



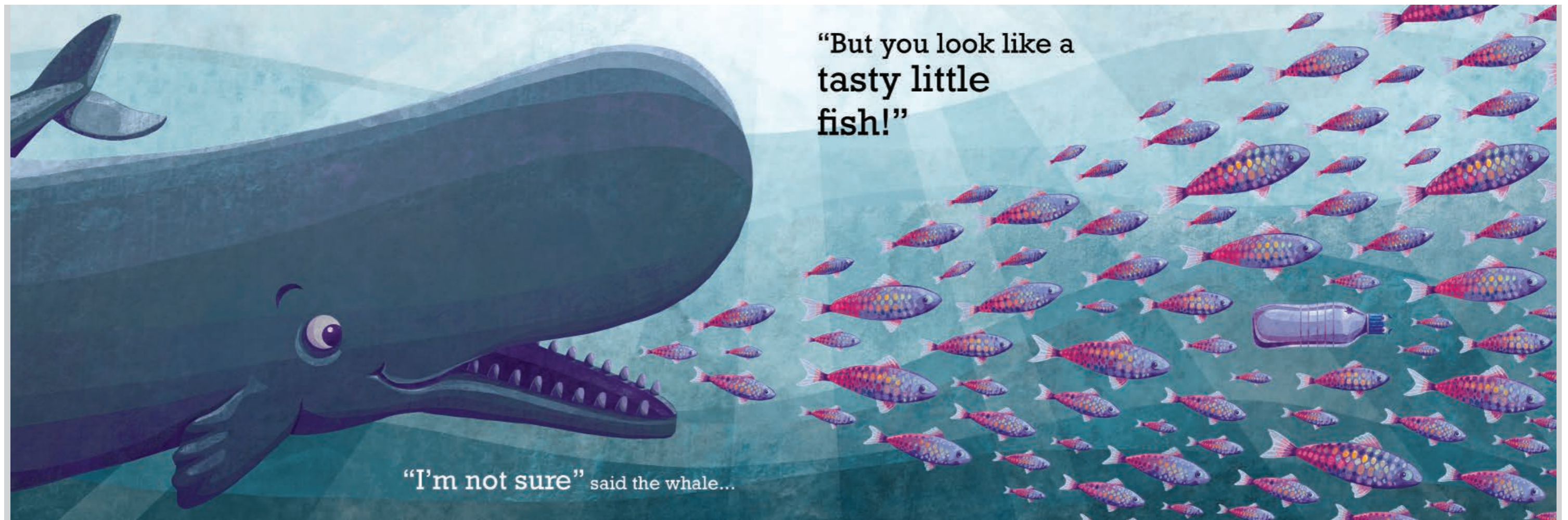
Penny Tozer

Lover of nature and all things
colourful.

