



# Emily Patel

Enthusiastic about all things  
Illustrative



## 01: Creative Campaign

This project involved designing a campaign for the bubble bath product 'Little Monsters'. The product was made for children who were 'cheeky' and loved to make a mess, I wanted to represent this with a child covered with bubbles and surrounded by water.



In order to appropriately complete the brief I focused on characters and the interaction between the two. My development for solving this problem was to research into different situations that involved water and baths with bubbles, I found that the best solution was to have a scene showing the child in a body of water with bubbles, showing the emotion of enjoyment, whilst the monster like character is pouring water over the child.





## 02: Placemaking & Wayfinding

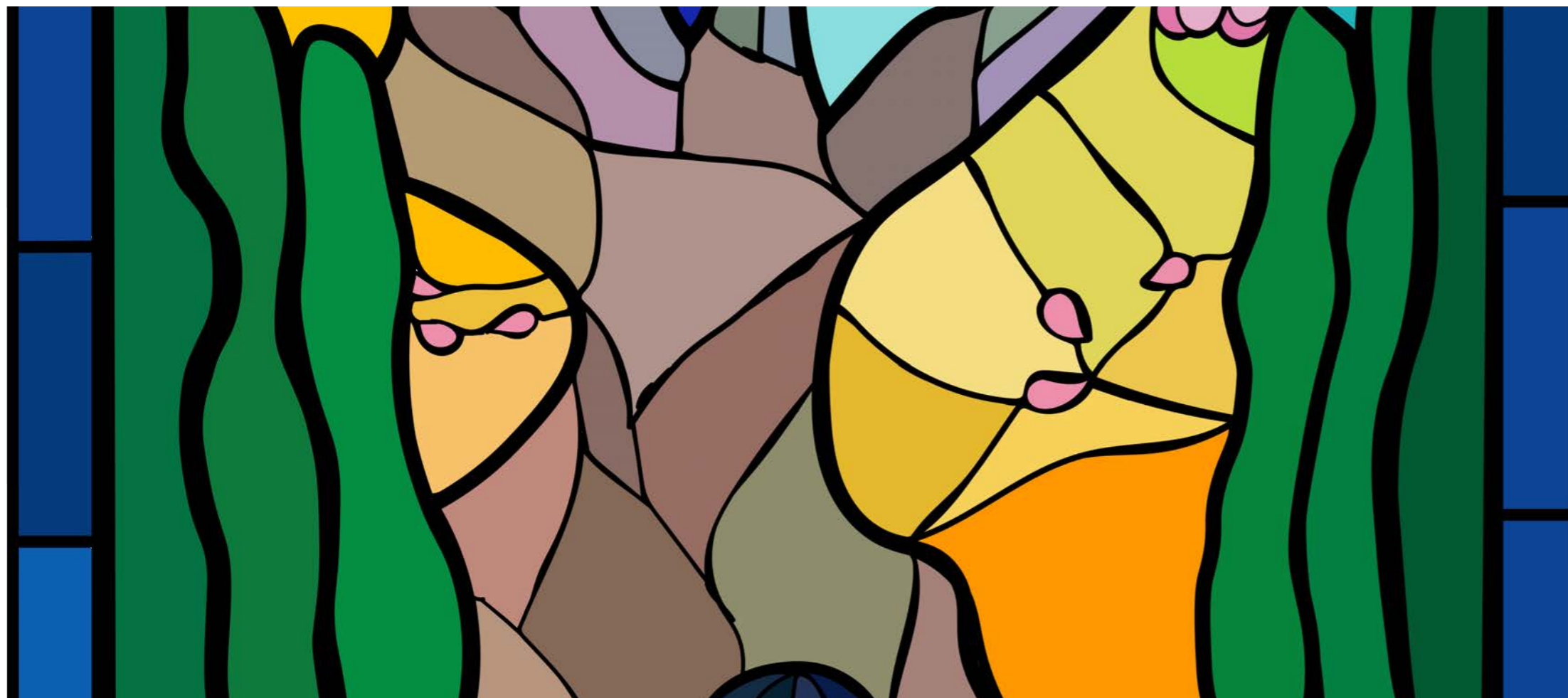
This project involved designing and illustrating a mural on a wall in the reception area for a specific type of business of my choice. My chosen business is a dentist, I wanted to take this opportunity to design characters that appeal to kids who are visiting the dentist, which can be the subject of a lot of people's anxieties, which made me illustrate a colourful and fun mural.





