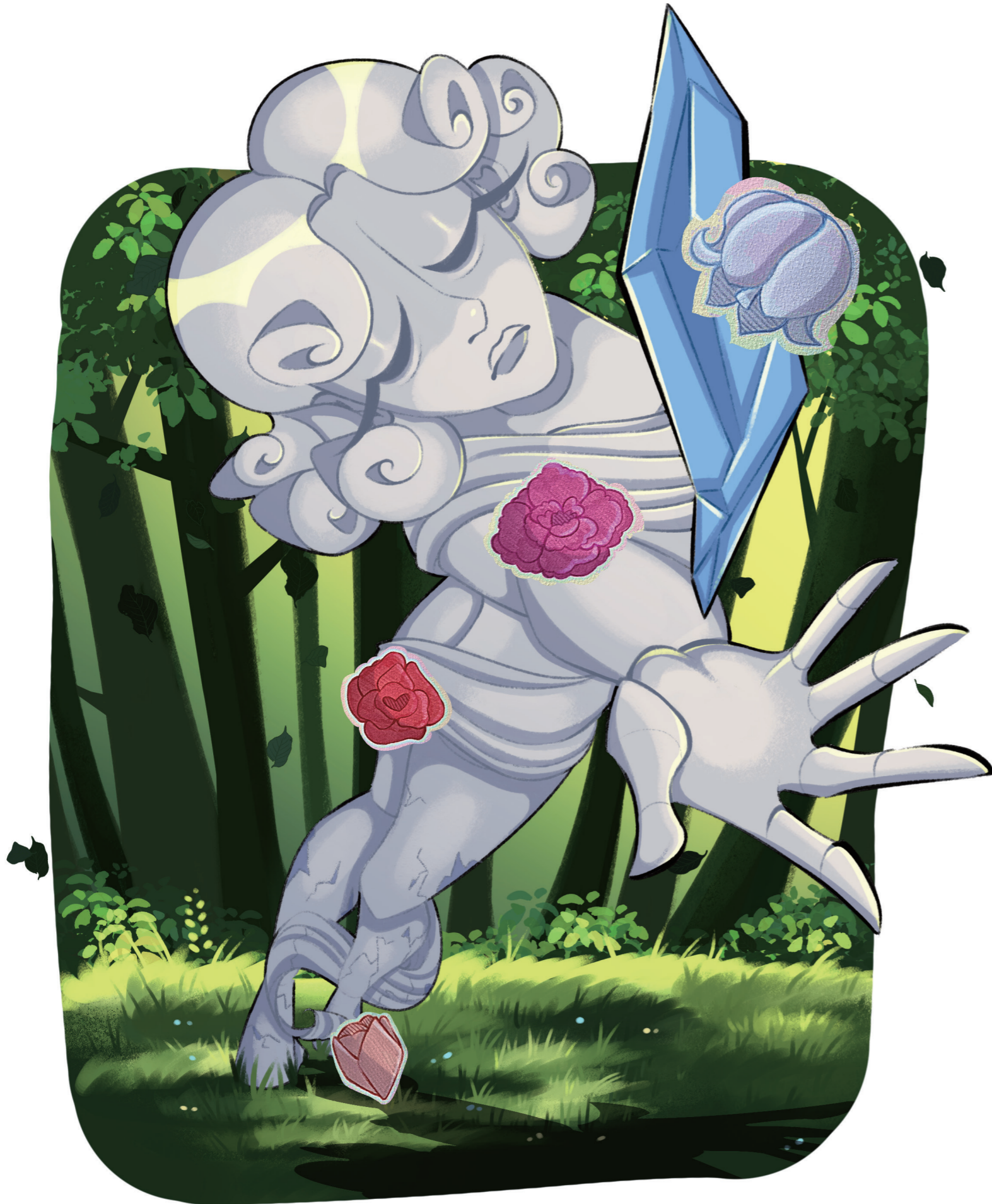


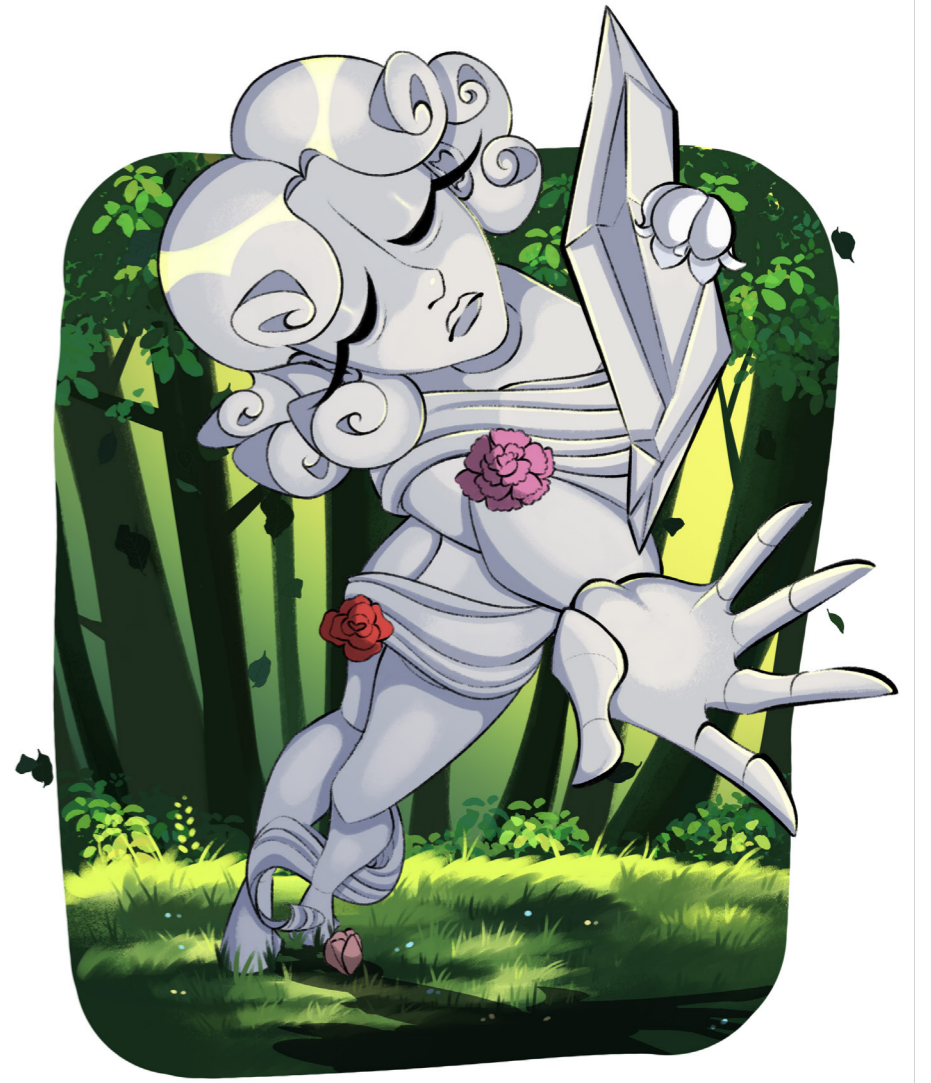
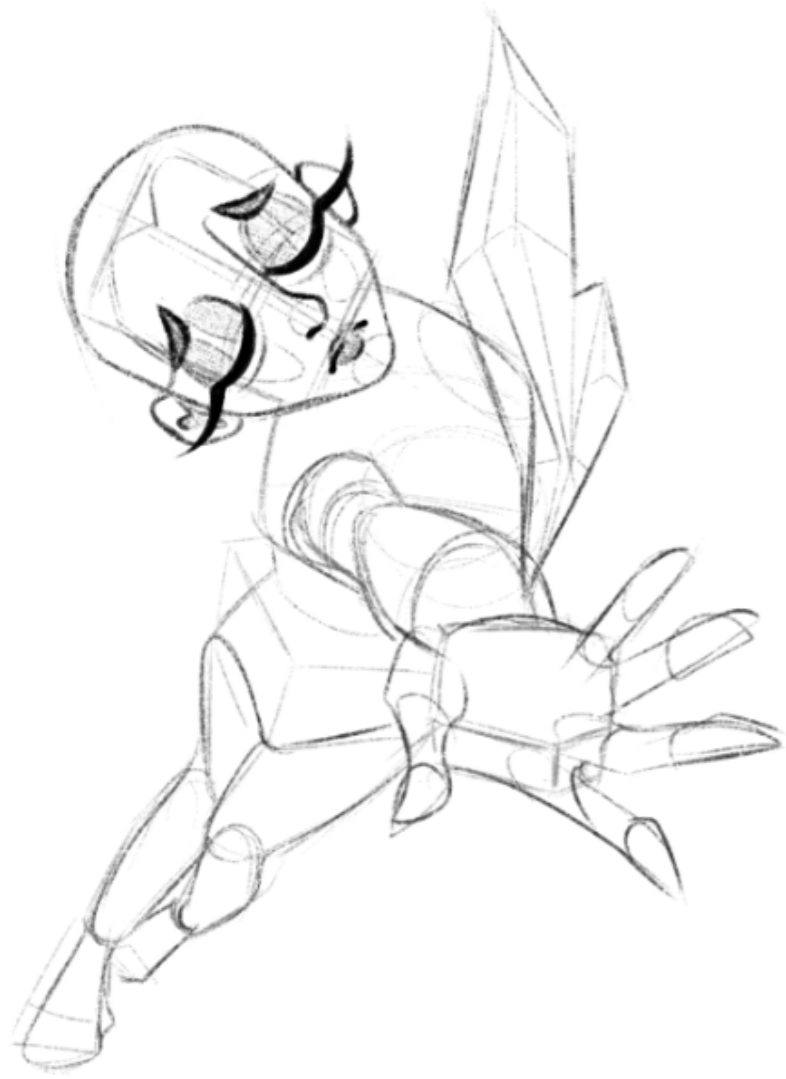


Sage Keeling

01: Data Visualisation

This project aimed to portray data from the Cantril Ladder regarding Maslow's Hierarchy of Needs. This illustration visually represents four countries that appear on the list, being represented by their national flower. Each flower appears on the statue in order of happiness, creating a visual narrative.



