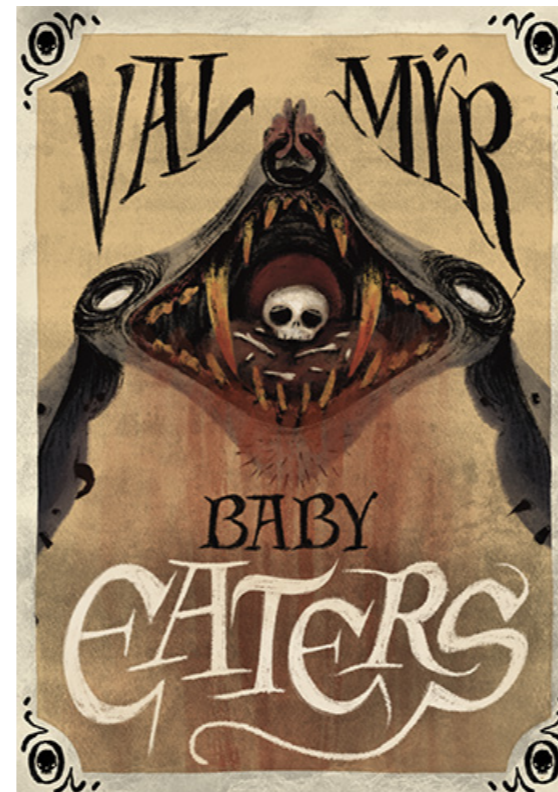




Holly Joyce

An illustrator with a keen interest for the unusual, creepy, whimsical, and fantastical.



01: Negotiated Illustration | Monsters

These illustrations were created as part of my final university project, for which the brief was negotiated between my tutors and myself. I chose to create a medievalist fantasy world that allegorically challenged contemporary issues and criticised negative tropes and stereotypes that permeate the fantasy genre. Thus, in the form of a journal, my work explored how propaganda and false narratives engender the ostracisation and discrimination of targeted groups, creating 'monsters', through the treatment of a fictional immigrant race.



It was dark when I got to
Aerobale and I was tired so
I decided to stay over night
Found this cheap inn in
lower Aerobale called The
Phoenix. Think I recall
that man mentioning it
so I might be about to
die.

So I'm not spikants a
Valmyr since they came
over but they seem so friendly
I didn't get the stars I normally
get.

There's some fuss happening so
I asked the bar keep, Soggy what's
happening, he gravely showed
me this bounty poster I assume
I looked confused so he told me
all about the Valmyr's
treatment.

Järvix is wanted for
evacuating Valmyr to
North Sivengund -
which I thought was
long destroyed by the
Rogers post eruption.

The Phoenix
Poueyn has ale 2 alln
Black Spum 2 alln
Fennome next 3 alln
My honey mead 2 alln
Taniel wine 1 alln
Today's special -
Jarvis's course 3 alln
hot food - no longer
served
potatoes for sale -
3 alln - see Jarvis

