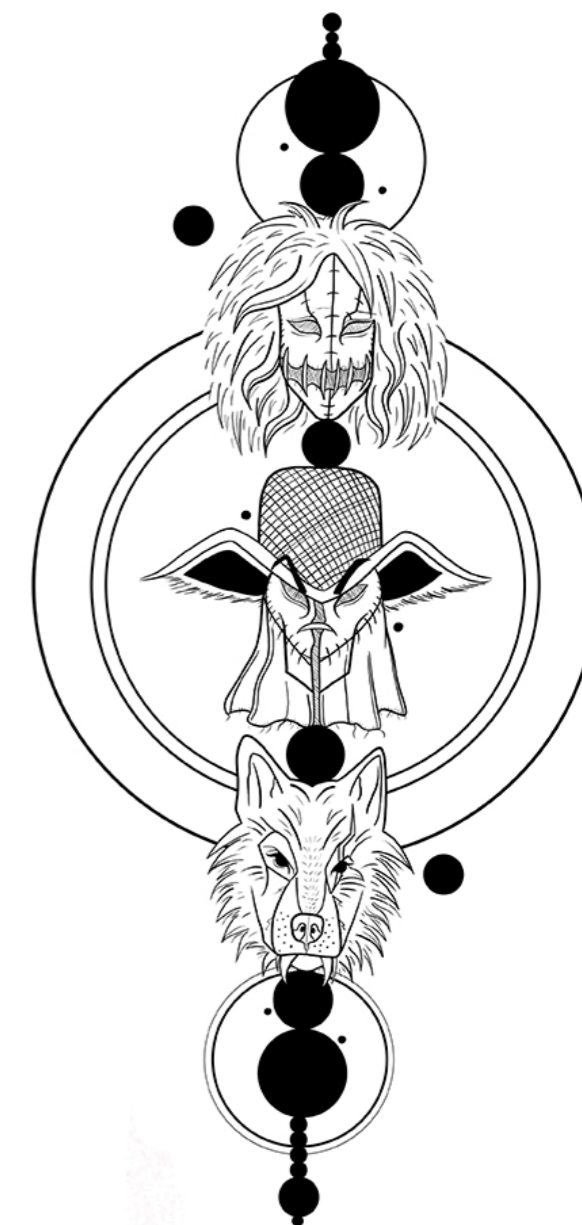
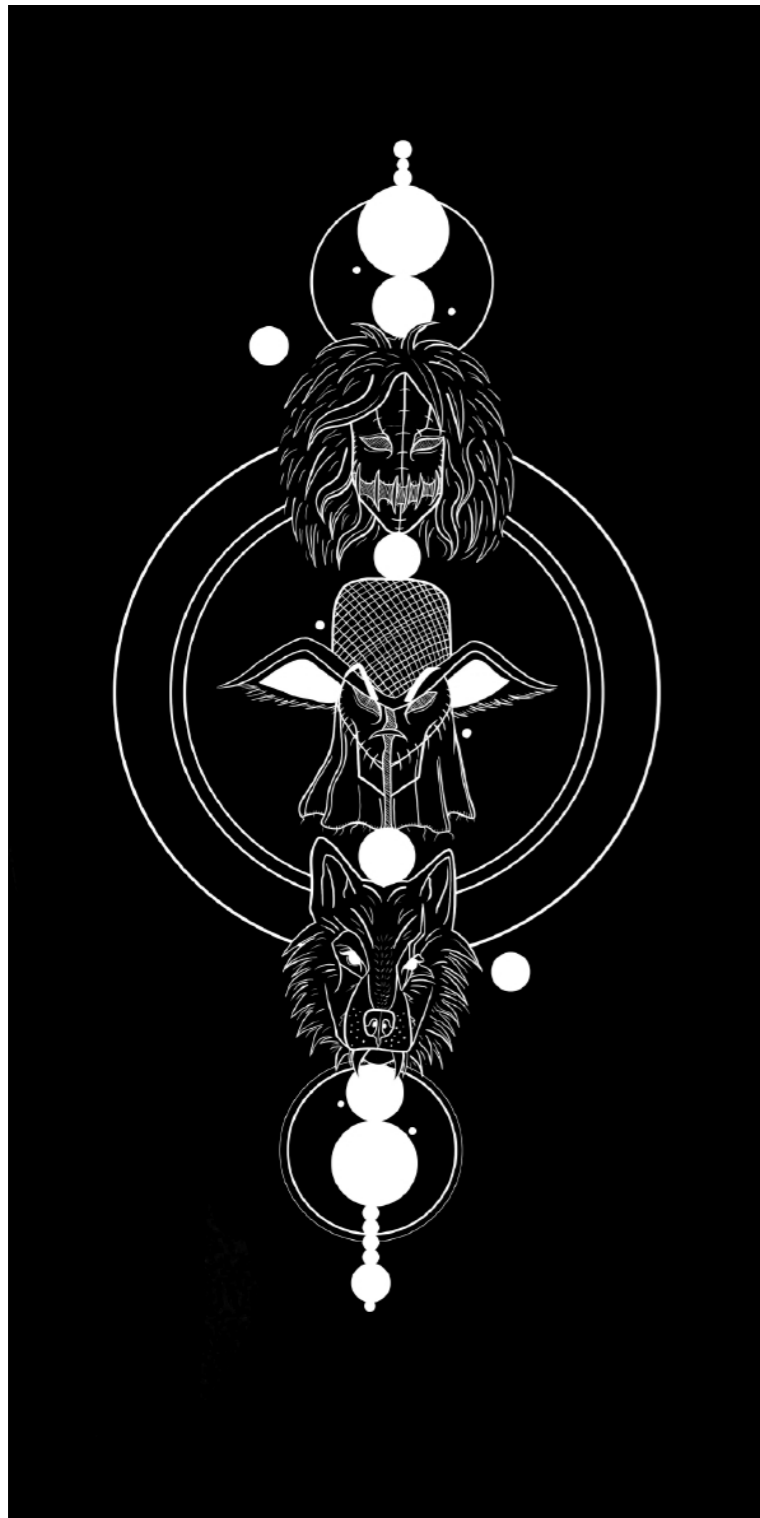