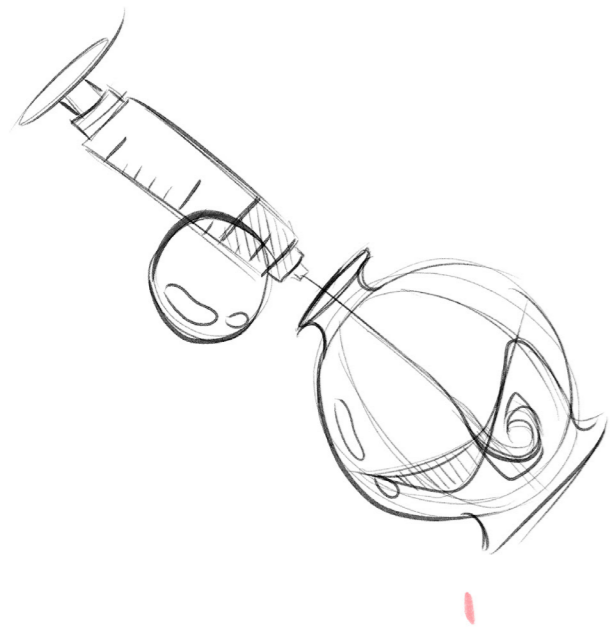




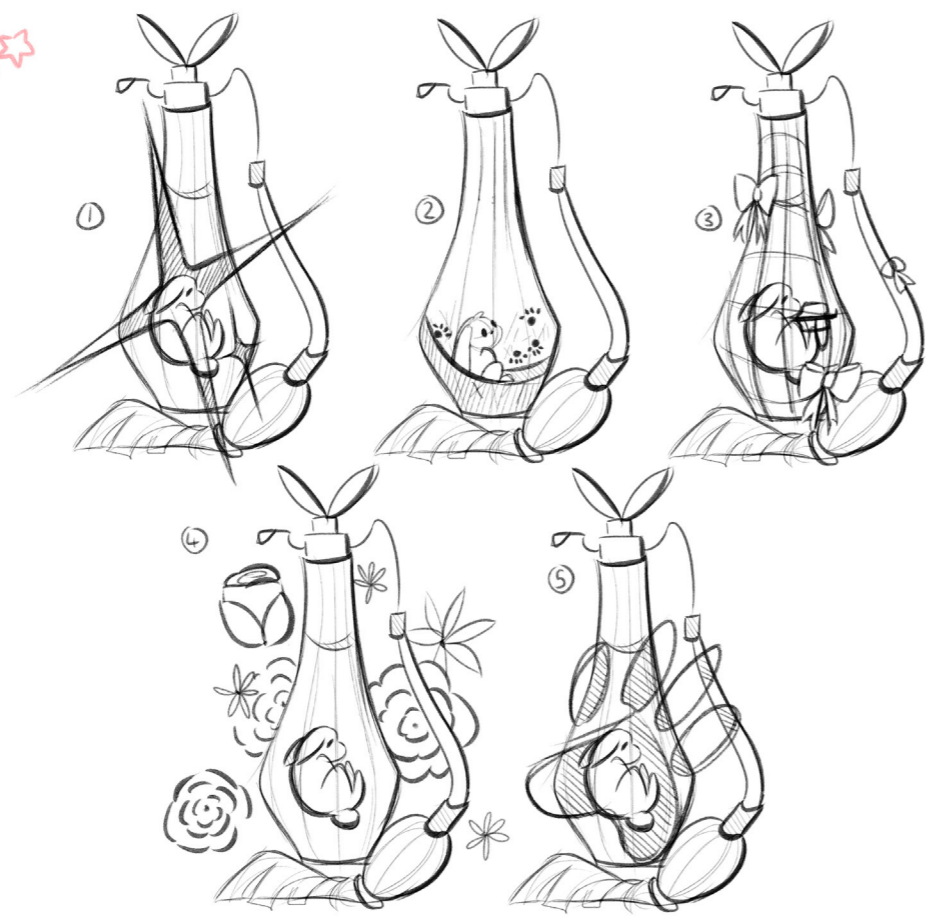
02: World Illustration Awards

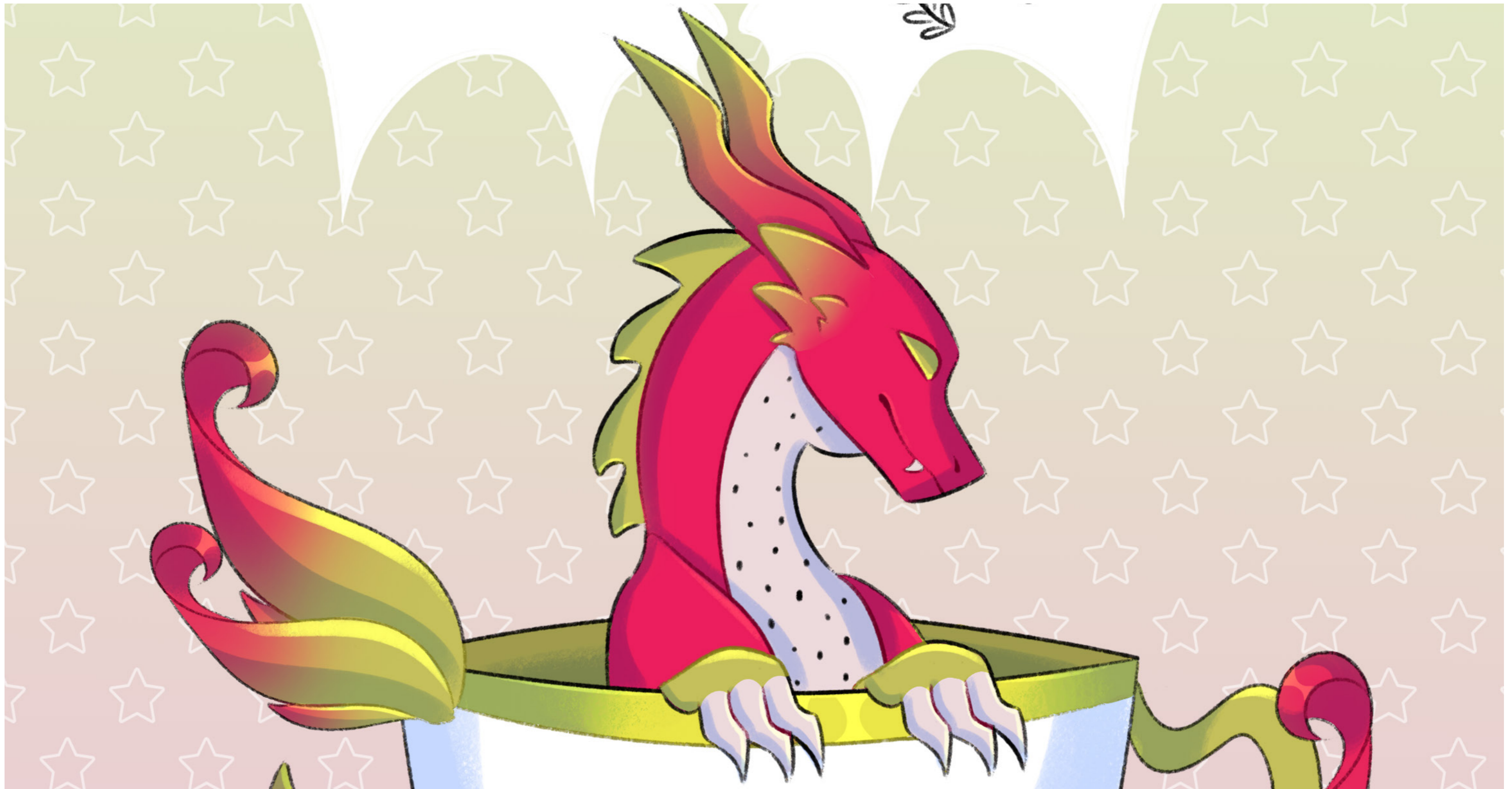
This project aimed to challenge ethical concerns through illustration, whilst simultaneously being created for the World Illustration Awards. I chose to focus on animal testing in the cosmetic industry, with rabbits being my focal point. The final illustration acts as a false advertisement for perfume which would appear as an editorial piece in a magazine.