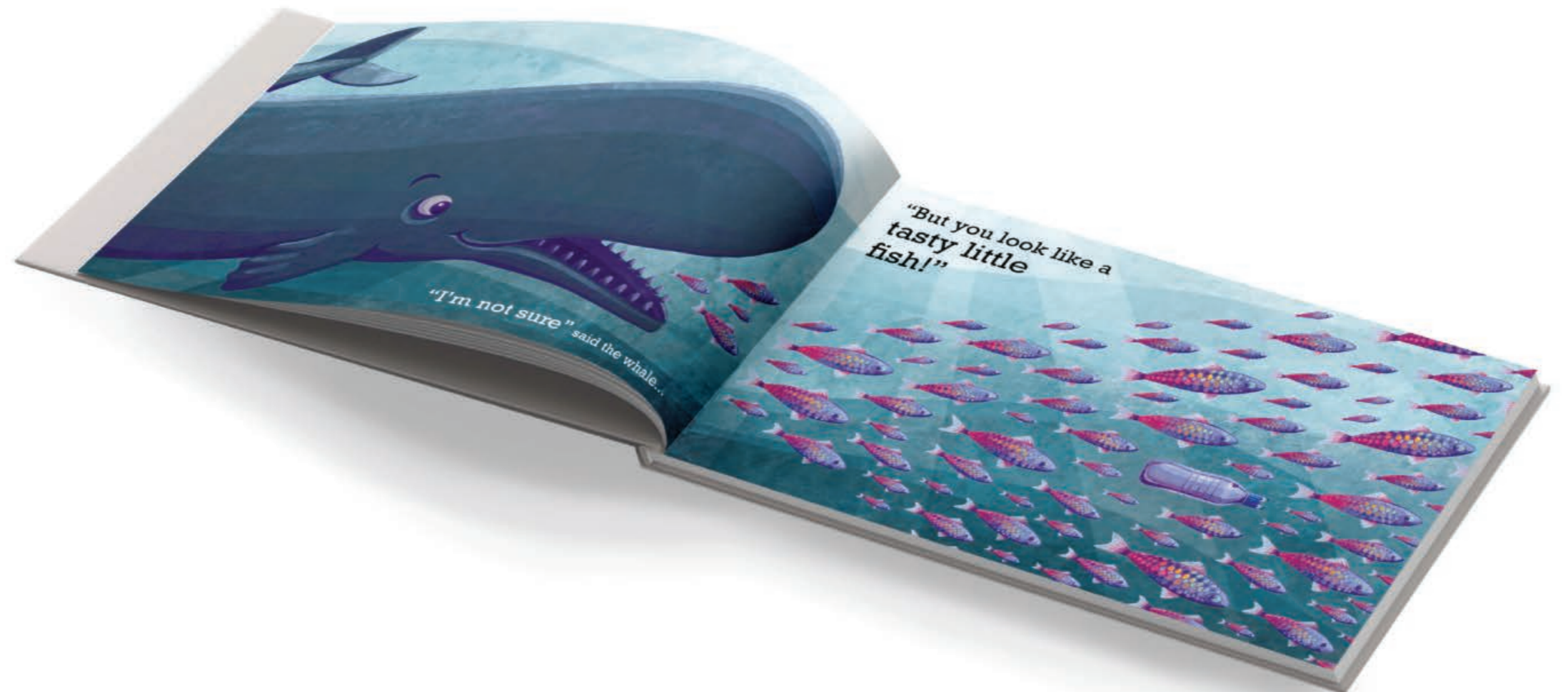
01: Plastic Pollution

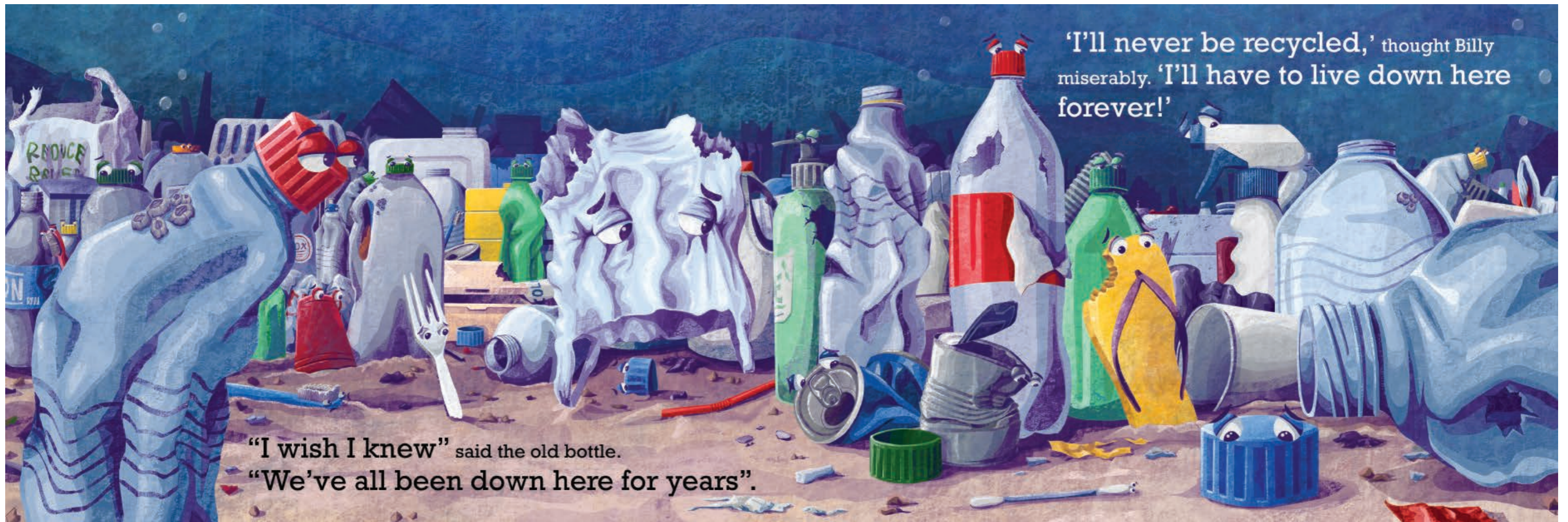
In response to the negotiated illustration brief, I created a children's picture book focusing on the issue of plastic pollution. The story follows a plastic bottle's journey through the ocean, demonstrating the effects of plastic on animals and the marine environment. With the aim of interesting and motivating children to fight plastic pollution, I intended to