THE ROYAL COURT OF THE HIGH KING
BOUNTY

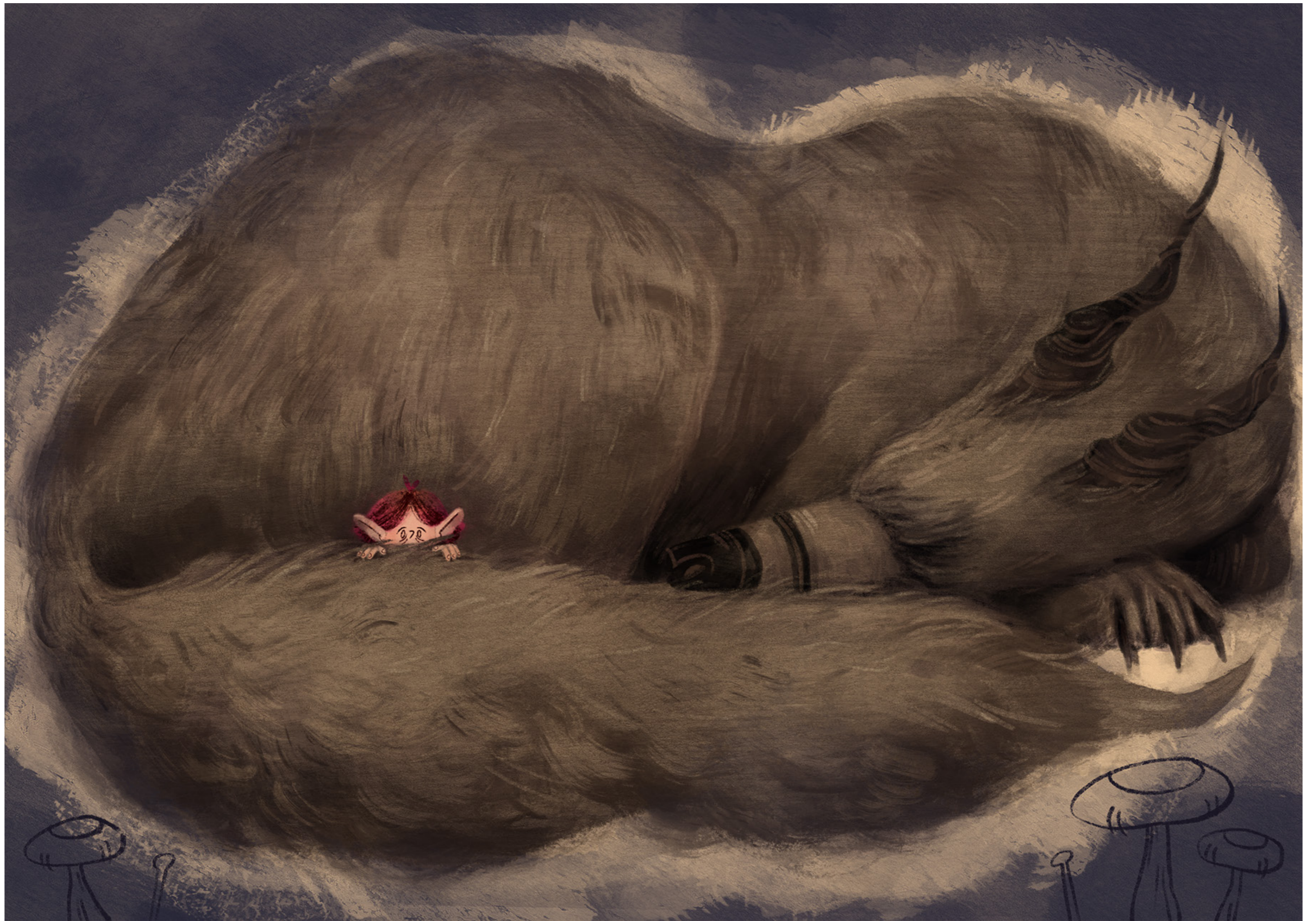
REBEL JÄRVYR
wanted **DEAD** or **ALIVE**
for the **CRIME** of **HIGH TREASON**
Enquire at the Jarl's Keep



02: Picturebook | The Macmillan Prize 2021

For this project, clients visuals for a picturebook, a final front cover and an illustrated spread were created in response to the brief from The Macmillan Prize 2021. I chose a soft and whimsical voice for these illustrations, though my inspiration for my story were much more serious. The main character, Qwyn, vows to venture into the forbidden woods to deal with the beast the adults warn of, but discovers that the beast is just misunderstood. My work was based on the experience of children who face private personal challenges, such as a hard home life, poor mental or physical health, that lead them to behave badly or strangely around peers and consequently become excluded. I felt that this was an important topic because these children often struggle to understand and overcome their issues, and blame themselves for their bad reputation, creating a downward spiral. I wanted to send the message that both sometimes a beast isn't as beastly as everyone says they are, and just because the world makes you feel like a beast, it doesn't mean you are. I also consciously made Qwyn androgynous because the child's gender is irrelevant to their character and the tale and so that any child could identify themselves with Qwyn.