CHOSEN
DESIGNS



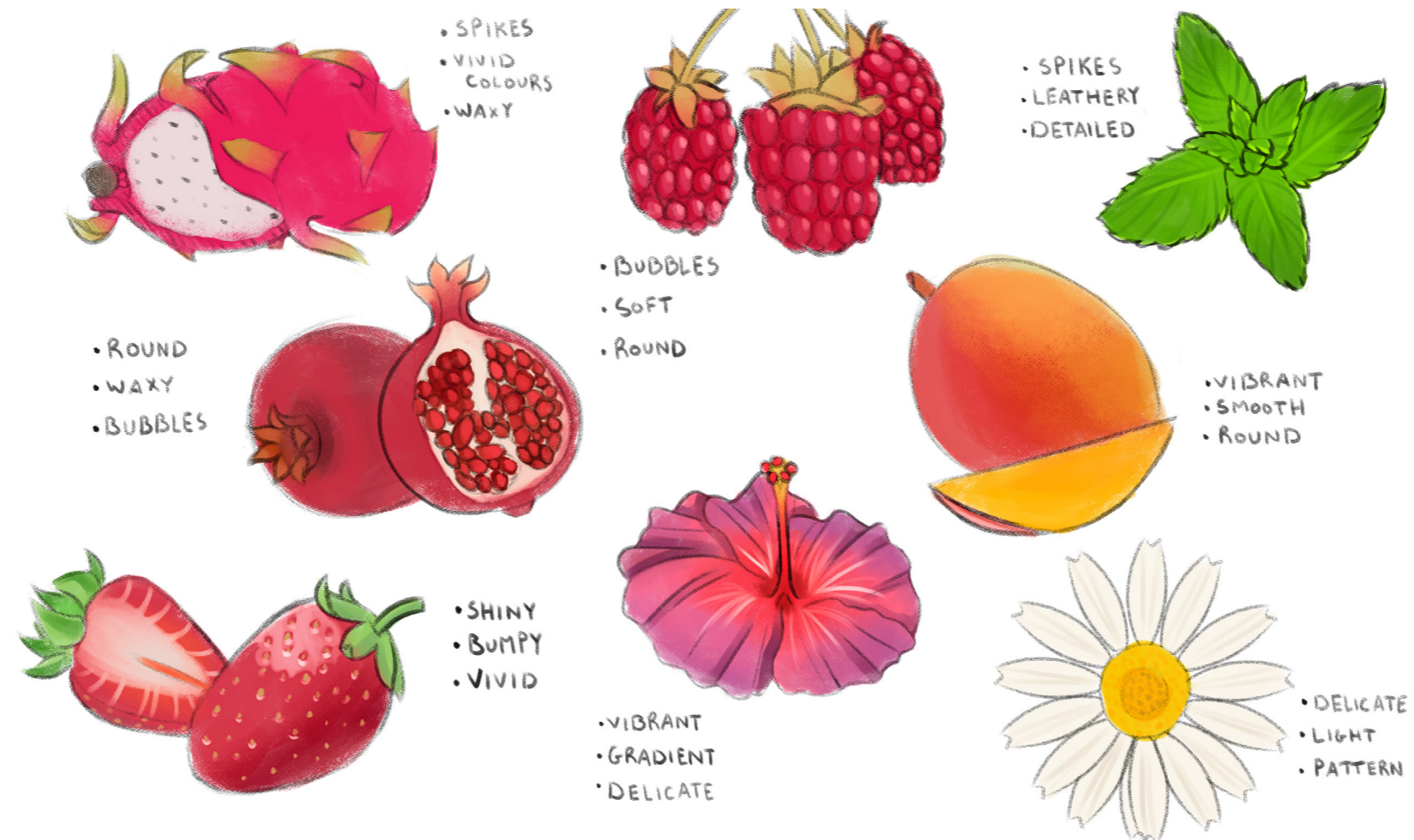
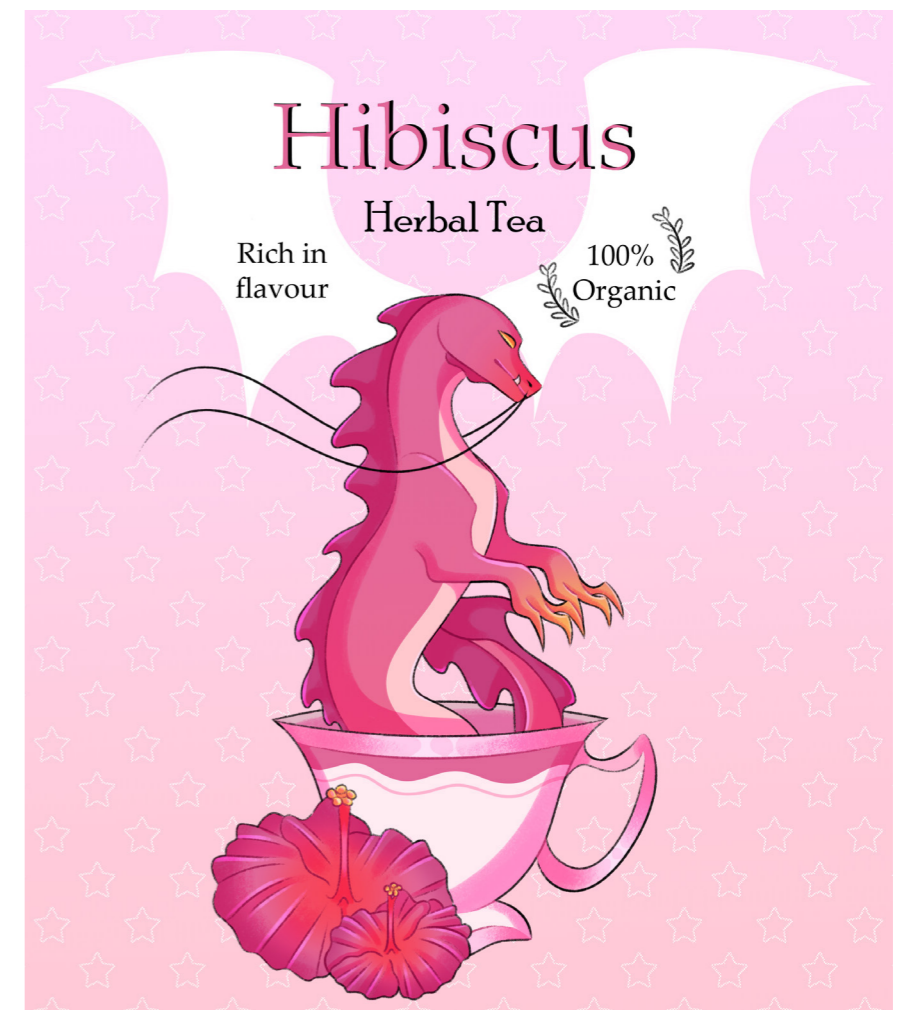
