



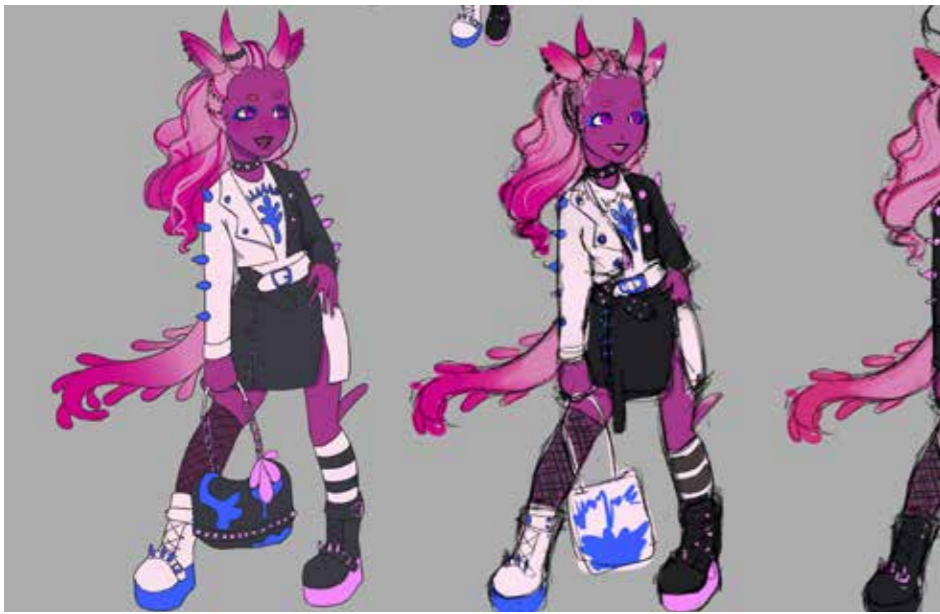
Amy  
Richards



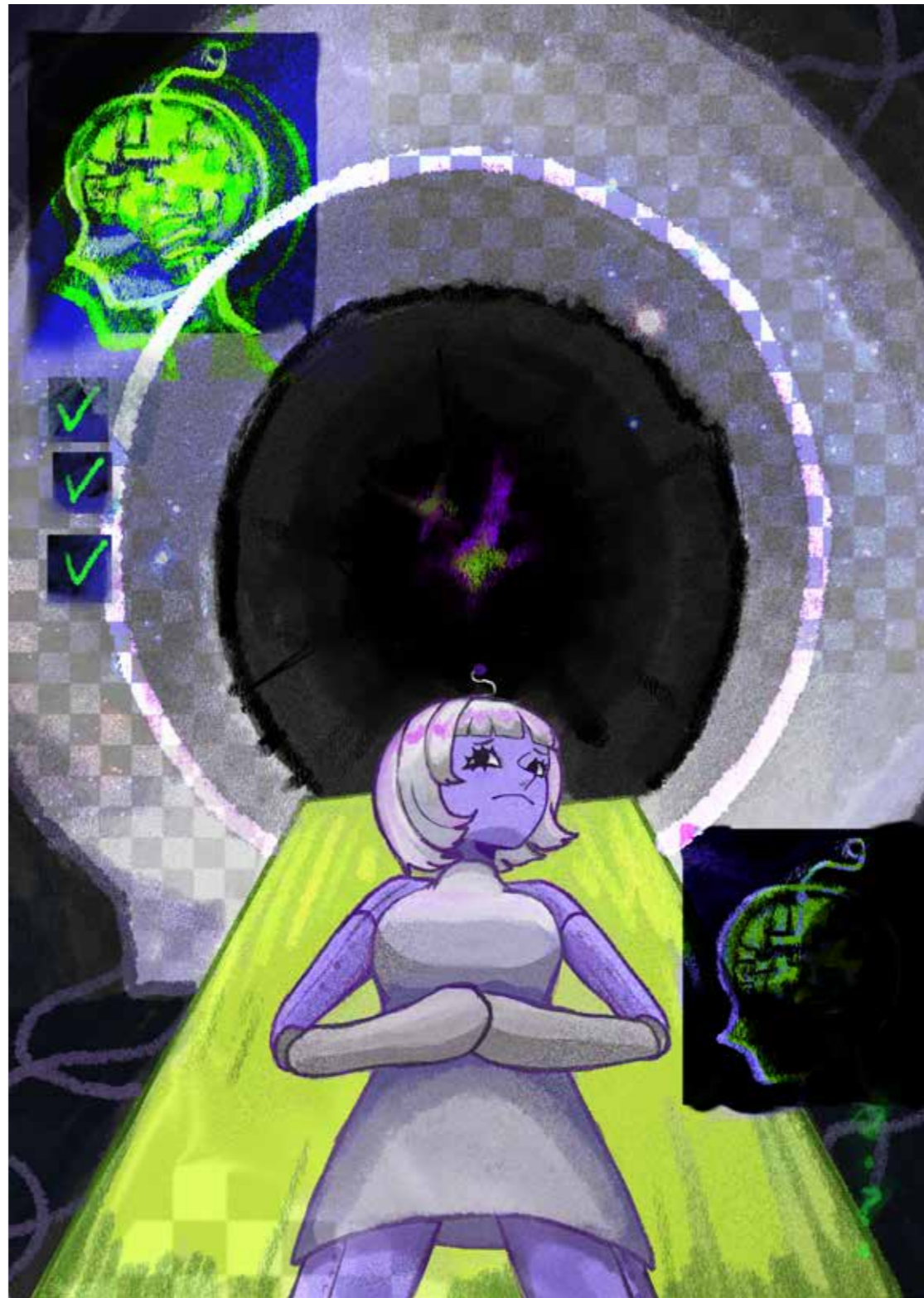
## 01: Deep Sea School

This was my negotiated brief, I chose to explore the idea of creating my own doll line IP. I settled on a group of deep sea creature turned fashionable girls, educating the preteen girl demographic about environmental issues and taking advantage of the colourful and unusual deep sea creatures that are perhaps lesser known. I wanted to spread the message to young girls facing societal pressure, that there is no set definition of girlhood, you should be yourself first and foremost.