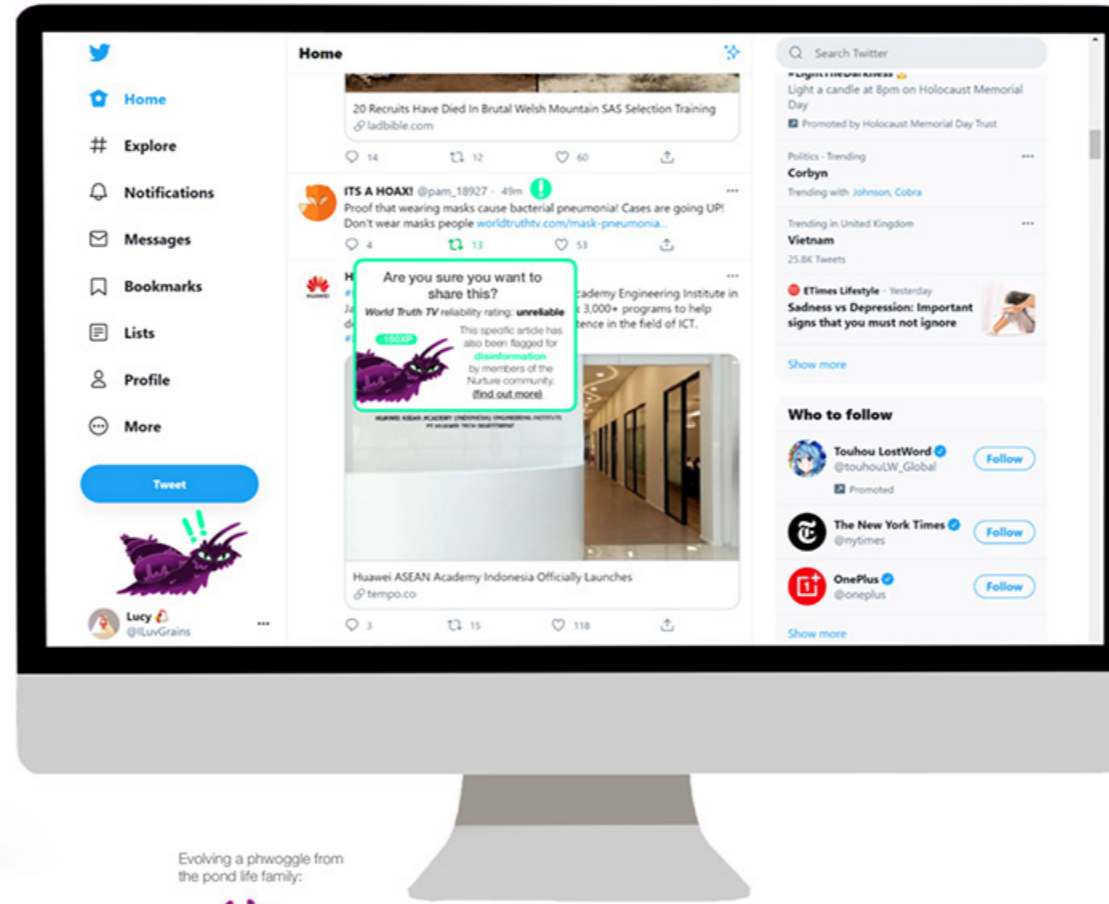
Nurture for Twitter

Nurture is a community-based app and browser plug-in in which users can collect and nurture colourful garden critters through exercising positive action against misinformation on their Twitter accounts.

Users are rewarded XP for positive behaviours such as accurately reporting misinformation, sharing reliable sources, reading articles before sharing them, submitting new sources that need a reliability rating, and will lose XP for opposite such behaviours. The XP can be redeemed to unlock new creatures and evolve or customise current ones. One of the creatures can then become an interactive plug-in pet, sitting on your Twitter desktop to help you fight misinformation. Losing enough XP will cause creatures to run away over time.



