



Anna Worrall

An illustrator with a love for
print & fashion.

TRIPLE CHECK YOUR FACTS.

Don't be a sheep.

Use Triple Checker to verify
what you read, and know
when to doubt.



01: RSA Competition

A promotional illustration for 'Triple Chcecker', a fact-checking browser extension. The Royal Society for Arts in collaboration with Twitter challenged illustrators to create a campaign that utilises the internet and online spaces as a force for good. My campaign 'Triple Checker' fights against the spread of misinformation online, with the aid of its ironic mythical beast mascot.



PROBLEM

In 2016, the Oxford dictionary declared the word of the year to be “post-truth”, and possibly “one of the defining words of our time.” In an age driven by technology, misinformation spreads like wildfire. With the US election in 2016 we faced a crisis of information, and now amongst a pandemic we must face one again.

PROCESS

During the 2020 US election, Twitter did in actual fact take a step towards minimising the spread of false information, choosing to hide – but not completely silence – claims by Former President Trump, as they were false and biased. I believe this notion should be continued, as the issue still persists. By censoring, not silencing information, we can encourage public minds to think for themselves, and not be polluted by falsehoods. This is especially true in our Covid-19 world, where information can mean the safety and health of others.

PROPOSAL

To combat this issue, I propose “Triple Checker,” a browser extension. Its function is to verify information and flag it as such, and allow users to request a fact check when they spot information of reasonable doubt themselves. The extension would therefore aid the truth and identify misinformation, while encouraging users to still think for themselves.



02: Foundations to a Print Brand

This project consists of a themed fashion collection, and its aim was to create the grounds for a successful print brand. The collection features two different interpretations of the theme 'Vampires' - one lighthearted and candy themed, cleverly named 'Sweet Tooth', and an opposite, darker side that depicts what a vampire might look like in the modern day.







03: Kim Arnold Rebranding

A proposed rebrand for business marketing and branding consultant Kim Arnold. My illustrations depict how the client takes businesses lacking in charisma and reinvents them, effectively conveyed through the metaphor of untying a knot.



04: Promotion: Business Card

A business card, but with a twist.

I created this design to represent Pretty Wicked, a brand with a split half-cute, half-gothic aesthetic. Just like the brand concept, this business card design offers two opposite looks in one. When the tab is pulled, the card offers up a surprise.



When the tab is pulled, a set of menacing fangs are revealed - highly contrasting to the innocent smile it appeared as before.

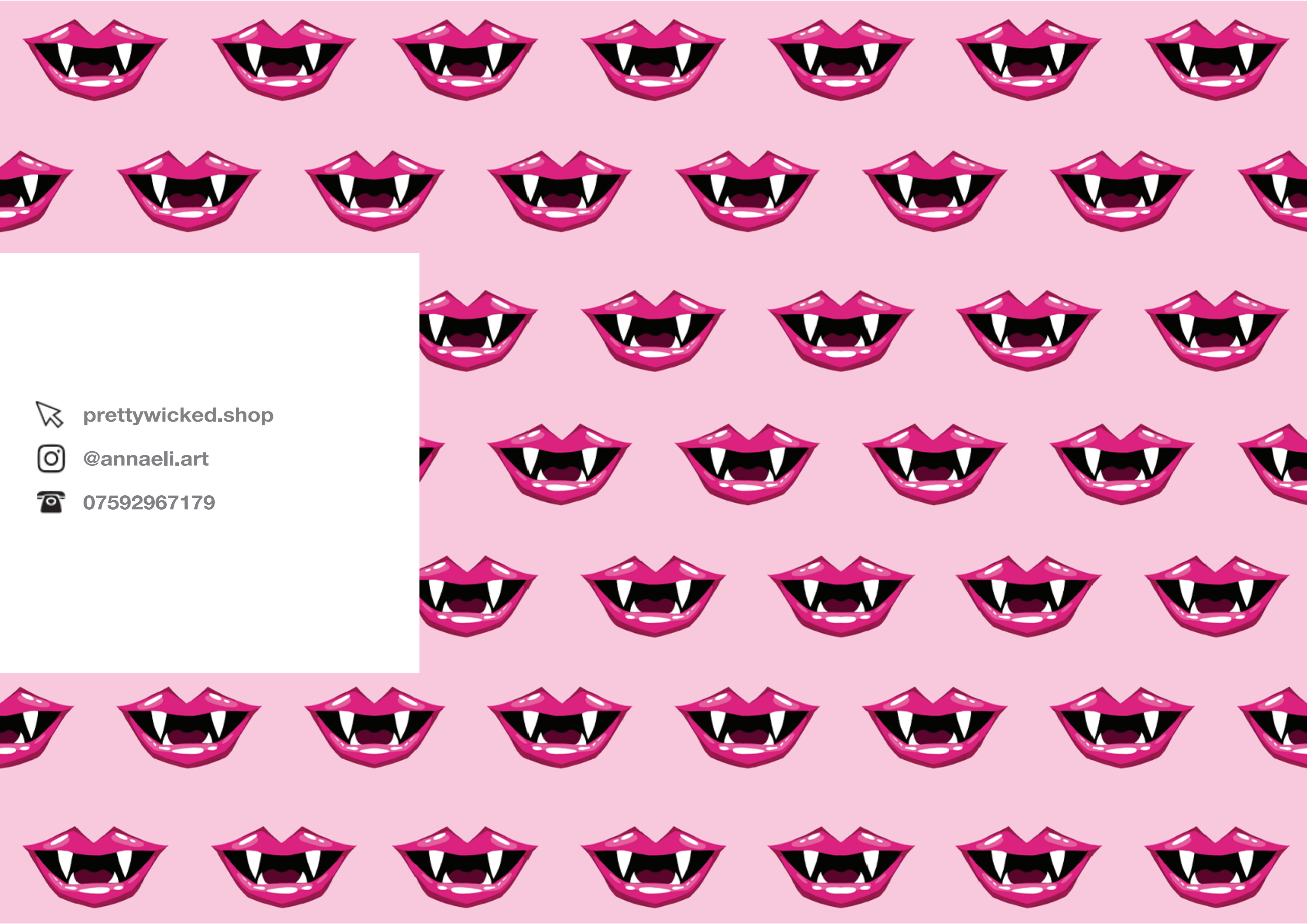
The back of the business card has a simplistic design, and serves the sole purpose of delivering customers to the brand website. The vagueness of the 'Make your choice!' design effectively incites intrigue in the recipient and serves this purpose well.



04: Promotion: Promotional Item

Once again working with the brand's overall concept, I created a promotional item that could allow a participant to enjoy the brand experience just by interacting with it. A fairly unique property of the hat is that it is reversible, and just by flipping inside out it becomes transformed into an opposite aesthetic. It also comes with a branded pin, which appears as a punkish safety pin on one side, and a branded logo pin on the other.





prettywicked.shop



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