create an enjoyable picture book that did not only aim to educate the audience, but also aimed to entertain. The final picture book aimed to raise awareness about plastic pollution and its effects in a way palatable to a young audience.



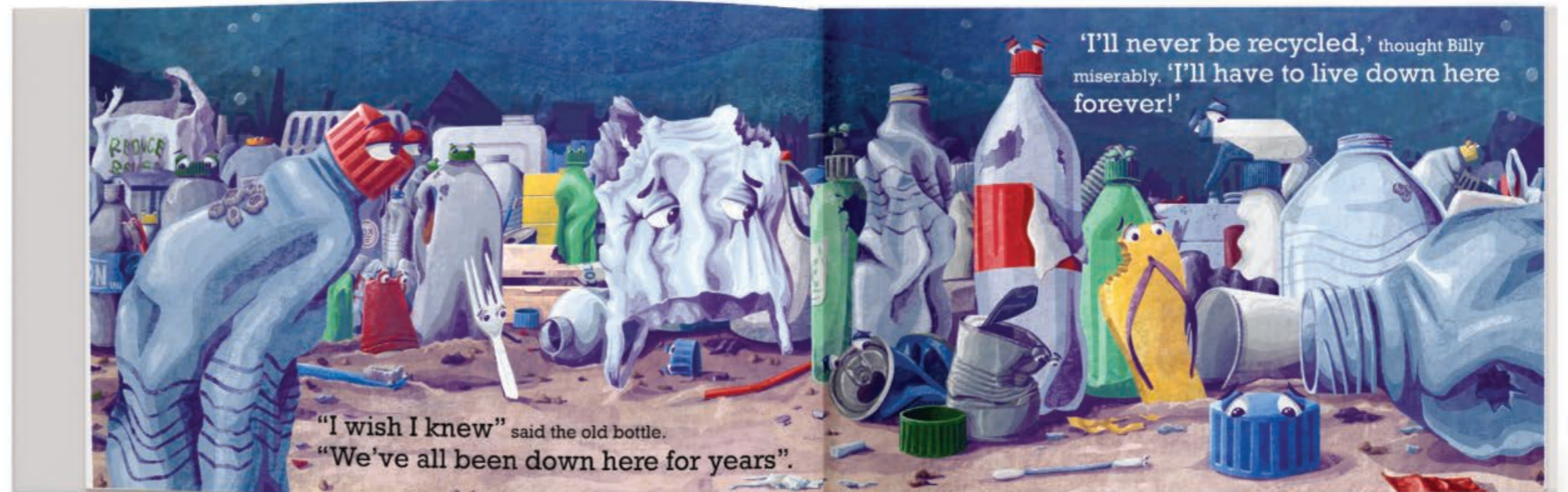


This double page spread depicts one of Billy the bottle's encounters during his journey in the ocean. It demonstrates a devastatingly common effect of ocean plastic: ingestion by animals.