Lucy  
Mayes



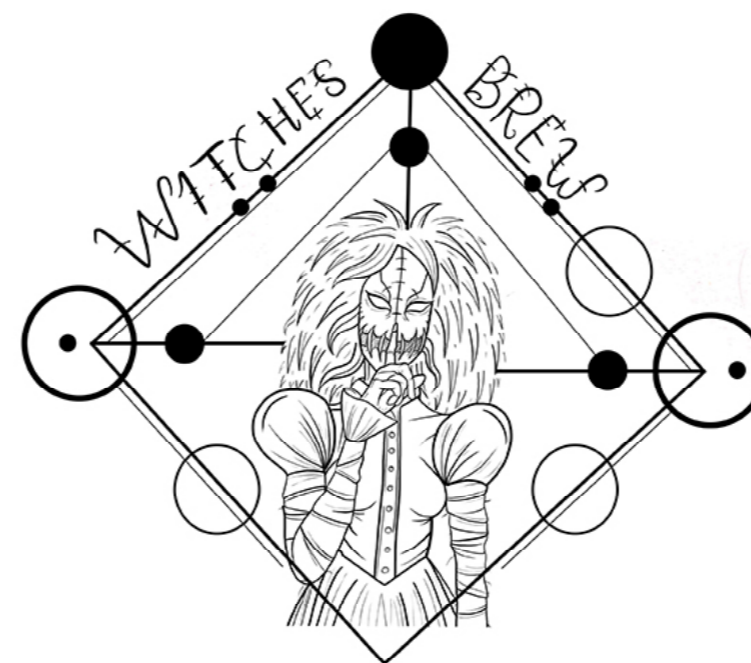
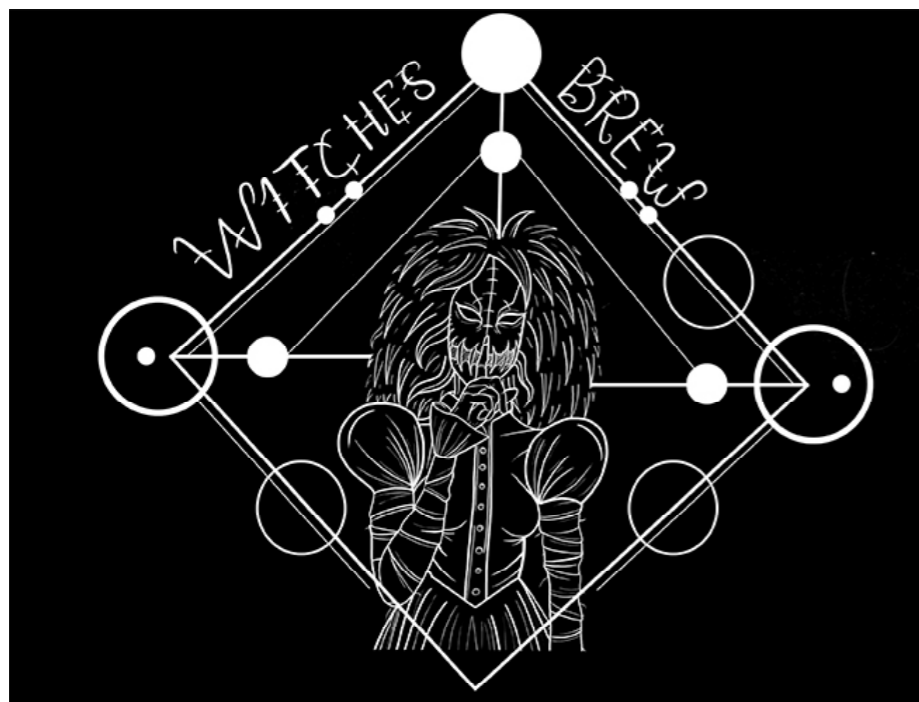
## Negotiating Illustration - Scare Craft branding project