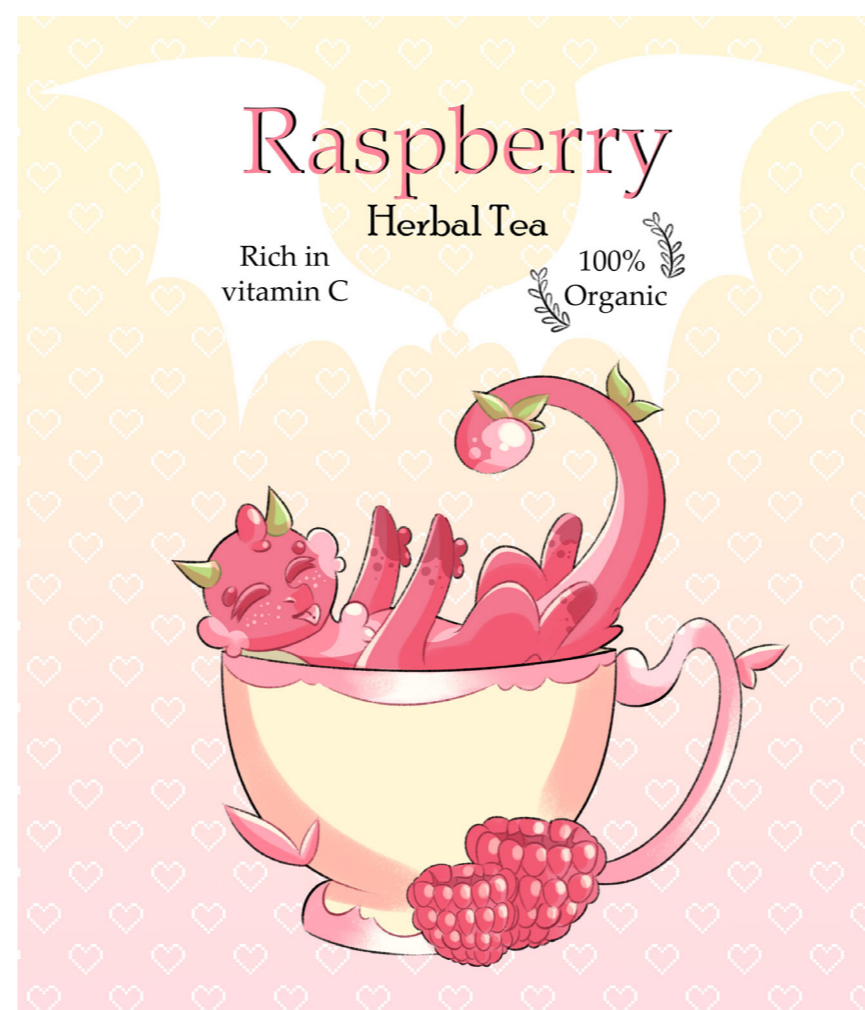
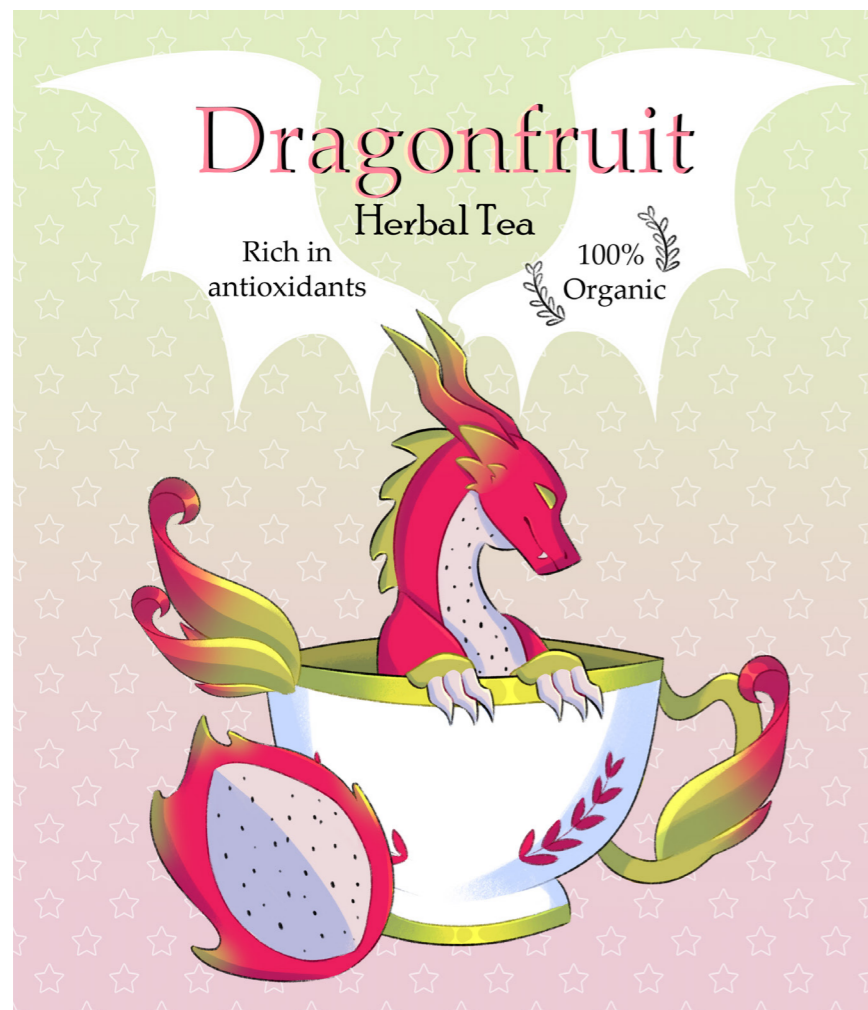
DEVELOPMENT  