This double page spread portrays a key moment in the story, where Billy comes across a scene resembling a plastic graveyard at the bottom of the ocean. This spread aims to communicate the longevity of plastic in a manner understandable to a young audience. I aimed to create characters that the audience may empathise with or pity in order to motivate them to become passionate about recycling and consider the consequences of throwing away plastic.



But she *did* know!



Billy couldn't believe it. He was finally living his dream! He was



finally...



being...

But she *did* know!



Billy couldn't believe it. He was finally living his dream! He was



finally...



being...

The penultimate spread of the story depicts Billy's trip to the recycling bin after being picked up in a beach clean.



*If he finished his rocket,
he could zoom down below
to join all the parties!*

But... who would he know?

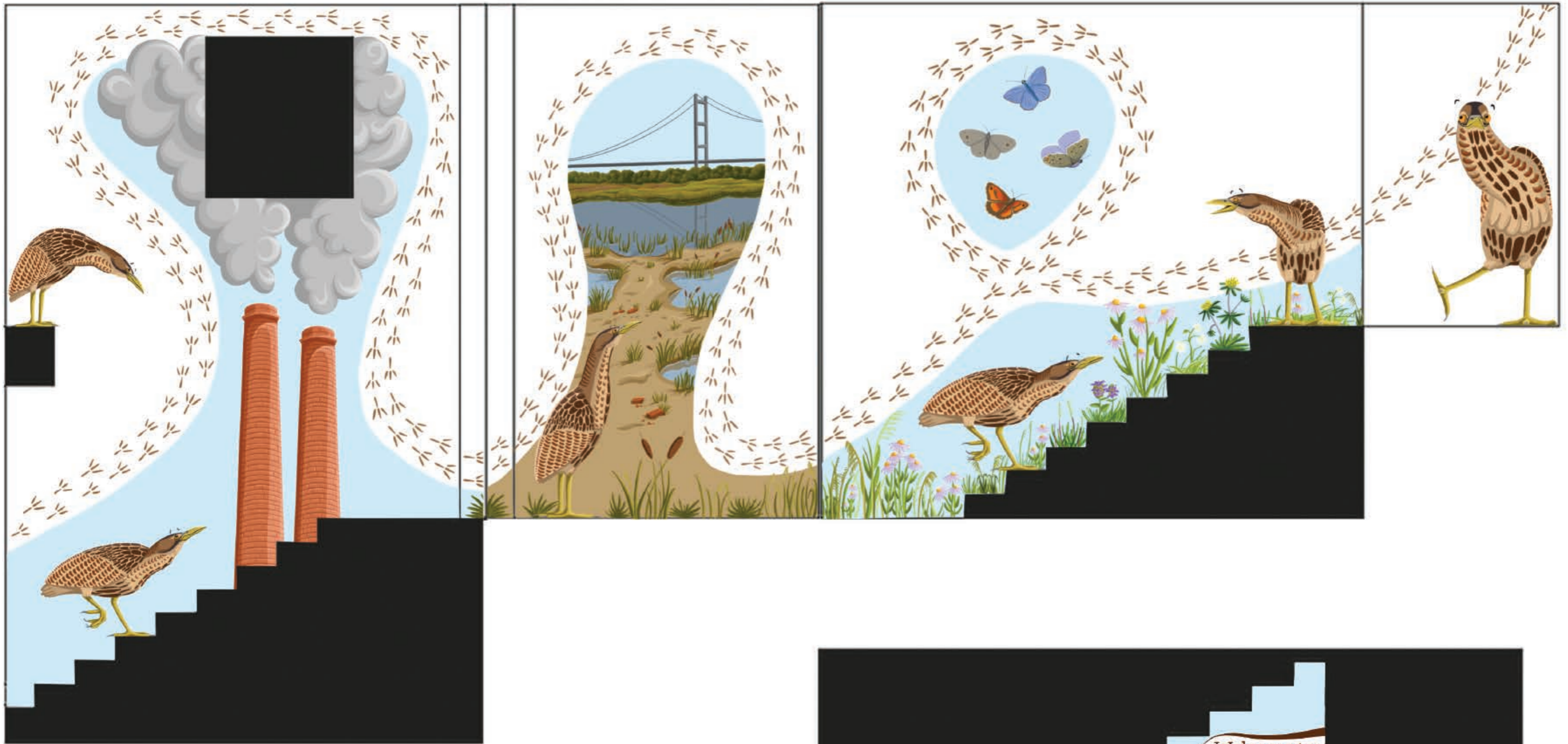
*But alone isn't lonely,
good ideas are like friends.
Moon Mouse keeps on tinkering
with space odds and ends...*