For this brief the aim was to create a strong, visual brand identity for the Youtube channel Scare Craft through a series of illustrative elements including 3 character designs, a logo design, a channel banner design and 2 merch product designs. On this page is the outcome of one of the merch designs, which was designed for a t-shirt - the illustration features the three characters I also designed as part of this brief, as well as a patterned design inspired by the unique shape patterns found in crop circles, to tie in with the spooky aesthetic of the channel.



## Negotiating Illustration - Scare Craft branding project (continued)

This page shows some more of the final outcomes of the Scare Craft branding project, the top piece is the final website banner design which features full colour versions of the characters I designed as well as the unique font created for the channels logo - the client for this brief requested 2 character designs and an animal sidekick and as the channel features a lot of scarecrow themed craft content - I decided to model the characters to be scarecrows.



The two designs below depict the final designs for the other merch item which the client requested to be a mug. Similarly to the the t-shirt design, it centers around one of the designed characters and incorporates more of the crop circle style patterns.



## Southside exhibition project poster 1

This poster was one of two that were completed for an exhibition held at the arts venue Southside, in Lincoln and the aim of this exhibition was to promote and celebrate the diversity in the South end of Lincoln and encourage everyone to come together as a community.

For this brief we were presented with a selection of short extracts based of the stories of business owners from different cultures, who came to start their businesses in Lincoln and depicts the community and connection they have built here.

This piece was based on an extract by a Chinese takeout business owner who expressed how they have built a connection with the footballing community of Lincoln - with fans stopping by after matches for food and a chat. In response to this extract, I combined traditional chinese foods with the iconic mascot of Lincolns football team - The Lincoln Imp.



Celebrating the ties  
that bind us together.