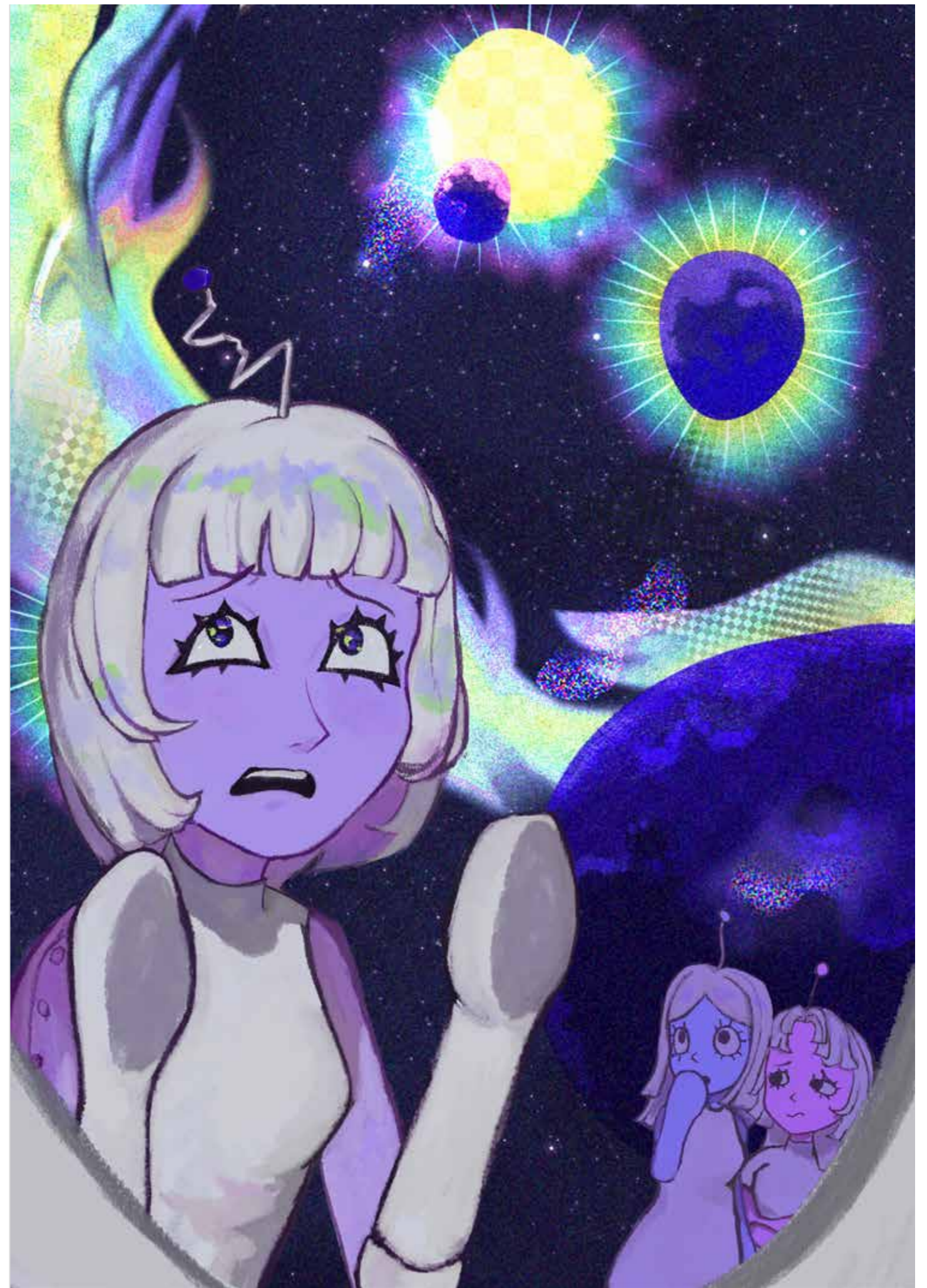