*And he isn't invited -
no more to be said!
And with that gloomy thought,
he dives back into bed.*

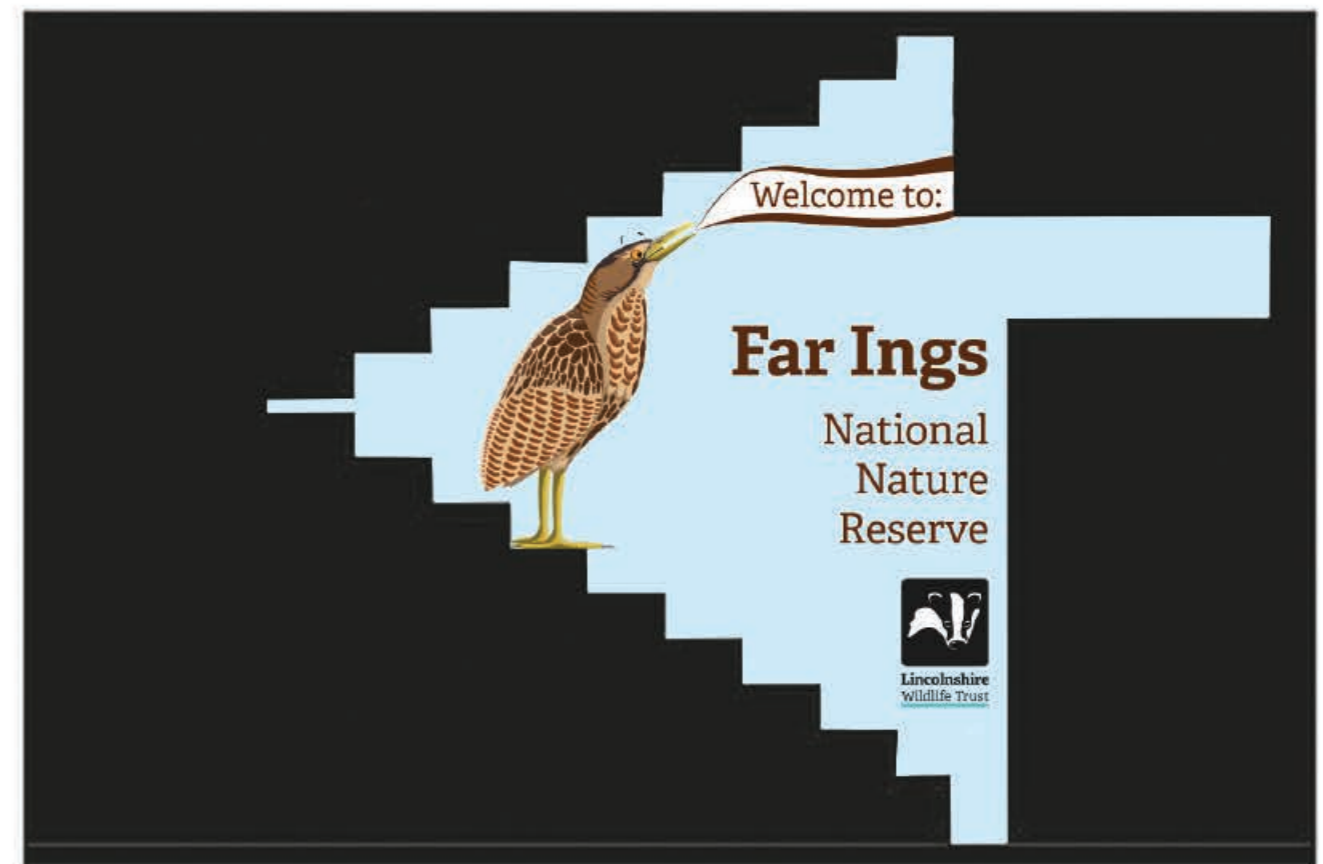
02: Moon Mouse

This spread is a response to a competition brief requiring entrants to produce illustrations for a children's picture book. The story follows the adventures of a mouse who lives alone on the moon, dreaming of birthday parties.