### 03: Wilder Doddington

For this project the local hall and gardens Doddington Hall wanted a poster to advertise their re-wilding campaign that they are in the process of doing. They wanted the poster to represent rewilding in a fresh way whilst also keeping the historic legacy of the gardens. To represent this I chose to illustrate the poster as if it was a stained glass windows with different colours and bold lines separating them.



I researched the hall and gardens to get a feel of the scenes, with the different trees surrounding the hall and also the animals and flowers that can also be found in the gardens. The colour palette has many different colours that reflect a sunrise representing a new stage in the gardens with the rewilding.





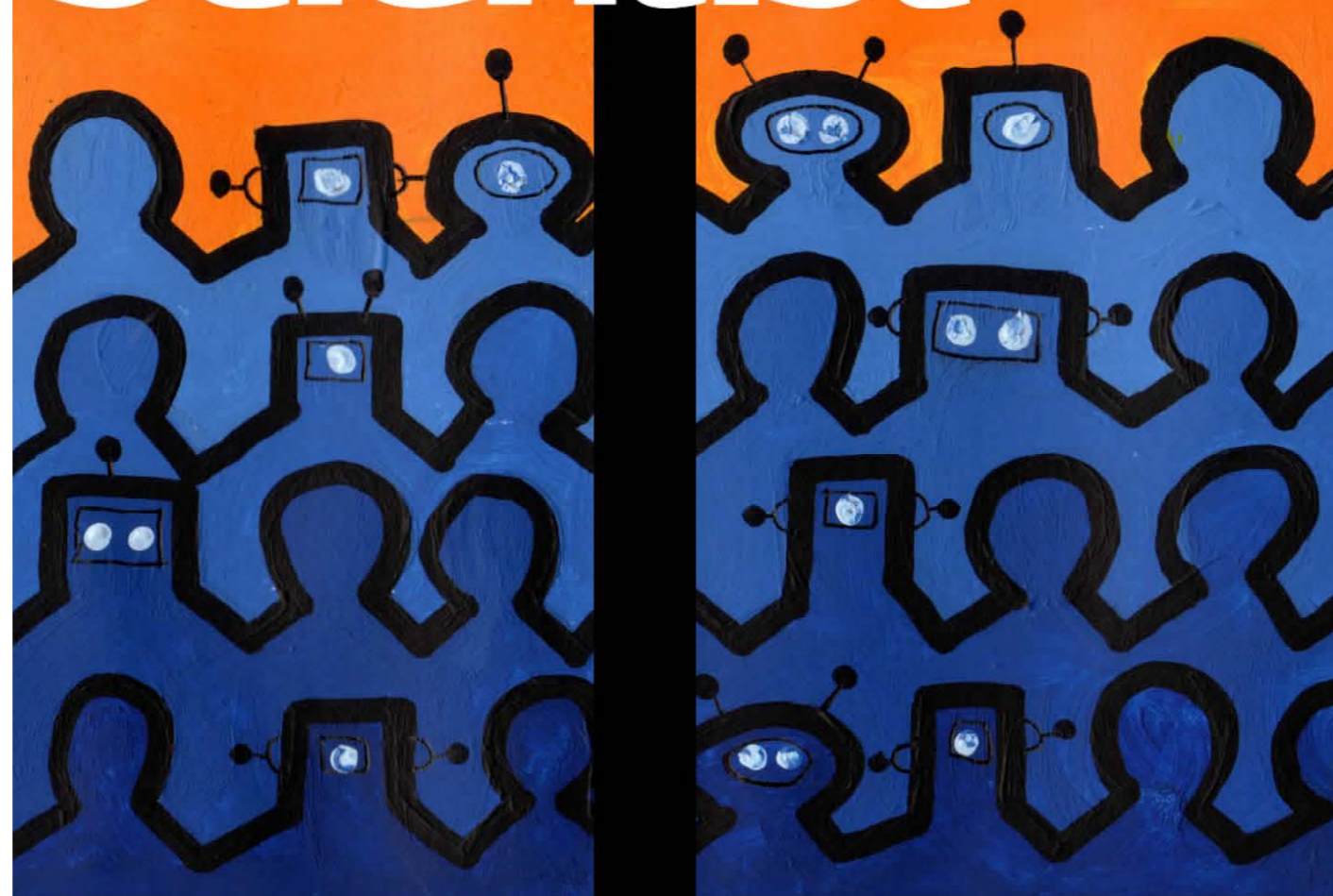
# New Scientist



## 04: Humanity and the Rise of the Machines

For this editorial project the aim was to find a news article that talked about AI developing, I chose the article 'Will Robots and AI Take Our Jobs? In Covid-19s Socially Distanced Era' from the magazine New Scientists. I wanted to represent this article by showing robots and humans on a train together, showing that the robots are taking over where humans were the only ones in the industry.