## Southside exhibition project - poster 2

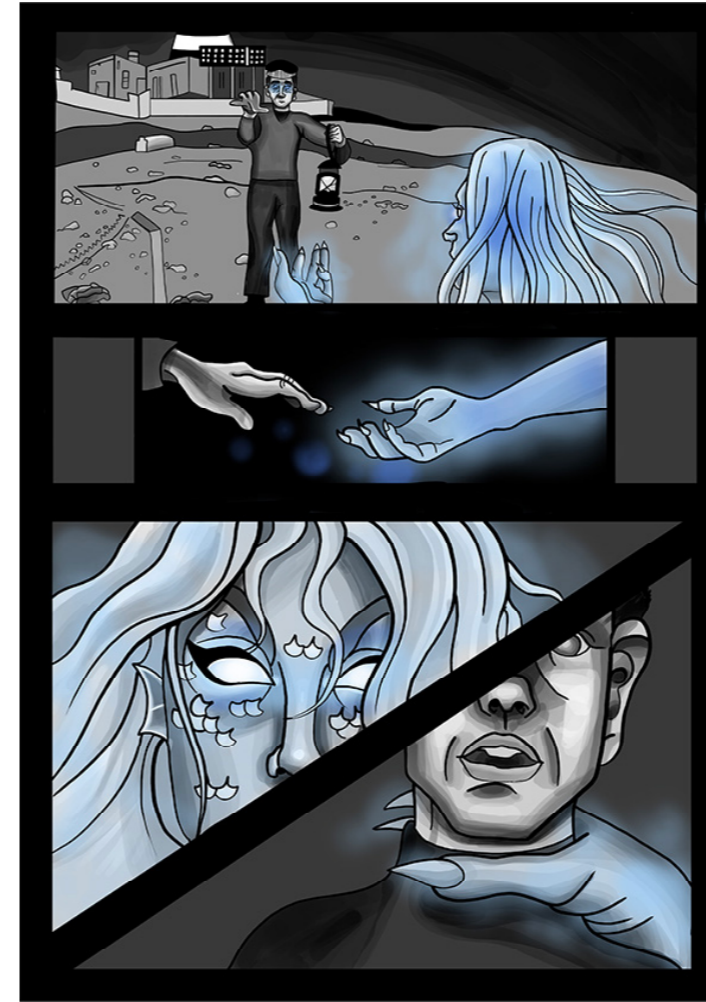
This was the second poster created for the Southside exhibition, It was created based on the same extract as the previous poster, but for this one the design needed to be centered around a phrase done in creative typography, that fitted the essence of the extract. I decided to opt for the phrase 'bite by bite we unite' as it has a strong emphasis on coming together as a community but also links to the food theme.



## World Illustration Awards project

The brief for this project was to create a piece that could be submitted for the World Illustration Awards. Any of the listed categories could be selected to create the piece for and I opted for the publishing/book cover category - which required a design that reimagined the front cover for a classic novel.

The novel I selected was a Christmas Carol, for the final design I wanted to include some silhouette work but also focus on the element of light, as light acts as a reoccurring symbol of Scrooge's redemption arc in the novel - this is where the idea of having a candle with a smoke silhouette of Scrooge rising from formed.



## Graphic novel project

For this project we were tasked with providing an answer or explanation to a real-life mystery - illustrating a possible outcome in the form of a graphic novel. The mystery I selected was the Flannan Isles Lighthouse mystery - in which three lighthouse keepers mysteriously went missing in the 1900s, their lighthouse left abandoned. Many believed that the lighthouse keepers were swept away in a storm, but in my graphic novel it depicts the lighthouse keepers getting drawn out by a Kelpie (a malevolent, shape-shifting water spirit from Scottish folklore) and dragged out to sea.