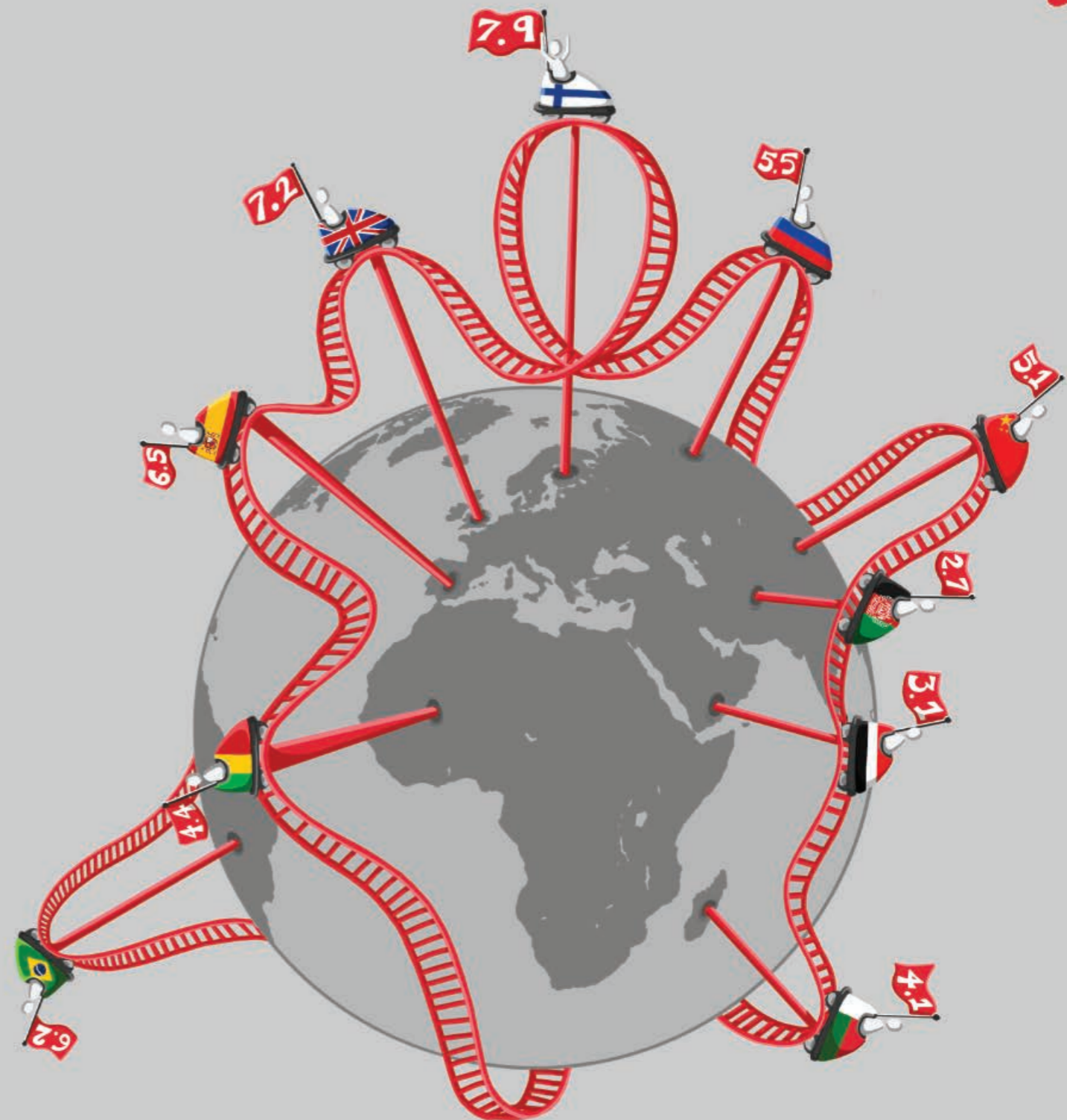


03: Lincolnshire Wildlife Trust

Issued by the Lincolnshire Wildlife Trust, this brief involved designing a mural to go in the visitors centre at Far Ings Nature Reserve. The brief required an exciting and engaging design that would not only reflect the geography and history of the area, but also entice visitors up the stairs of the visitor centre. To represent the history and geography of the area, my design focuses on a bittern, a species of bird found at Far Ings that was once rare but now flourishes due to the Wildlife Reserve's development. The scenes on each wall tell the story of Far Ings' history, and the footprints act as a timeline to show the bittern's development whilst enticing the viewers up the stairs to follow its journey. With the stairwell being a relatively dark space, my design uses bright colours and white space with the aim of lightening and opening up the area.



The Guardian Weekly



04: Data Visualition

This cover for The Guardian Weekly magazine is a data visualisation for the 2018 World Happiness Report. Inspired by the metaphor 'rollercoaster of emotions', I used the idea of a rollercoaster's high and low points to represent levels of happiness, similarly to a graph.



05: Bridging the Divide

A competition brief set by the RSA required entrants to create a solution to 'bridge' a chosen societal divide. With the polarisation between generations leading to a decrease in empathy and understanding and a resulting increase in negative stereotypes, hostility and loneliness (highlighted by the COVID-19 pandemic), the societal divide I chose to address is the generation gap. I sought to discover methods of raising awareness and engaging interest in