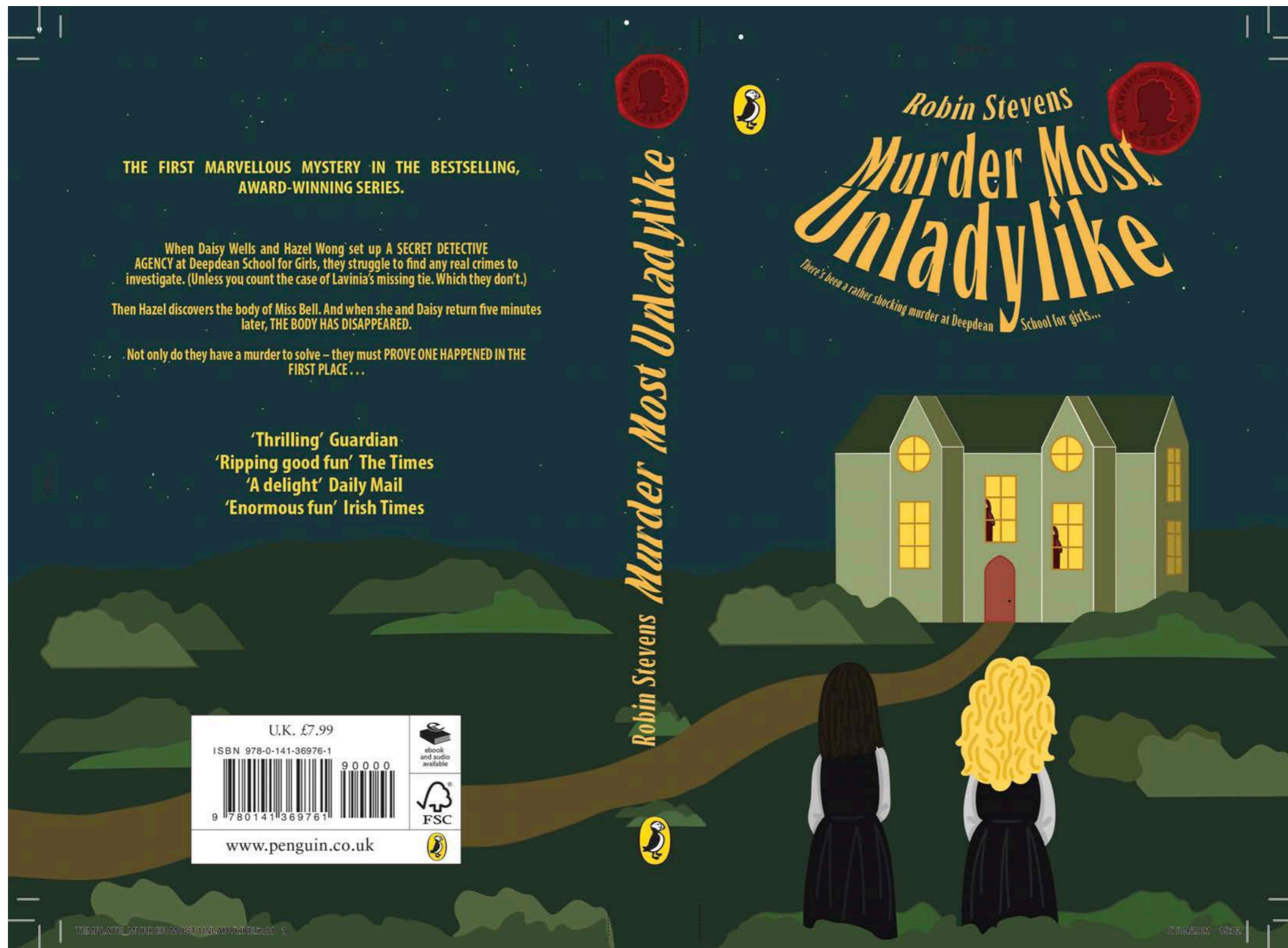
# New Scientist



**WILL ROBOTS**

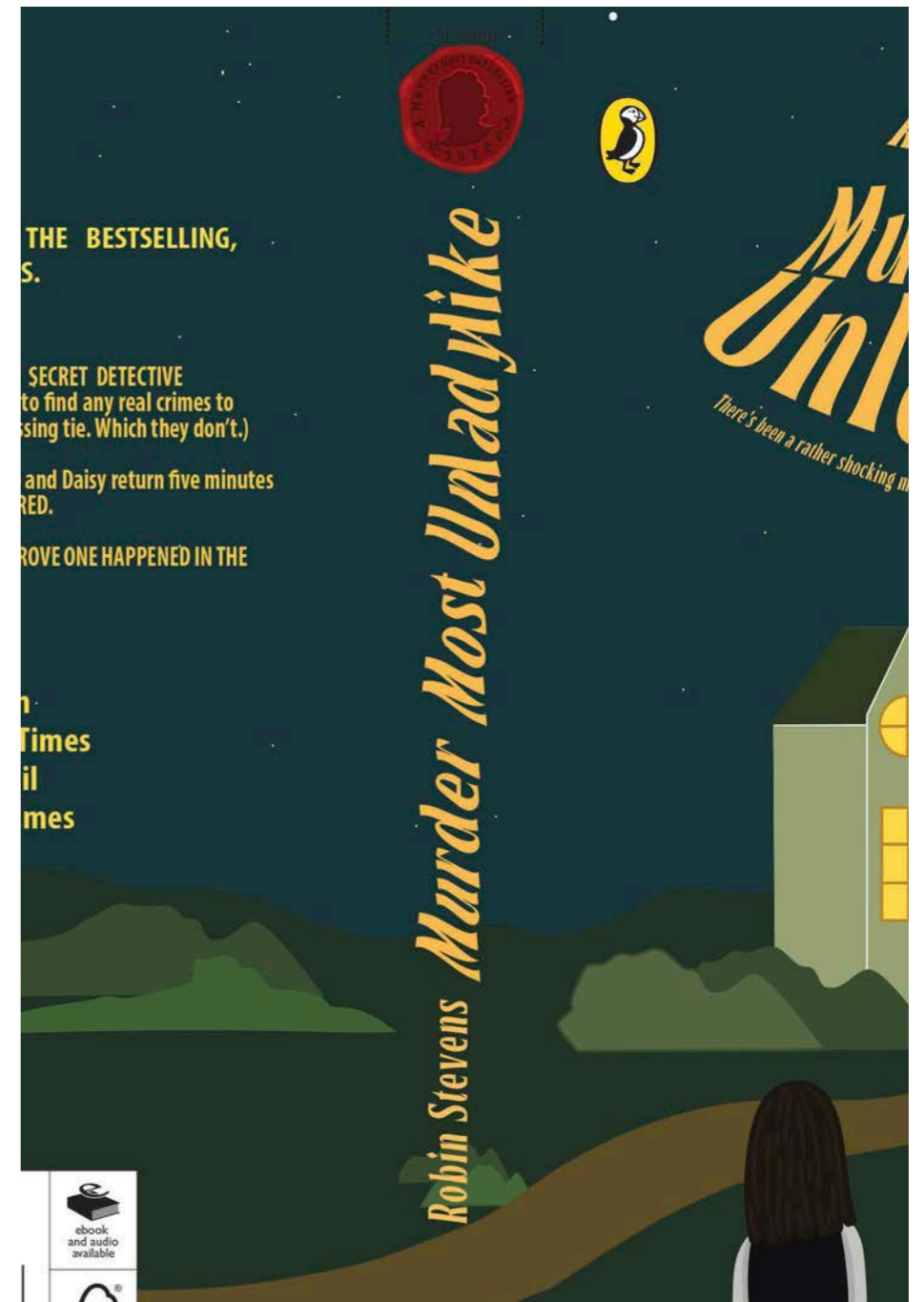