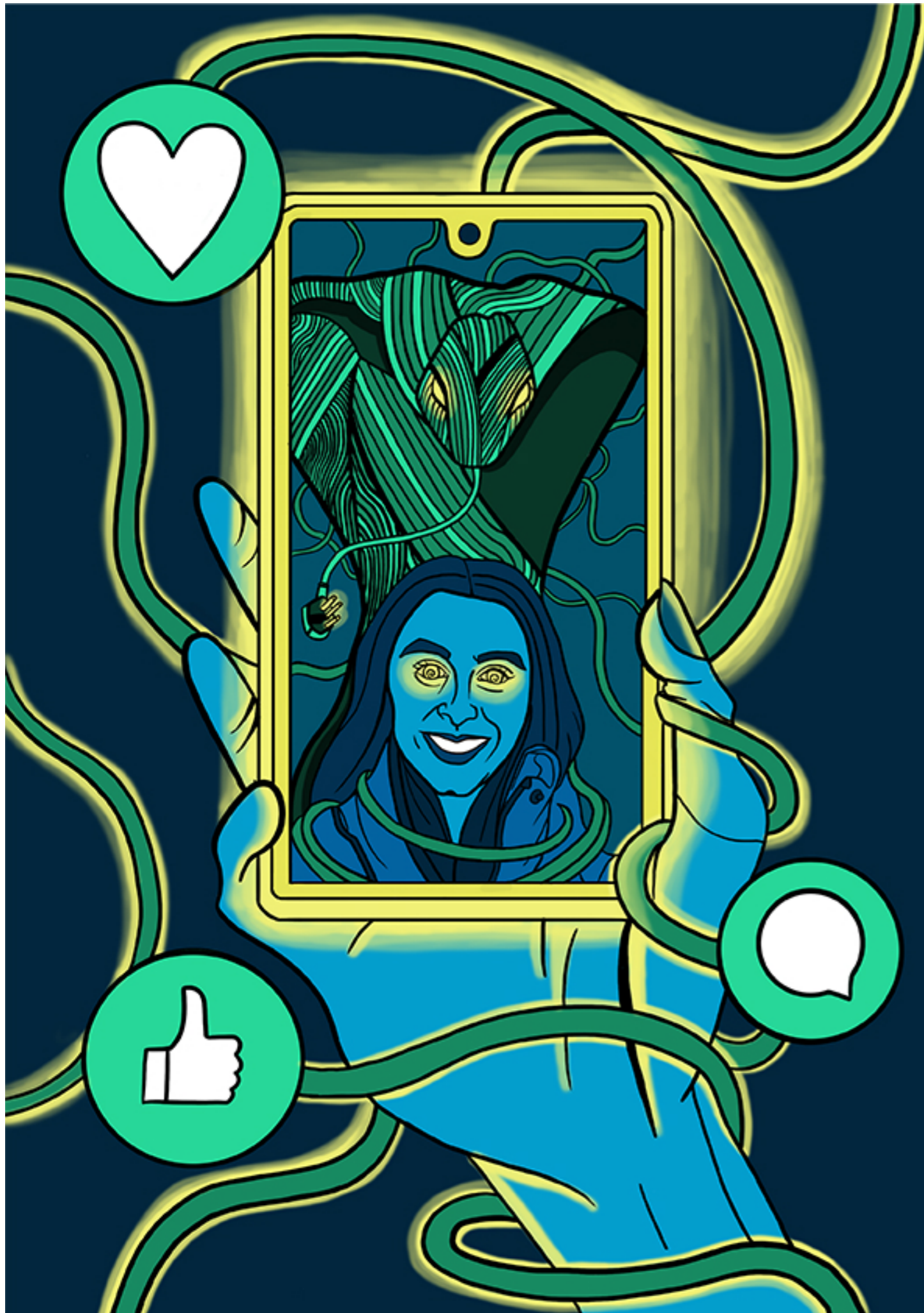


## Data visualisation project

For this brief we were provided with a series of data taken from the World Happiness report (an annual publication that ranks over 150 countries by their citizens' perceived life satisfaction, based on data from the Gallup World Poll) and using this data we had to create an illustration that conveyed a specific section of the data, which could then be published in a context of our choosing.

For my piece I wanted to create something that could be used for editorial publication, either for a front cover of a magazine or an accompanying illustration to an article on the report.

