright and pleasing to the eye.



## An Underestimation of Creativity in a Predominantly Capitalist Society

For our Negotiated Projects, we had to choose our topic 'problem' and then a solution based off that. I chose the lack of encouragement, appreciation and funding for creative subjects in schools and career choices. My solution was an original article (inspired by existing online journals, articles and websites) highlighting this issue, and accompanying it with my editorial images that represent the importance of creativity, and how it creates unique individuals.



The education system teaches our children how to remember and regurgitate information and to disregard creative thought as something that is much less important than academic logic.

In turn, this has led to more young creative adults choosing more academic career paths out of the fear of the stigma that comes with pursuing creativity (low-paid jobs, less intelligent people) and therefore undermining and wasting the creative talent they were born with.

An article by Robyn Ewing and John Nicholas Saunders stated that 'a recent Oxford University study found that, as technology races ahead, low-skilled workers are becoming more susceptible to being computerised right out of their jobs, with a whopping 47% of current jobs at risk. The study concluded that, for workers of the future to win the employment race, they will have to increase their creative and social skills.' Creative thought is what separates the human race from an army of identical machines, and the more students are discouraged from following a creative path, the more the education system produces

adult clones, all destined to follow rules set by the higher-ups, in order to work their way up the system.

It is still a common mindset to underestimate and not treat creative people who wish to pursue creative jobs seriously. Especially in a capitalist society, in order to 'hack' the system and become successful, many believe you must study academic subjects in university, get a 9-5 office job in order to 'contribute' to society, and work your way up from there. The stigma around creative subjects and jobs could be the reason for the expanding gig economy- many people are working from job to job, never truly knowing security, only dedicating themselves to the next work out there - for instance, full-time Uber drivers. Today's society pushes the importance of working so much that being happy is no longer the goal for many- just earning enough to live is the goal.

Creativity is what makes us unique to each other, what makes us individuals. It is what leads us to pursue different interests, hobbies and styles. In a world without creativity,

the human race will have lost its individual purpose.

Living in both a predominantly capitalist and consumerist society, we are raised to work every day to earn enough money to live on and in order to purchase new things. This robotic way of living has had a big negative effect on the young creatives who are taught at a young age to pursue other subjects first, even if they are not as good at them - because creative subjects are less 'useful' in the long run. In order to be the ideal consumer, one must continue to earn enough money to buy products their whole life, and creative jobs and subjects have a stereotype surrounding them that it is harder for someone to get into the business and earn enough money, than people going into non-creative jobs.

As a species, the human race should have evolved past simply surviving until dying. Our ultimate goal should not be to work jobs we do not feel passion for in order to survive.





# CREATIVITY IS NURTURING

Creativity nurtures us and gives us the tools we need to become individuals. 'Creativity is where ingenuity and innovation lead to greater things in the world of art, science and technology. Getting kids to focus on the products of their imagination is vital to their individual mental health and to the world at large.' Creativity is comforting, it is what many of us rely on to stay positive and confident. In order to ensure that the children of today are not being robbed of their opportunities to grow up richly surrounded by creativity and creative encouragement to shape them into unique individuals, we need to start by getting rid of the stigma that creativity is inferior to other subjects in schools. Children should be encouraged to pursue what they enjoy and what they excel at, especially creative ones.



This piece represents how creativity nurtures individuals right from birth. It is what comforts many of us and helps us to develop individual interests and hobbies. It is what separates humanity from machines as it is what makes each and every one of us unique. It is a very powerful characteristic and yet discouraged in our predominantly capitalist society - creative subjects are always the first to be cut over any others in schools due to lack of funding, and there is still a stigma surrounding creative careers, that those who pursue them will not earn enough to live on. I chose to represent creativity with a mother figure, to present how important creativity is, especially for developing minds.





This image represents how creative children are often robbed of their interests or hobbies from a young age because of the underestimation of creativity in a capitalist society. Because so many children are encouraged to pursue more 'academic' subjects over creative ones (like sociology, psychology, business studies etc.) lots of creative talent goes to waste as people still treat it as something to do 'on the side' instead of being a main career path.

According to 9/10 secondary schools in the UK, creative subjects are 'squeezed' in order to focus on academic subjects. Creative talent is pushed aside before anything else, despite the fact that creativity plays such a key role in human development and individuality. The more we dismiss creativity, the more we are robbing humanity of its magic.