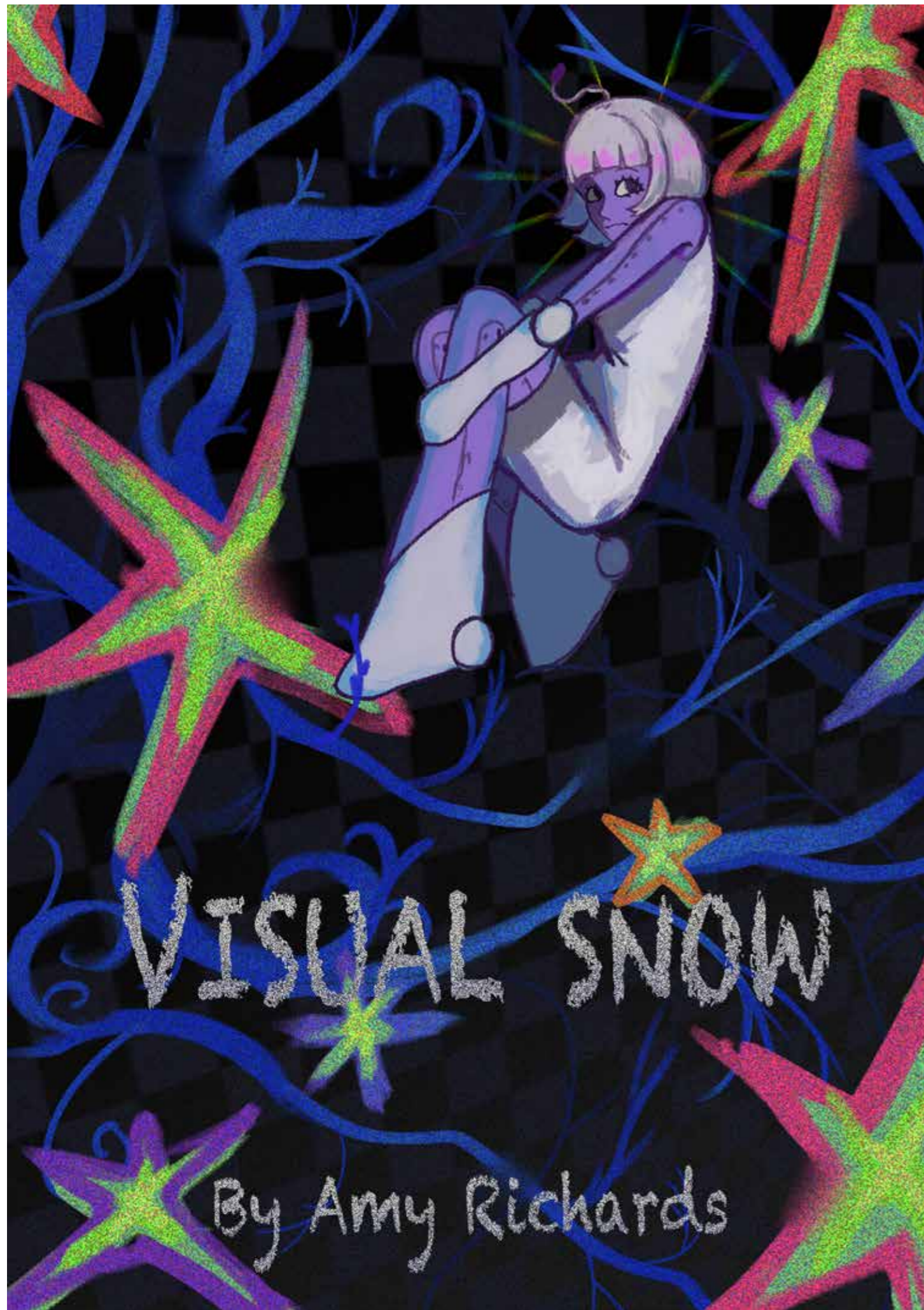