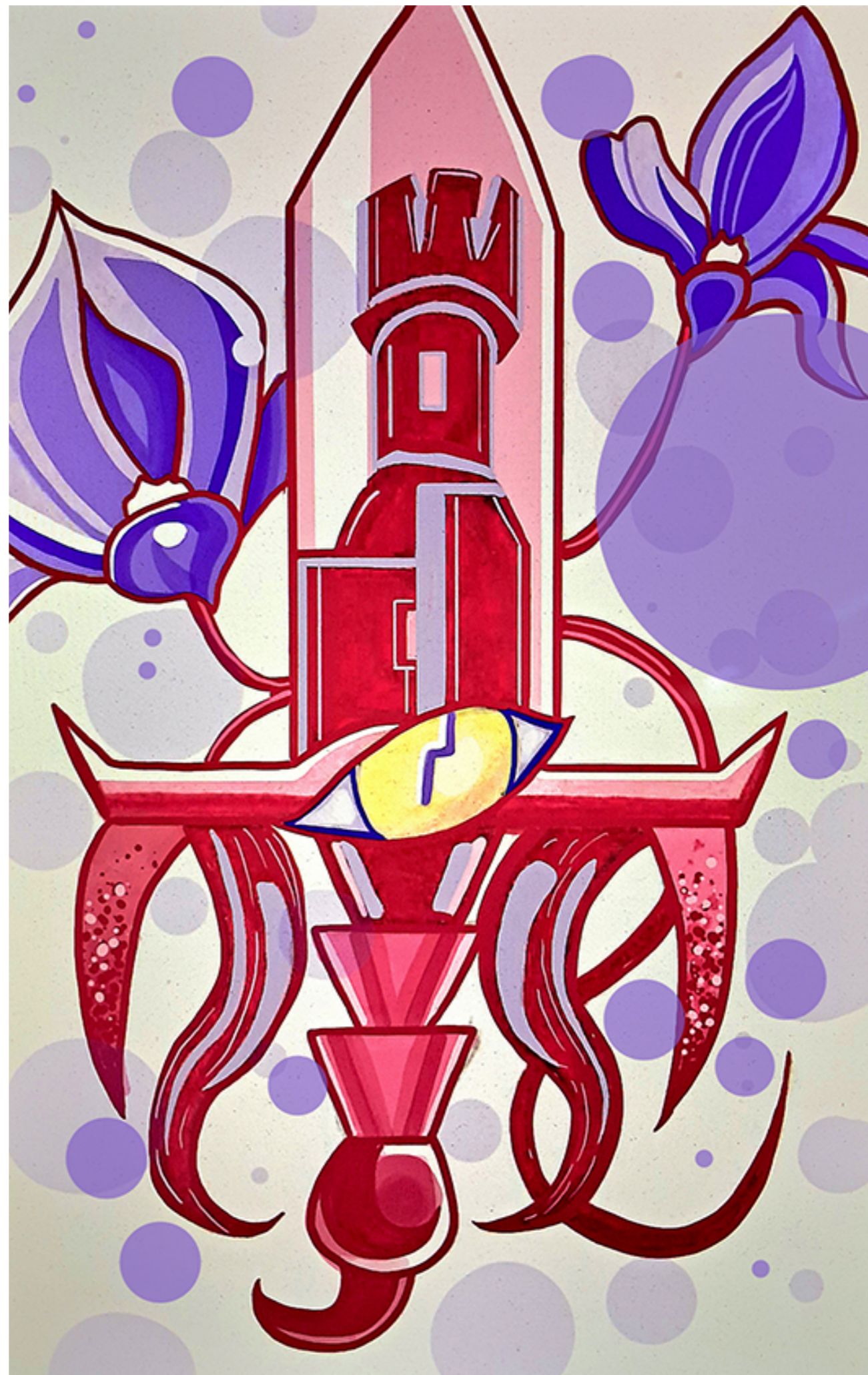
The outcome shows a series of boats racing towards a lighthouse - the lighthouse represents Finland who for the last seven years have been deemed the happiest country in the world and then the boats represent other countries who are trying to reach Finland's level of happiness - the position of each country's boat is reflective of their position on the report with the unhappiest countries furthest away and the happier countries closer by.



## Ethical futures project

This brief required us to pick a topic or an issue that could have a significant impact on the future of society and create an illustration that conveys a message about that topic.

My topic of choice was around social media addiction and its effect on mental health. Social media addiction is something that affects millions of people of all ages and this can have a negative impact on one's mental health leading to increased risk of anxiety, depression, and isolation - so I wanted to create an illustrative piece that could be used editorially or online on platforms like Instagram, to warn users about the risks of increased social media use and to make people stop and reflect on their usage of it.



## Lincoln castle merch project

Lincoln castle is one of the most well-known landmarks of Lincoln, and for this project we were tasked with creating two merch designs for items that could be sold in the castle gift shop. The designs should promote the historical landmark and shed light on an aspect of its design or history.