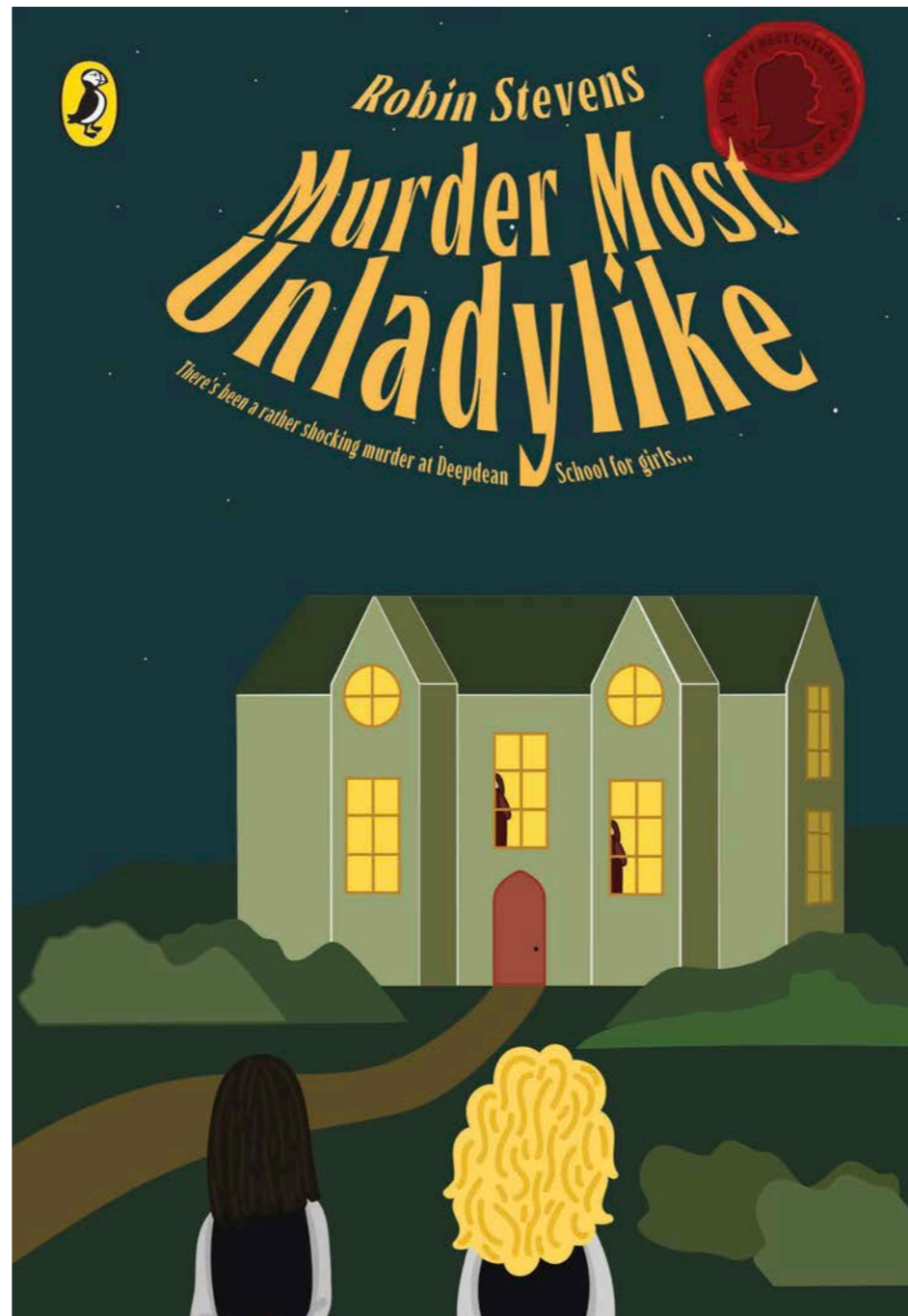
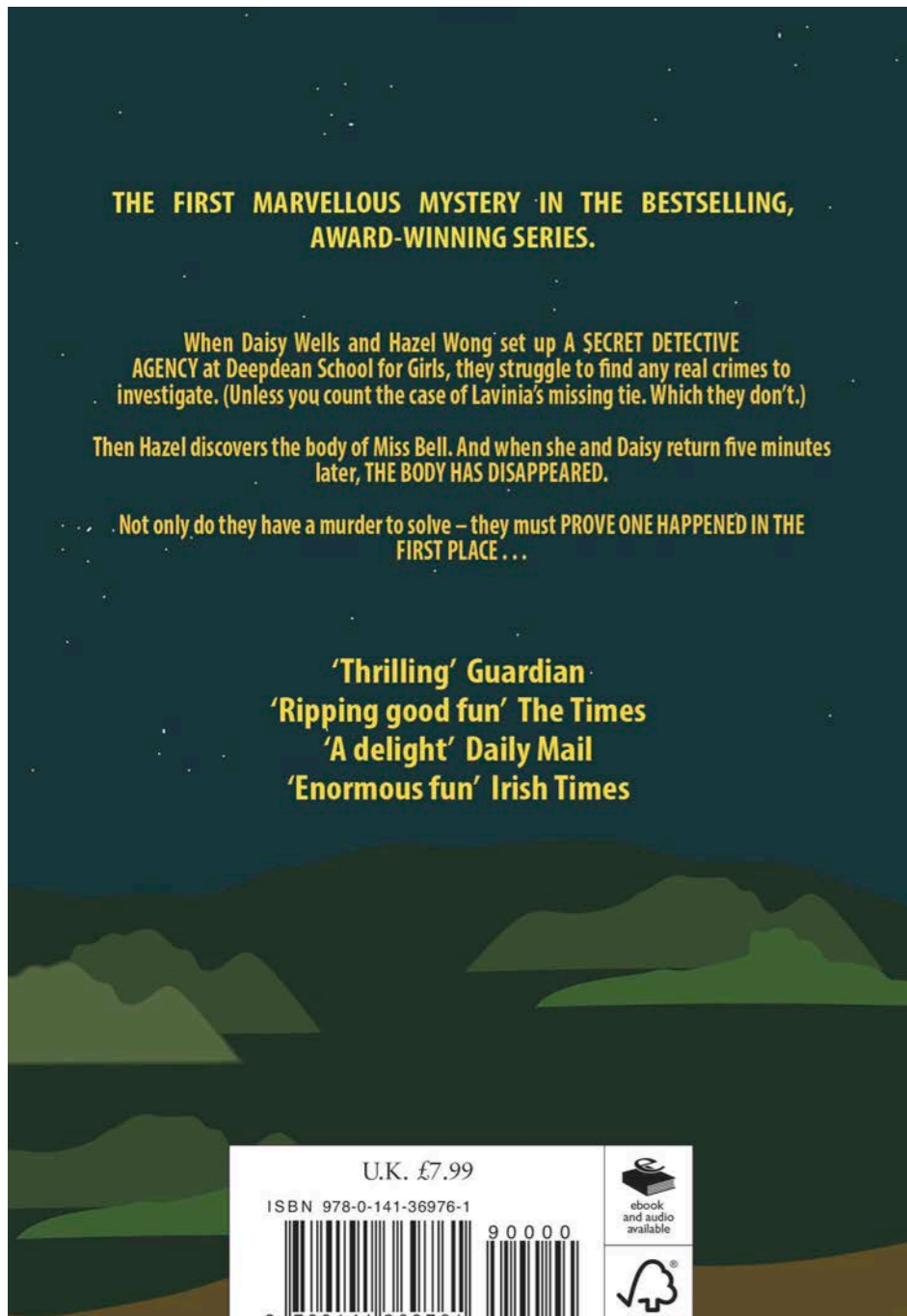
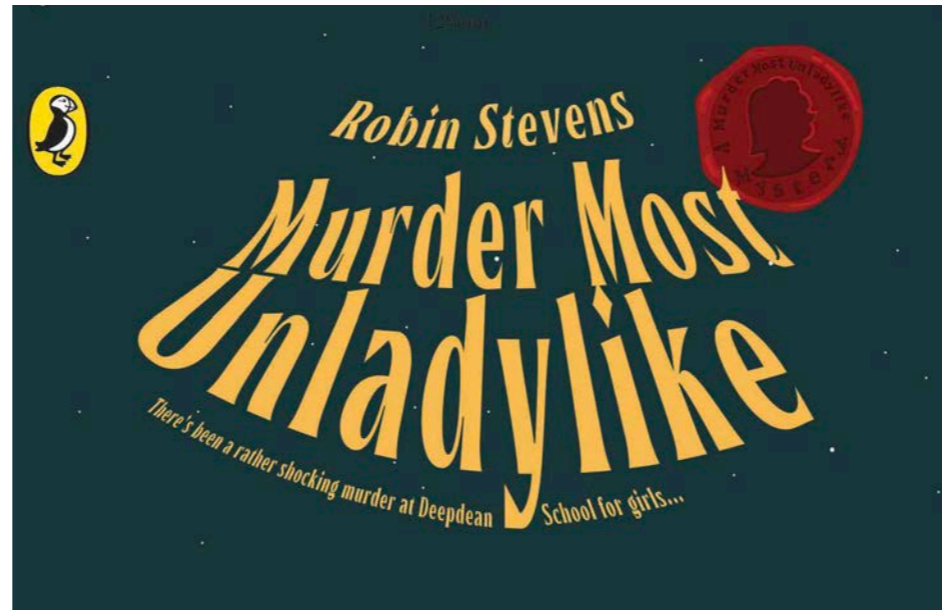
**AND AI TAKE OUR JOBS ?**

IN COVID-19'S SOCIALLY DISTANCED ERA?



## 05: Penguin Book Cover Awards 2022

The book chosen for the competition was 'Murder Most Unladylike' by Robin Stevens which was part of the children's section of the competition. Being a murder mystery story I wanted the piece to have a more ominous feeling with the colour palette being darker.





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