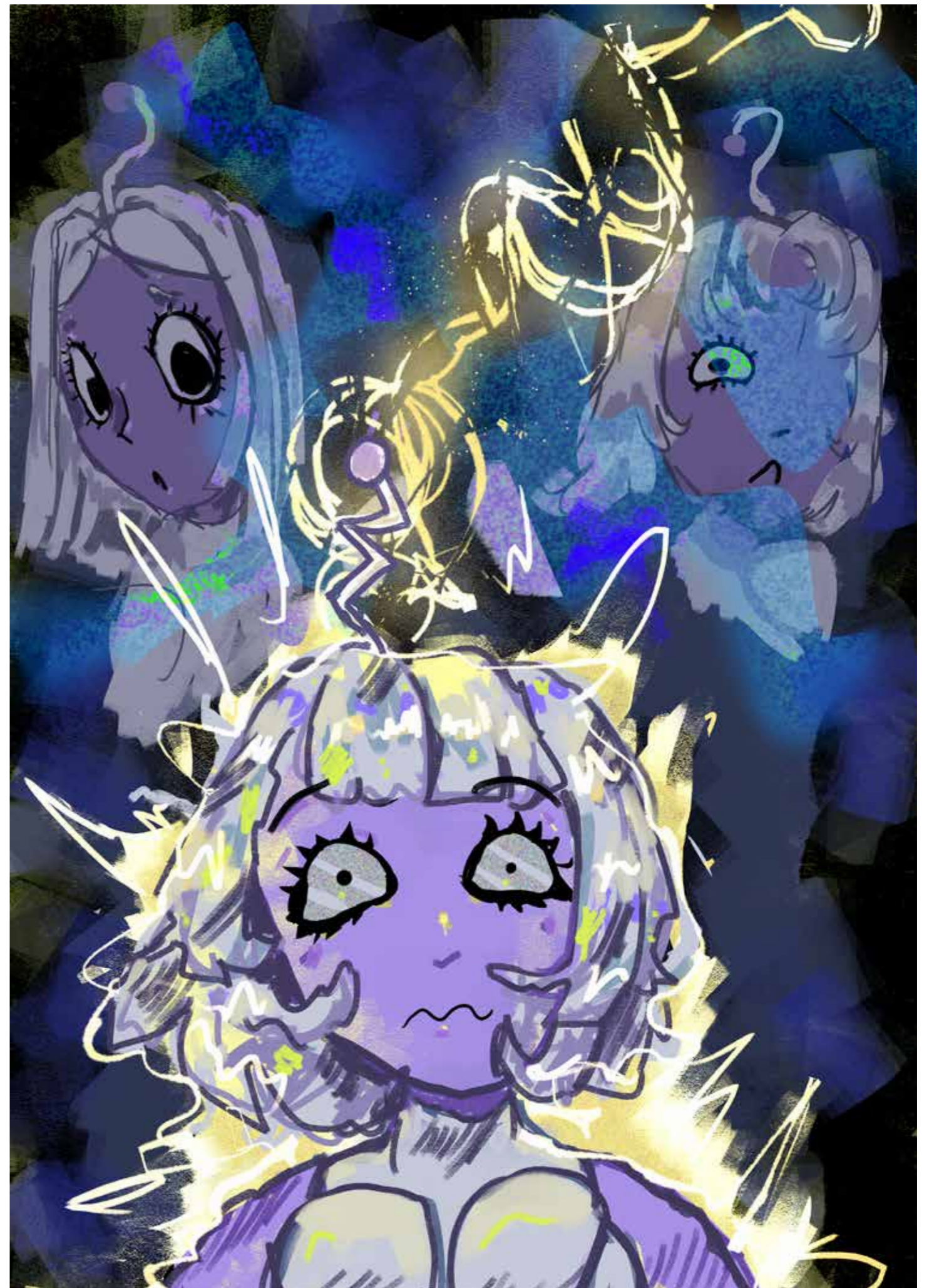