## Pact Coffee

In this project we had to design a main illustration for the coffee brand Pact Coffee, that represented their farmers, as well as smaller versions and patterns for coffee mugs, aprons, coffee machines, and other objects. Here are some of the smaller illustrations I made for Pact Coffee merchandise, and on the next page is my main illustration. I chose a theme of having a cartoon-like mascot show the process of growing from a seedling to a coffee bean, and had it surrounded by wallpaper-style farmers picking the beans and flowers from the trees.





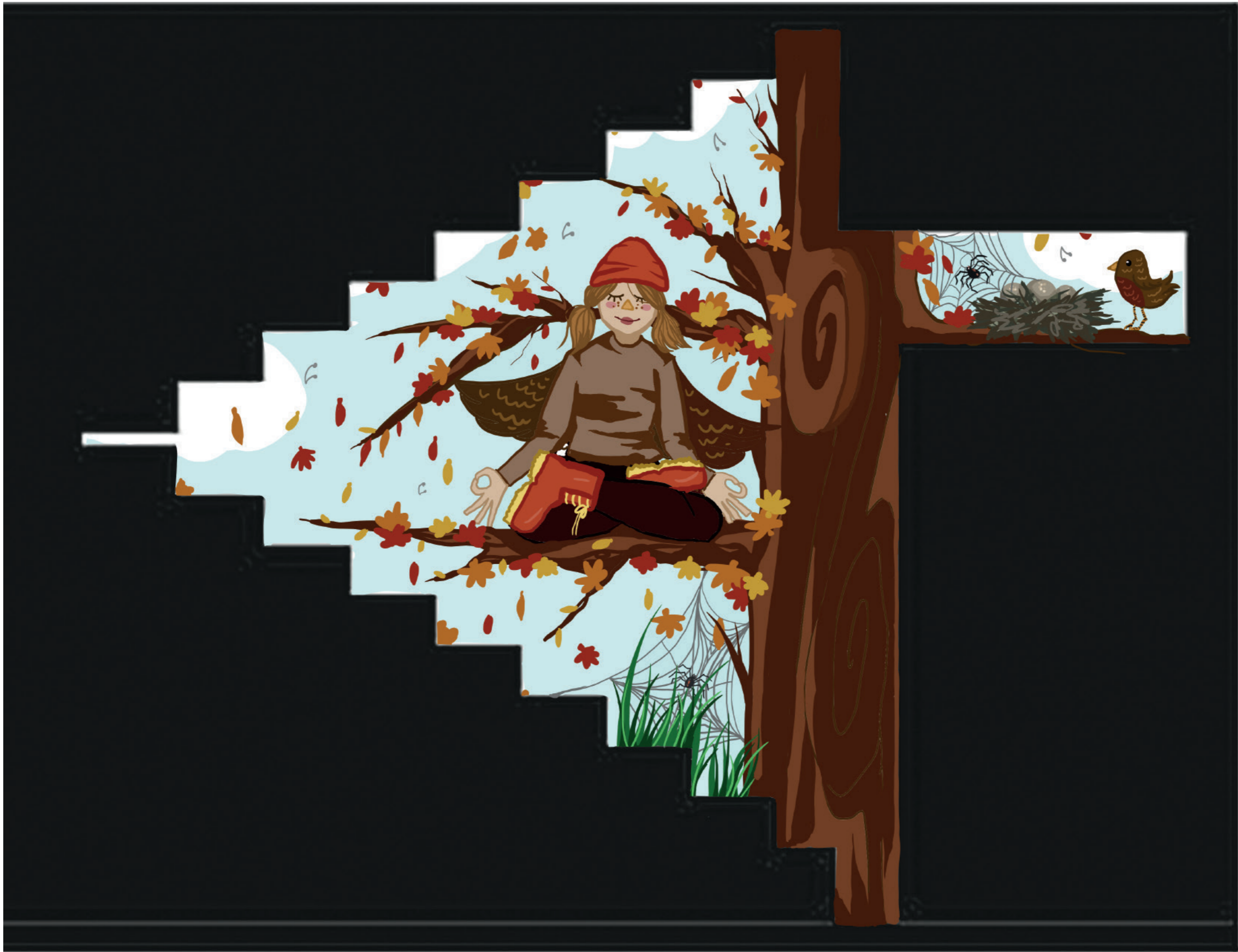




## Lincolnshire Wildlife Walls Competition

In this project, we had to design the walls for Far Ings Lincolnshire Wildlife Trust Nature Reserve. I researched the animals that were kept at the reserve and designed animal-human hybrids wearing clothes from different time periods in order to represent how long the Reserve has been open. I additionally made each section of the wall season-themed to make it more interesting, Summer, Winter and Spring were all on the main walls and Autumn was featured on the side of the staircase.