order to encourage, normalise and highlight the value of intergenerational relationships. As a solution, I designed a series of murals as part of a proposed campaign called Better Together. Displaying a typically elderly and young shoe alongside the phrase 'an odd pair? Not really...', the murals also feature a QR code that, when scanned, would provide information on the importance and value of intergenerational relationships, in addition to offering opportunities in which intergenerational relationships can be formed.

#BETTERTOGETHER



BETTER TOGETHER



#BETTERTOGETHER

- a campaign aiming to bridge the generation gap by encouraging intergenerational relationships



06: Self Promotion

The self promotion brief involved creating a promotional item for an identified target audience. As I am interested in the children's picture book market, my intended target audience was not only children, but also adults such as teachers, parents, grandparents and publishers. I created three illustrations for a set of jungle themed snap cards, and by choosing to illustrate cards for a family game, I aimed to demonstrate that my illustrations are suitable for a child audience whilst also remaining appealing to an adult audience.





07: My Dream Project

This project was a zine based upon Enid Blyton's book *The Faraway Tree*. Exploring and experimenting with gouache, I created observational drawings of trees and forests, undertook character research and development and illustrated scenes from the book.

An ugly, gnome-like fellow was creeping up
silently behind the meeting on the toadstools. None
of the elves saw him or heard him.

'He's after that bag!'

whispered Joe.





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