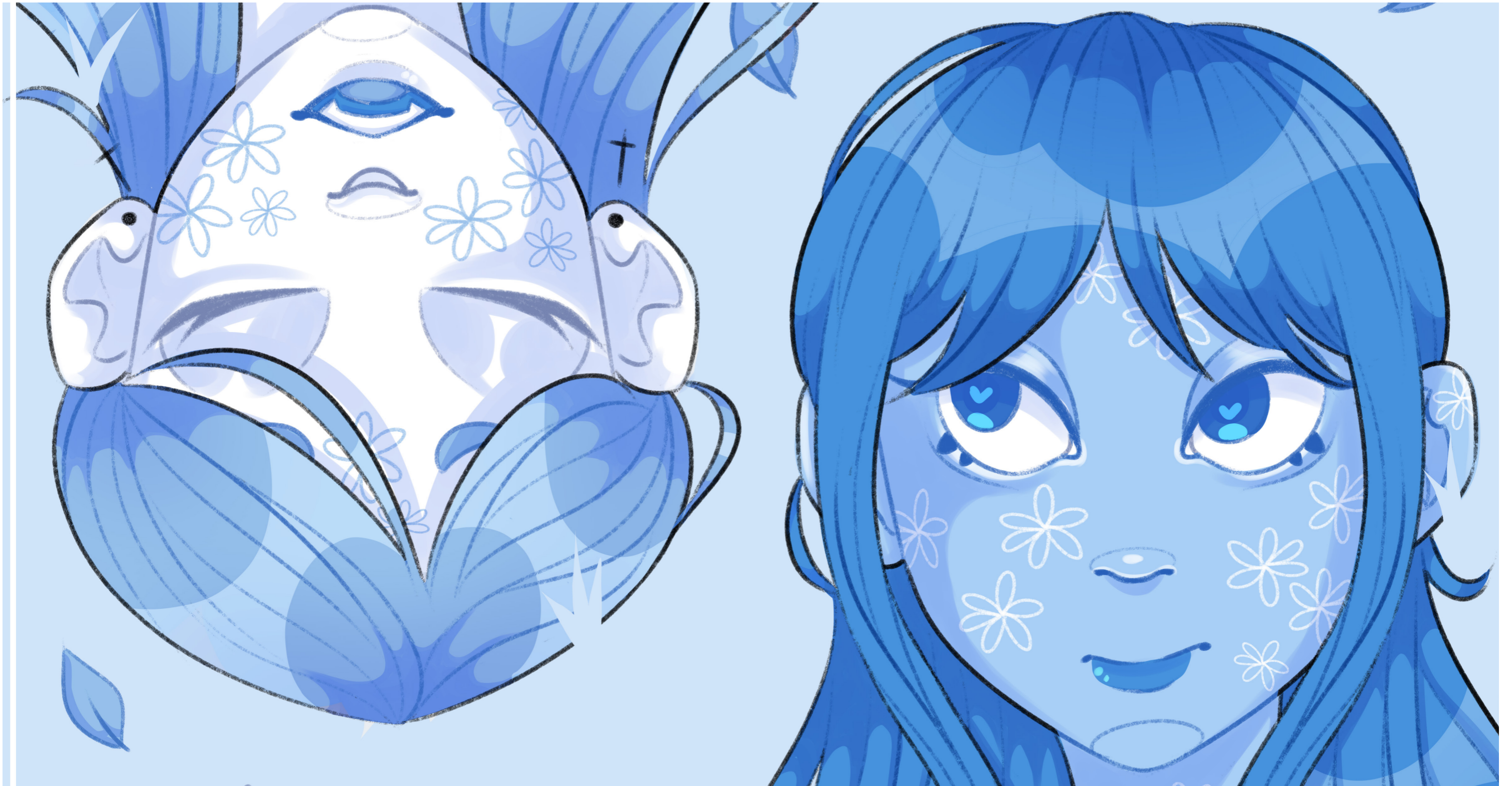




03: Lincoln Castle Gift Shop

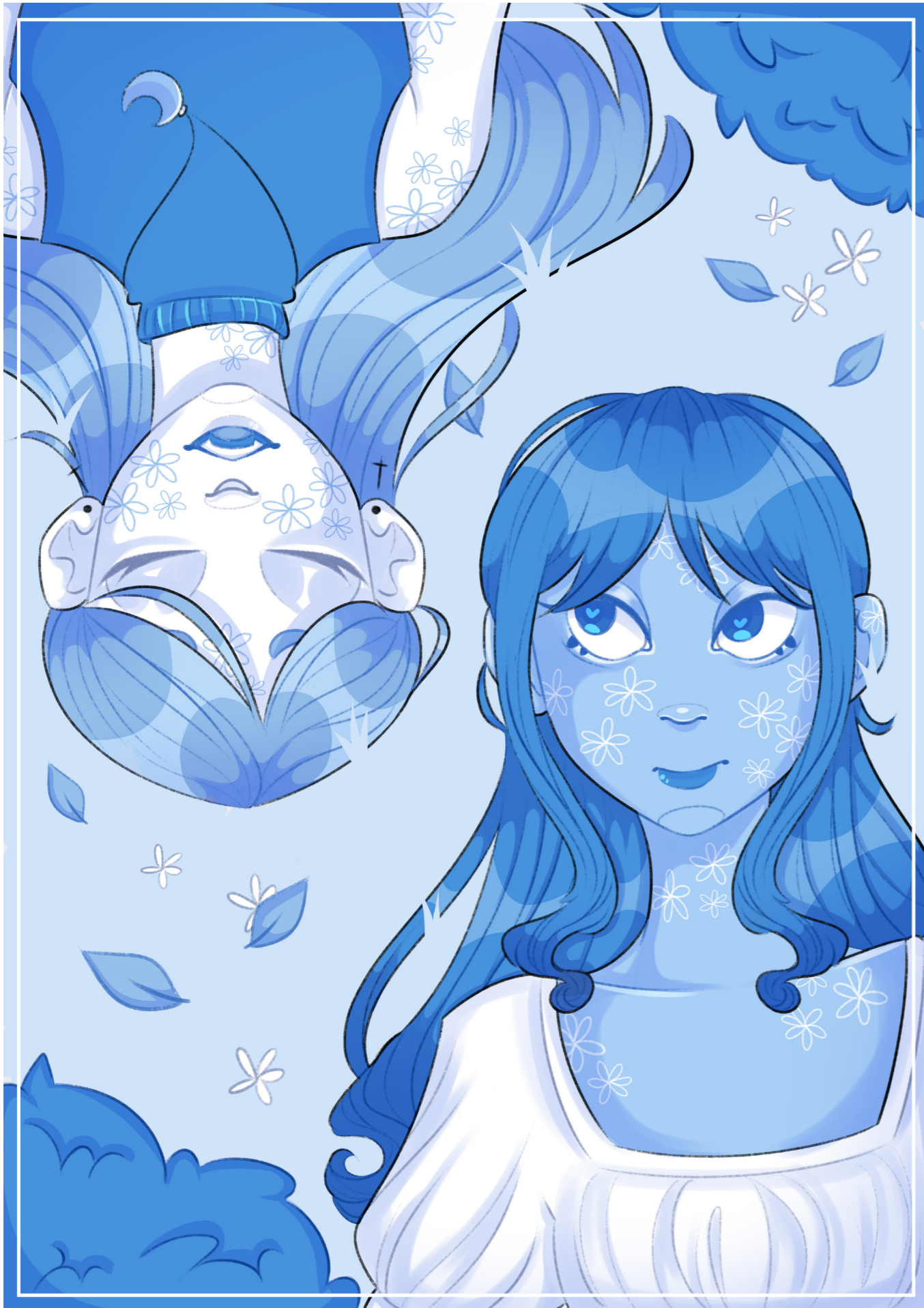
This project aimed for students to provide a fresh take on gift shop merchandise specifically regarding Lincoln Castle. Being given a moodboard from the client, I took inspiration from the vibrant colours and decided to create dragon themed herbal tea packaging. This set provides a fresh take on the usual herbal tea packaging.





04: Celebrating The Ties That bind Us

This brief challenged us to illustrate and uplift various communities in Lincoln using symbolic hybridisation. In addition, the brief asked us to also research the racist riots that occurred across the country, which helped to contextualise the overall topic of migration. My design uses the Greek flag colours in addition to the reference of traditional pottery to show harmony and togetherness.





05: Merchandise in Fandoms

This brief challenged us to create our own brief that relates to illustration after University. I decided to create merchandise relating to fandom culture and convention spaces, specifically relating to the Artist Alley, I created six prints, 6 stickers, 6 keychains and a tote bag design. These were created in context of target audience, primary research and visualisation. This self-curated brief allowed me to fully understand how the Artist Alley works in relation to prices and availability.

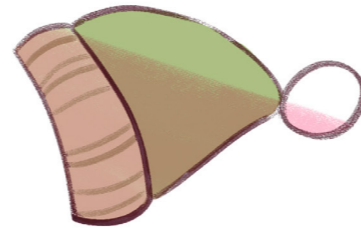


A TRICHY SITUATION





My disguise wore off.



06: StoryBook

This brief asked us to curate a storybook with a front cover, text, inner pages and a compelling narrative that helps address an issue. I decided to create one dedicated to Trichotillomania, a mental disorder that I have experience with. I chose a simple textured style to embody how childhood feels. The main character was chosen to be a cat due to when cats are stressed they will over groom and create patches in their fur, which helped me to push the narrative without explicitly stating it.



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