As Nurture is linked to your Twitter account, XP can be earned on any device or browser. Use the app to keep track of your XP, unlock new creatures, customise creatures' primary and secondary colours, evolve them, and choose a browser pet for the accompanying plug-in. Try toggling light/dark mode to see how their secondary colour lights your creatures up in dark mode.



Collect a variety of species from a variety of families, name them, evolve them, customise their colours, and keep them happy by fighting off misinformation.



Evolving a phwoggle from the pond life family:

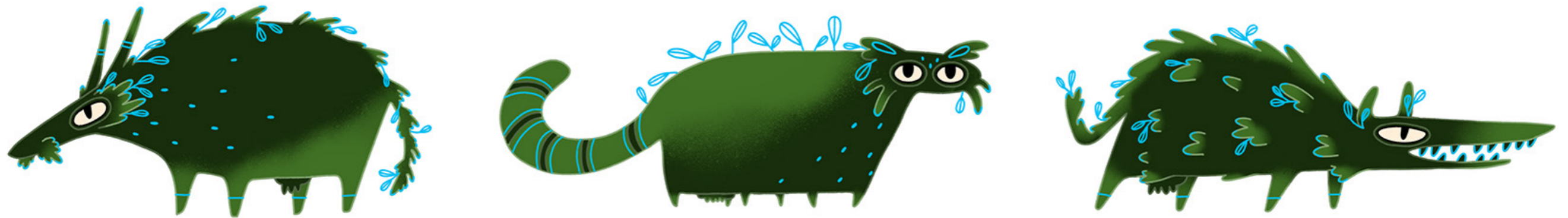


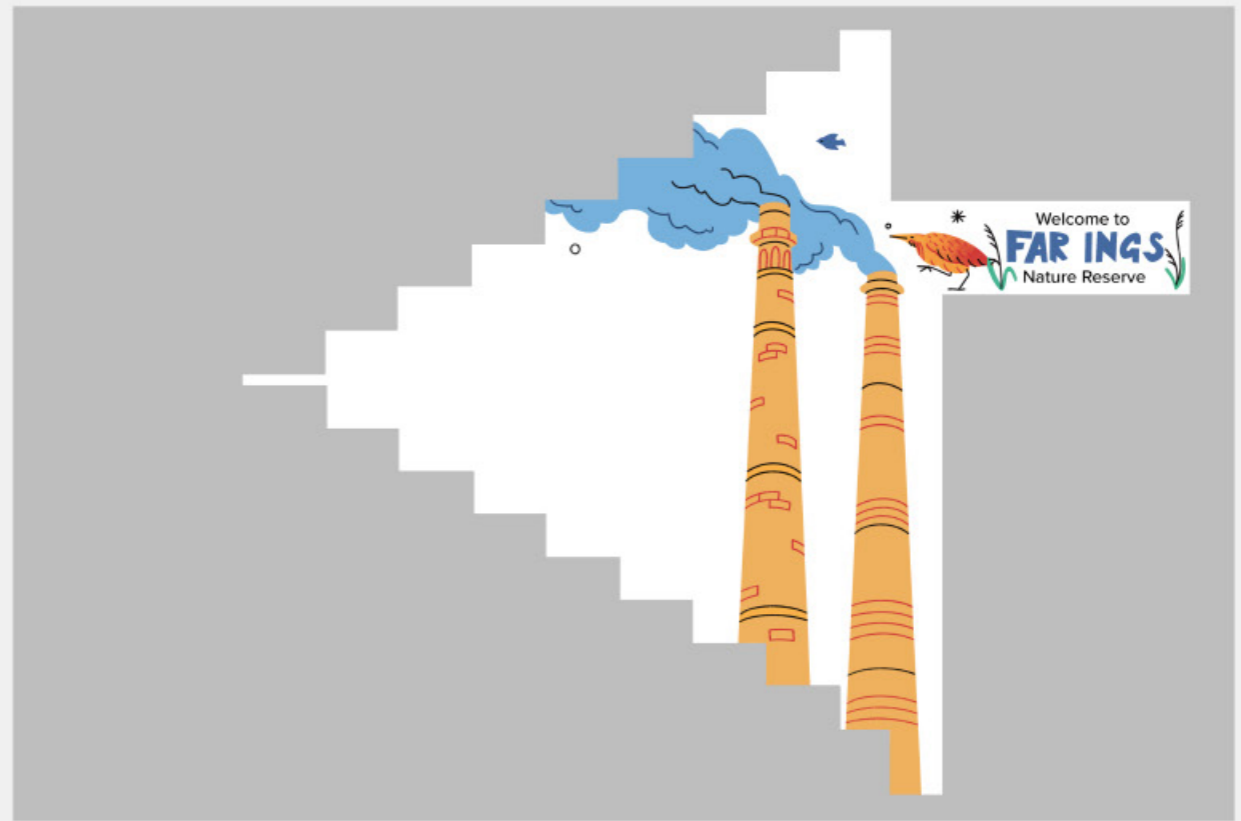
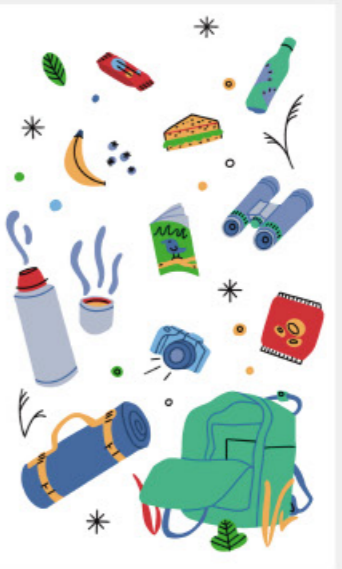
Nurture uses an algorithm to determine source reliability based on this matrix from Red Team Analysis:

Reliable	No doubt of authenticity, trustworthiness, or competency; has a history of complete reliability
Usually reliable	Minor doubt about authenticity, trustworthiness, or competency; has a history of valid information most of the time
Fairly reliable	Doubt of authenticity, trustworthiness, or competency but has provided valid information in the past
Not usually reliable	Significant doubt about authenticity, trustworthiness, or competency but has provided valid information in the past
Unreliable	Lacking in authenticity, trustworthiness, and competency; history of invalid information
Cannot be judged	No basis exists for evaluating the reliability of the source

03: RSA 2020-2021 | Bridging the Divide

This RSA brief asked for a solution that would harness social media to bridge a contemporary societal divide. I focused on the divide between those that can and can't distinguish between reliable information on social media because of the impact the rapid spread of misinformation has had on global politics. My solution was an app and browser plug-in pet for Twitter, that monitors what the user shares for misinformation and reliability, and rewards them with more colourful creatures to look after.





Stair Risers

05: Editorial | The Guardian Weekly

This brief asked for an illustrative visualisation of the data from the 2018 World Happiness Report. I chose to use national dishes to represent a variety of countries, due to how food can indicate the geography, culture, and affluence of a country. It also has a very fundamental connection to wellbeing and, therefore, happiness.





06: Branding | Kim Arnold

I created these illustrations in response to a brief requiring illustrations for the website of Kim Arnold, a London marketing consultant. Above shows the three spot illustrations and web banner I responded with. The brief asked for personality, humour, bright, clashing colours and the message that Kim will help your business stand out from the crowd and be heard, which I aimed to express through my personal illustrative style.