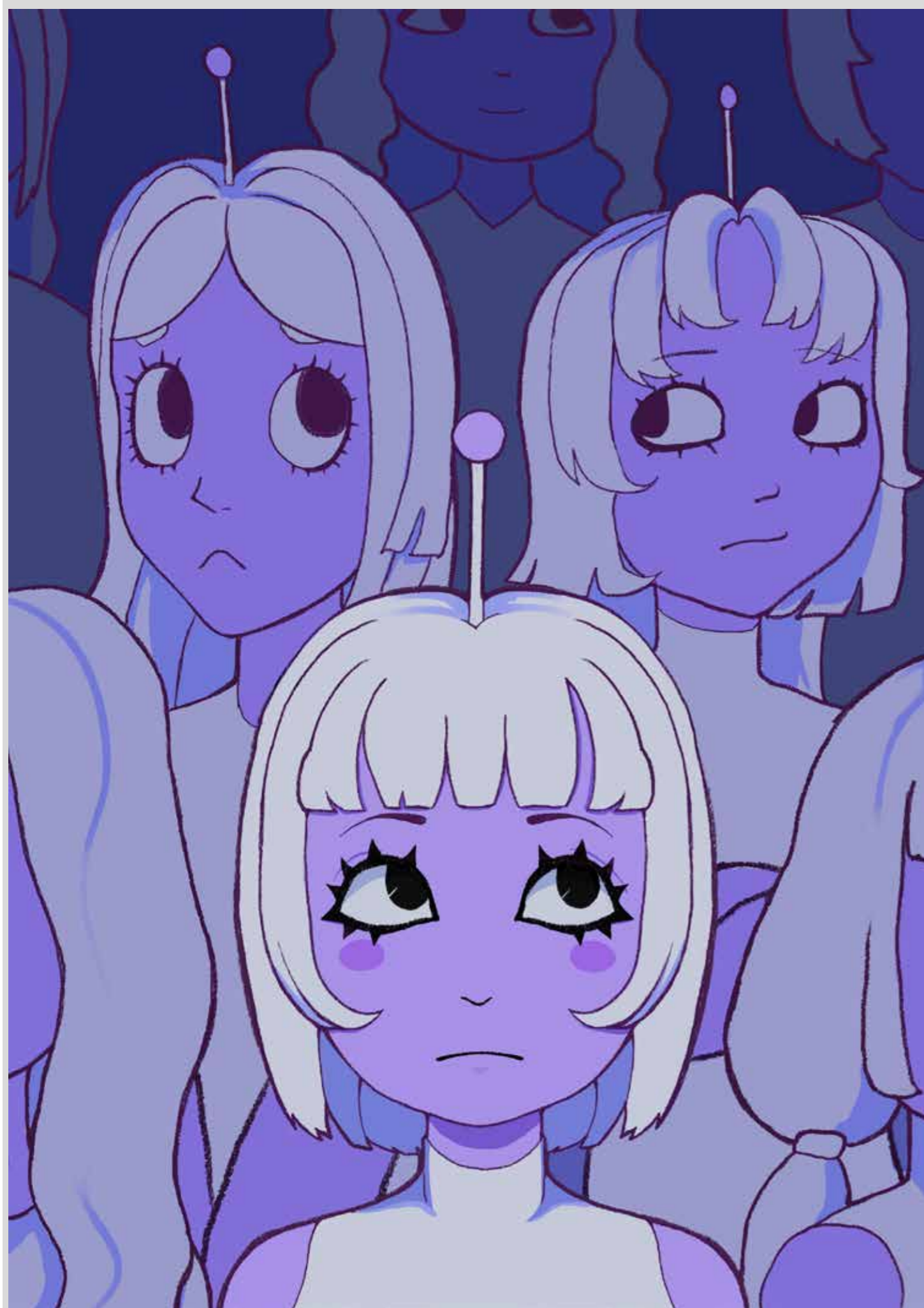