## Facing of 1st Floor



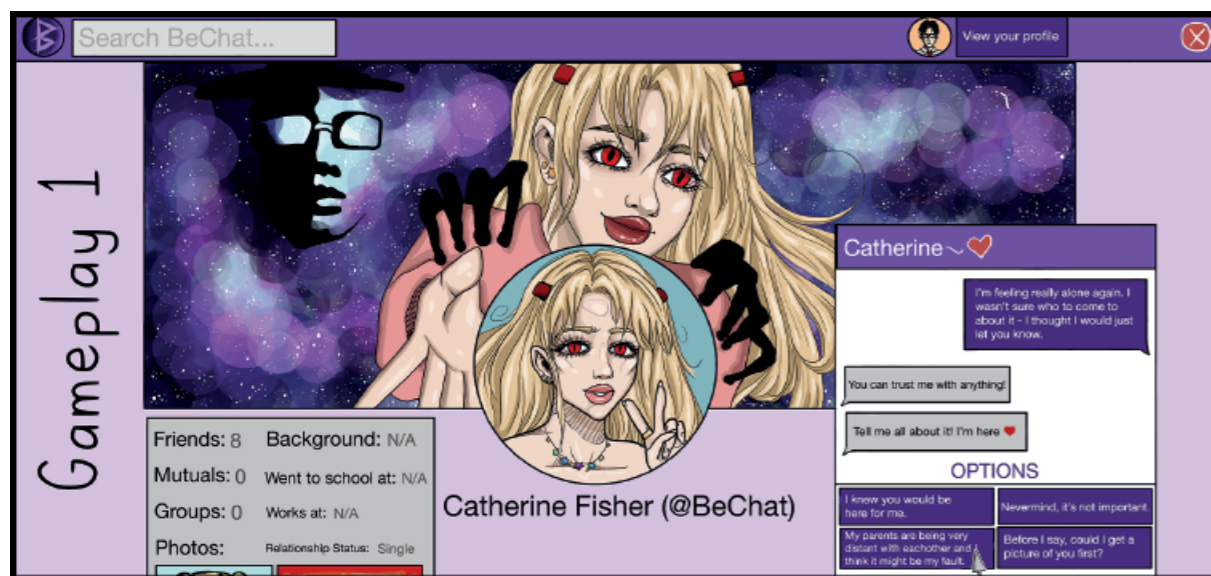
Here I designed matching-styled seasonal stairs to be replicated every 4 times up the staircase, and a wintery scene for the strip of wall that would be facing the 1st floor - as it would be on the same level as my winter scene on the main wall, and I wanted the season theme to look cohesive.

## Stair risers (please duplicate for quantity of stair risers needed)



please  
repeat  
these 4





Gameplay 1

Gameplay 2

Let me know what you think of her profile!

Uh... I'll be honest, that looks super dodgy.

I think you should look at this helpline:  
<http://www.cybersupport.com/>

That's not funny, bro. She's been there for me for weeks. Trust me, she is nice.