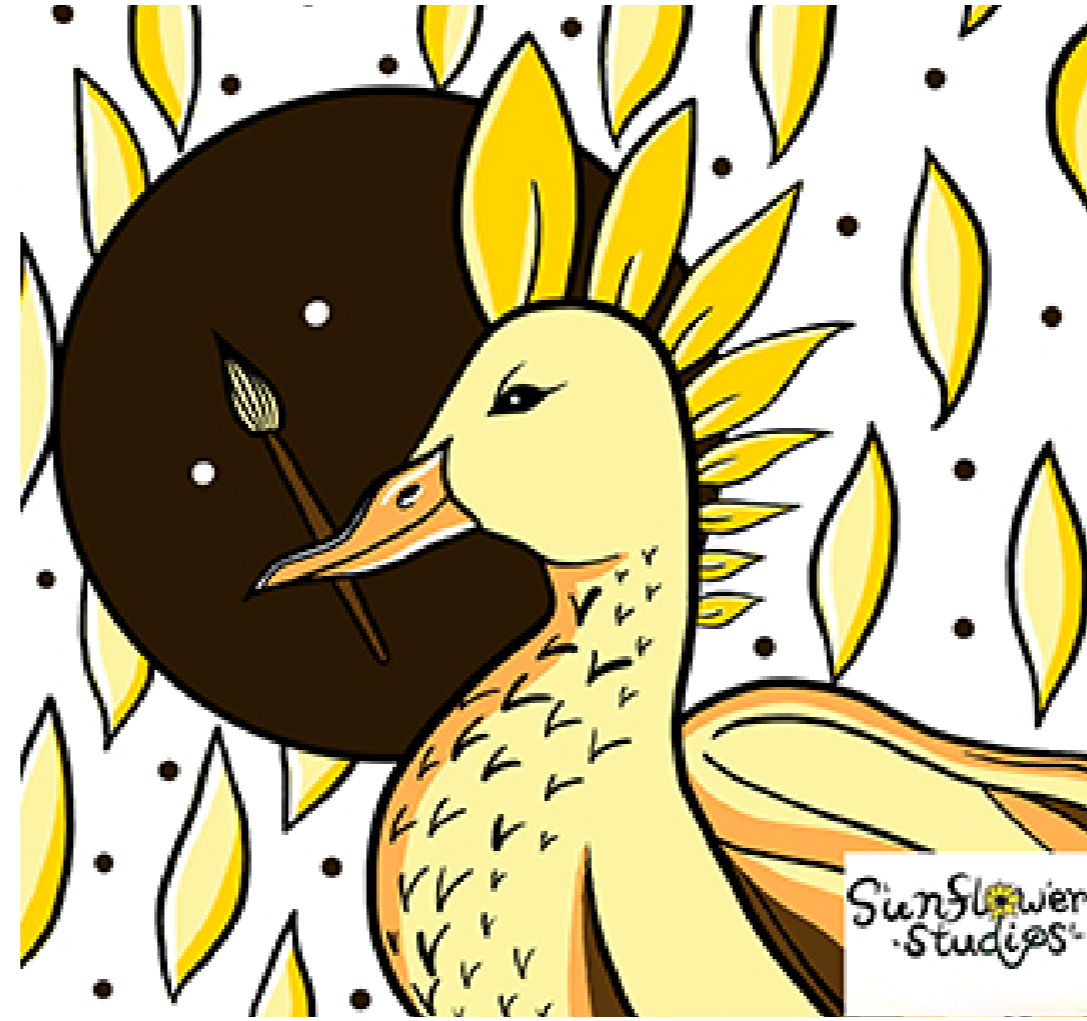
For my first piece I focused on a historical aspect of the castle, creating a piece based on the witch trials that were held at the castle. The second design was inspired by the dragons that reside in the castle grounds.



## Album project

For this project we had to create a series illustrations and branding materials to promote an album.

This was a live brief for the record label EMI North and we had to pick an album by a band who was part of the label. My choice was an album called 'The Tallest Room' by the band Van Houten. The inspiration for the pigeon based designs came from the music video for one of their songs on the album, What I Need. The brief deliverables included an album cover, and three different pieces of merchandise ( a t-shirt, a tote bag and a bucket hat).




## Self promotion project

This project was based around promoting ourselves as illustrators by creating a cohesive set of assets to make up our visual brand identity - this included a website, business card and a promotional piece of merch.

The images on the left show the designs for my chosen merch product of coasters, the designs and colour scheme are centered around sunflowers to fit with my businesses name of Sunflower Studios and the ducks were added as a fun additional element to the brand identity.

 sunflower\_studios882

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