## 02: visual snow

I created a series of illustrations to raise awareness of a neurological disorder - visual snow - through the lens of a malfunctioning robot girl. I took advantage of the digital medium to portay the glitchy, noisy and colourful way visual snow impacts vision.







### 03: self promotion project

I created two illustrations for my business card - focusing on my identity as an illustrator while showing prop design, space and lighting. I settled on tea parties, purple and gold as my aesthetic, taking from what I personally like drawing and my interests. For merchandising, I created a sea slug teapet - I chose a frilled sea slug to connect this part of the project loosely to my negotiated project.





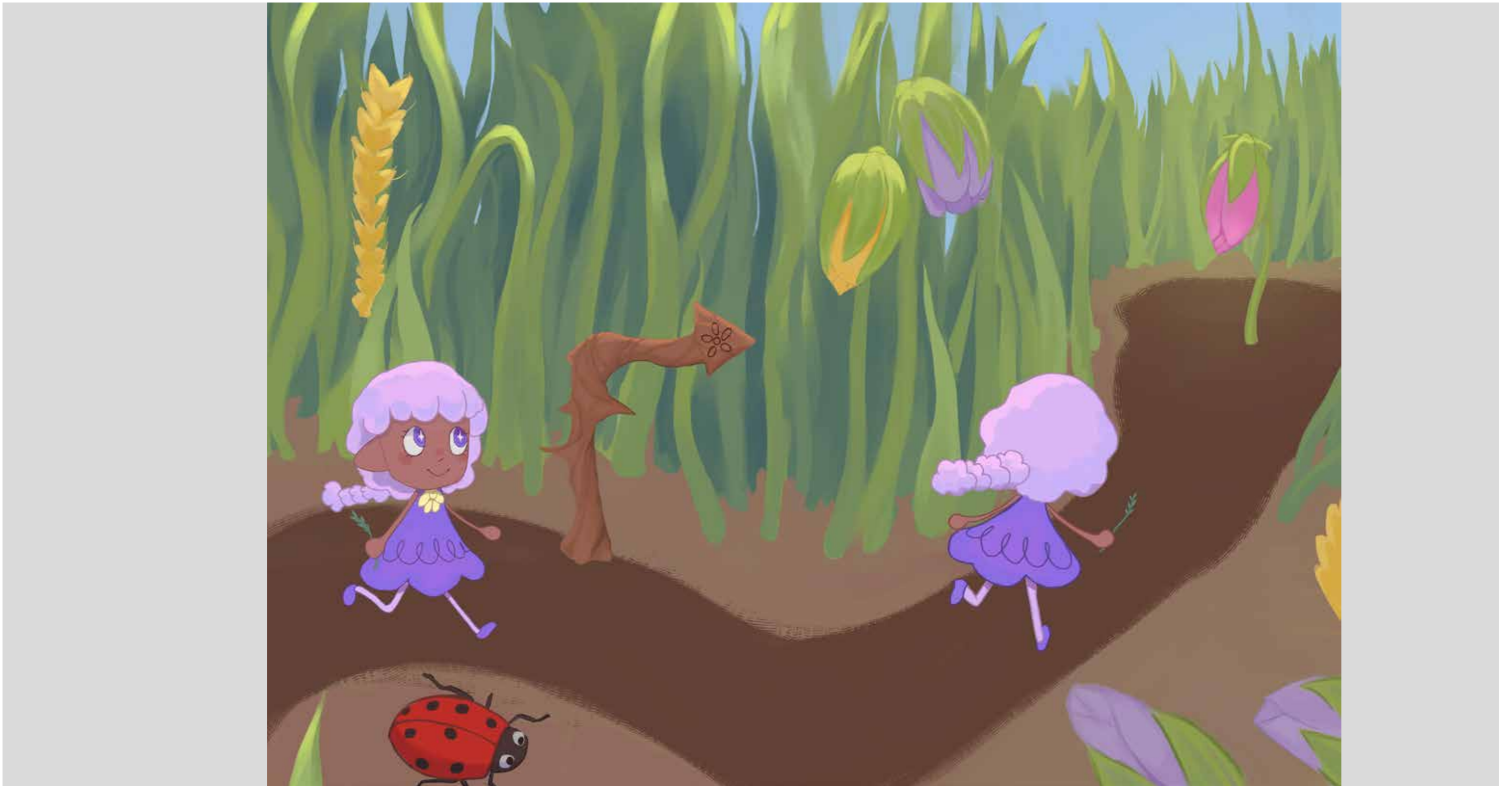


## 04: Castle project

From a brief focused on designing merch for Lincoln castle - I went for tea packaging design. Focusing on the female history of the castle, and composition inspired by Art Nouveau.