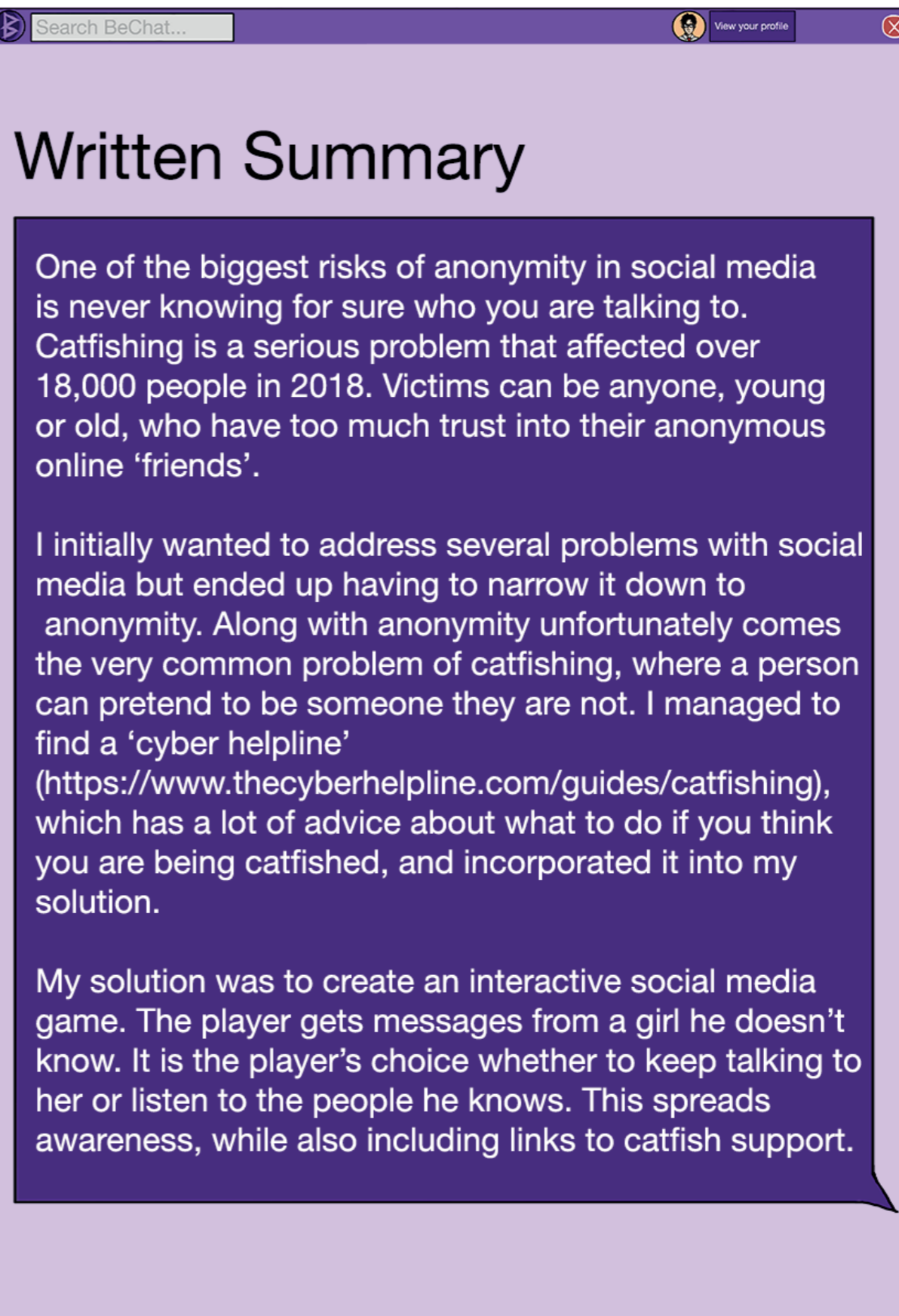
Why would I need that?