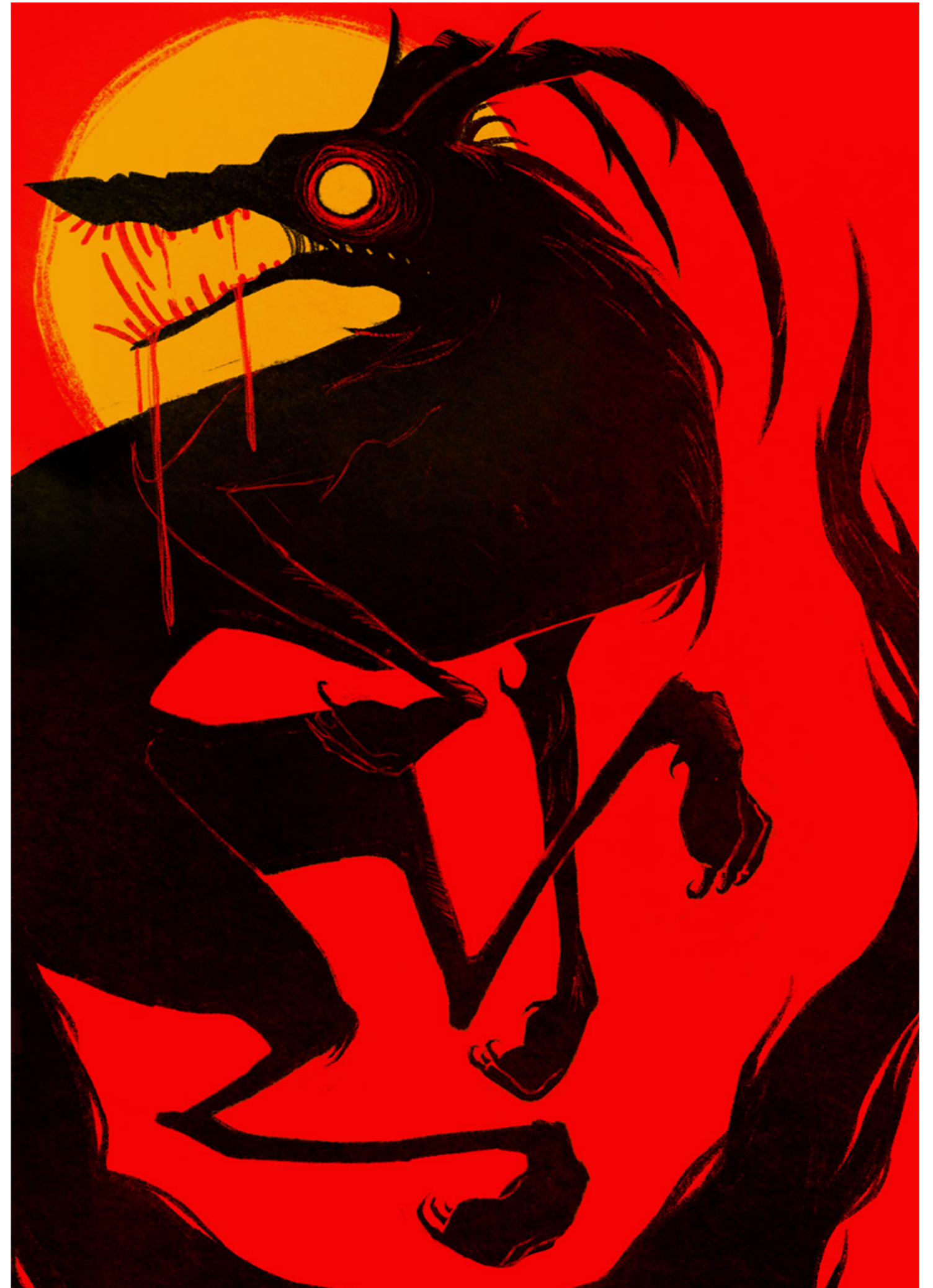
07: Self-promotion

This is my personal business card, created in response to a self-promotion brief. The business card needed to be able to fit flat into a wallet, whilst still having something about that that would make it stand out. I decided to make a business card that was magnetised so that it may be held shut or folded out as above, like an ornament. This gave me four areas to play with, so I decided to cover them with motifs from my work separated and illustrated in varying opacities of CMYK to put across my personality.



08: Negotiated Illustration | Black Dog Zine

Before the start of the negotiated project, we were asked to produce a zine on a topic of interest. I explored imagery around Black Dogs of British folklore, as it was the basis of my dissertation. This established the fantastical and monstrous nature of my final negotiated project.





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