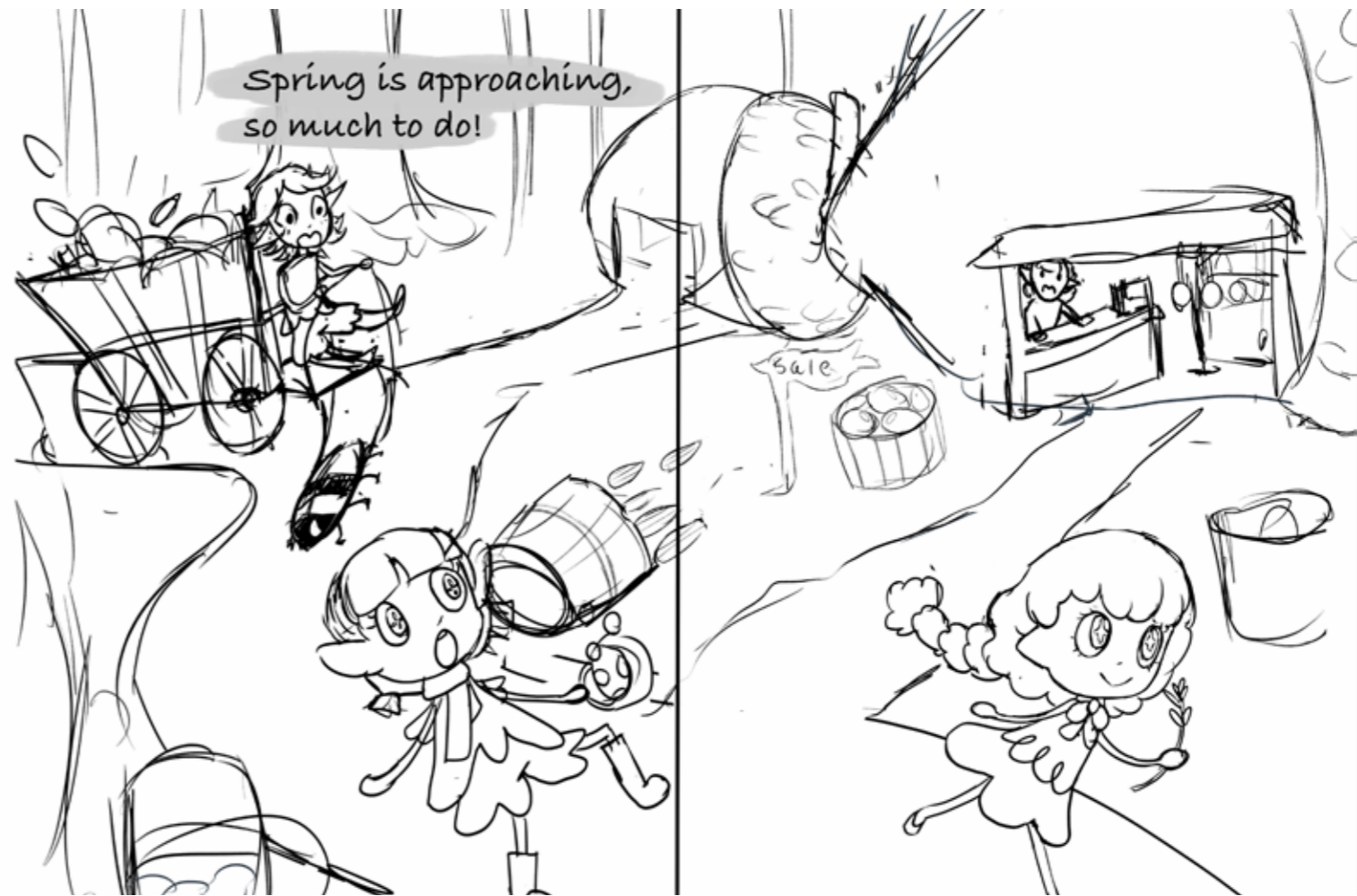
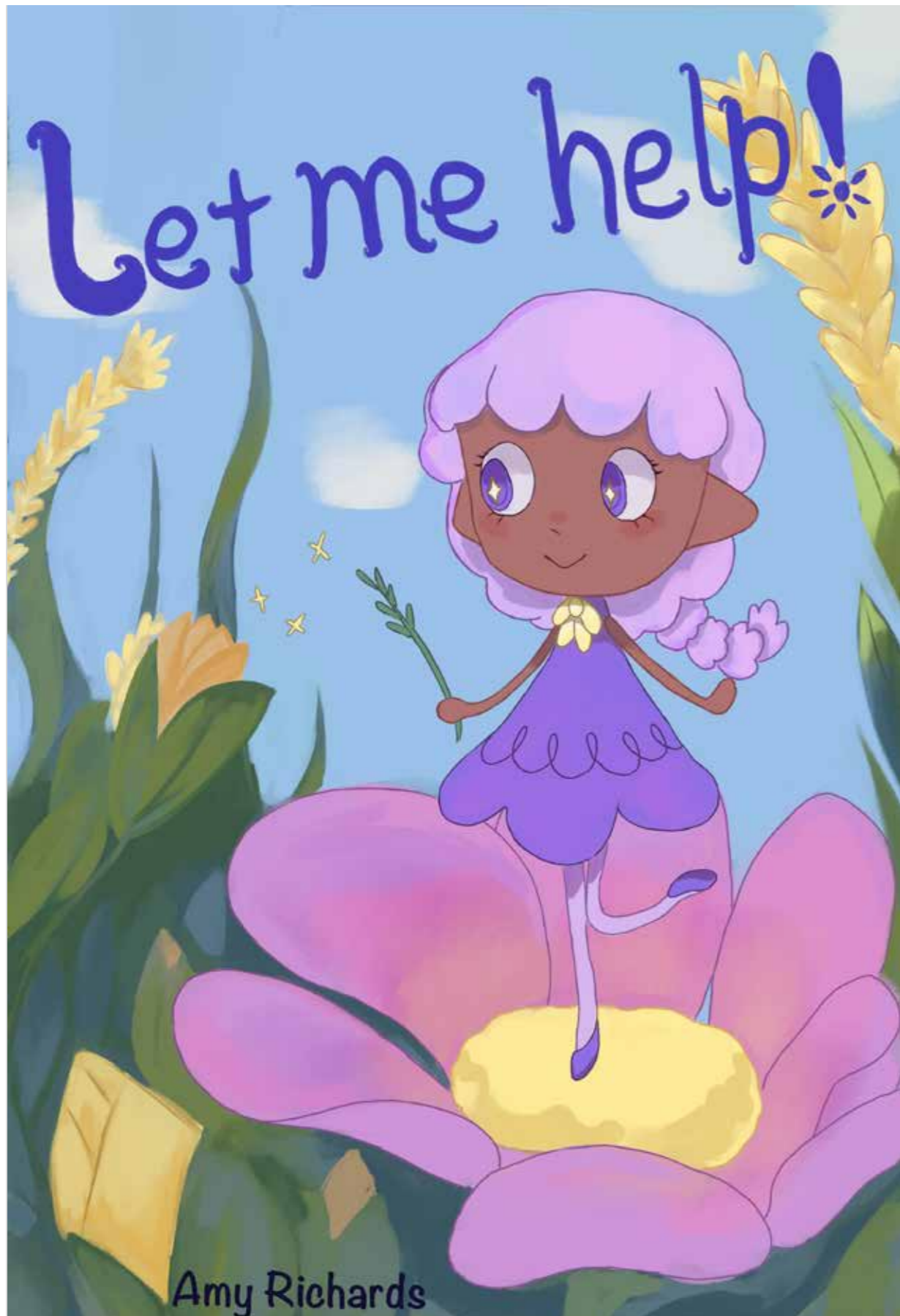


Lucy Tower  
Earl grey tea



## 05: Kids book

From the Books and storytelling brief. I created my own kids book concept, about a girl who wants to grow up too fast. I feel there is a lot of pressure right now for children to grow up far too fast, especially with social media. My goal was to tackle this issue.



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