Gameplay 3

GAME OVER

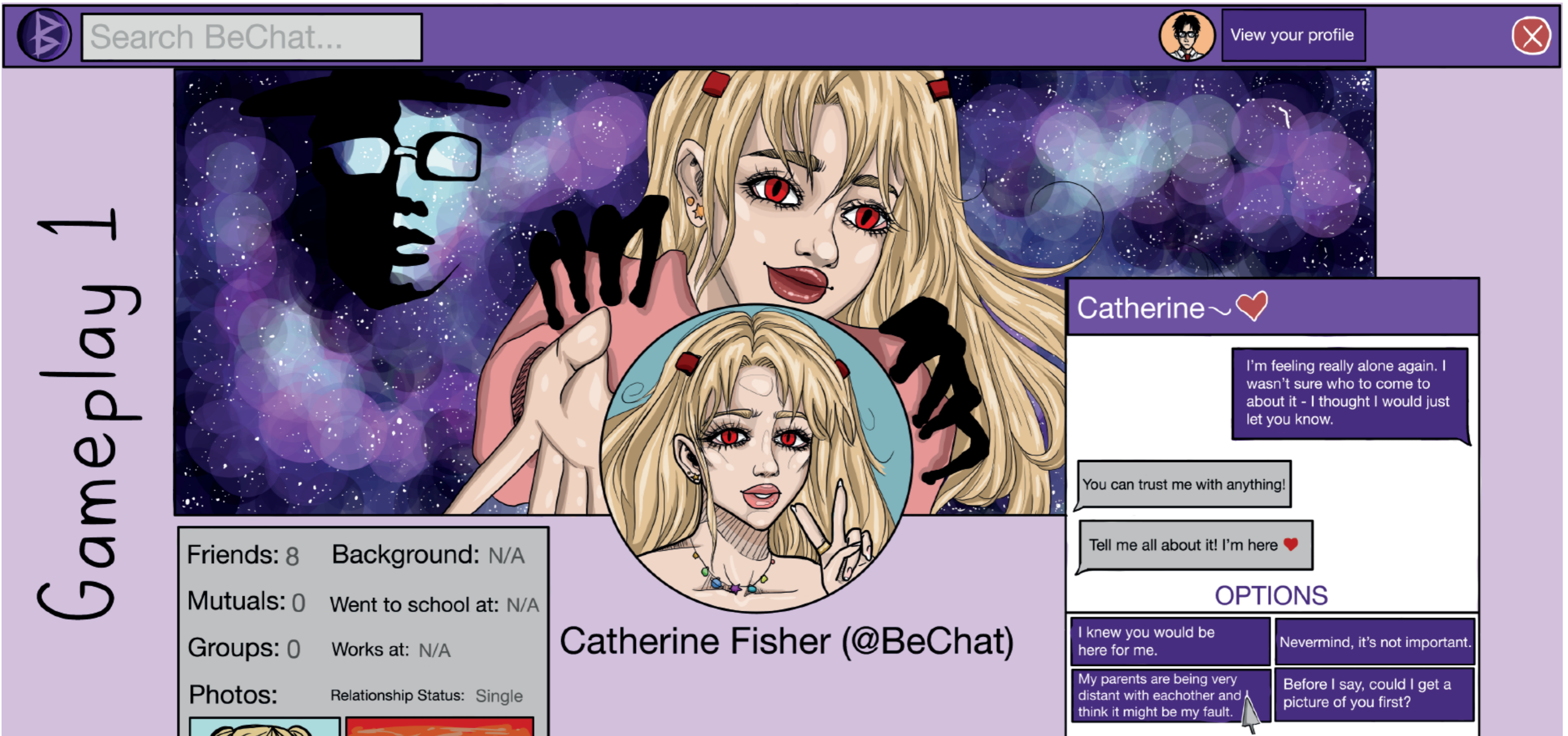
Catfish: an online game designed to show the dangers of anonymity online, and spread awareness of the help that is widely accessible through the internet.



## RSA Competition

For this brief we had to pick an issue with the Internet (I picked the dangers of anonymity and catfishing) and create a solution (I designed an educational game where the player picks their storyline). Using 'gameplay screenshots' I designed a game based on social media to illustrate the dangers of catfishing and providing links to support and guidance for anyone going through similar issues.





Here is a closeup image of my first 'gameplay screenshot' which depicts the social media profile of the 'catfish', that the player is trying to expose in the game. The game will give options whether to reveal more of your own details to the catfish as they try and gain your trust, while sending you messages from your 'friends' providing links to catfish support. I decided to design the background profile image of the catfish character with a sneaky looking 'incognito' man behind the catfish design to symbolise how not everyone online is who they say they are. This was to raise awareness for all the people that fall for scams and cyberbullying tactics online, predominantly on social media.





## Self Promotion

In this project we had to design a website, a business card and a promotional item for ourselves as illustrators. I chose to go with an underwater theme because I liked the potential colour scheme and the aesthetic, and created a flipbook animation business card, crochet underwater character pencil toppers, an underwater themed website header, (shown above) and underwater logo and colour themes on the website.

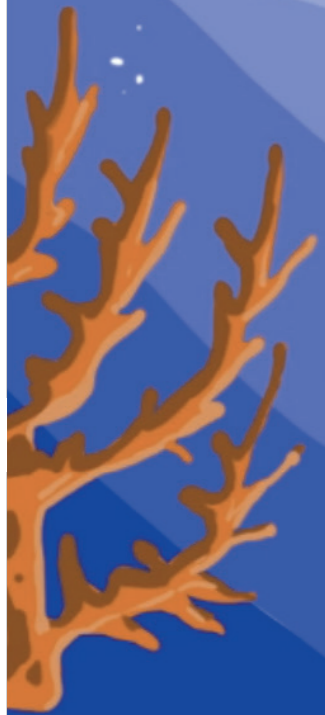








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