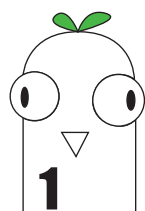




April Bott

Starting a new
design business
portfolio

GDEM 1009



Contents

Drawing challenge
3 -28

Logos
29-31

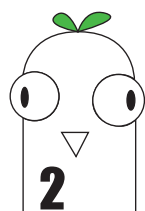
The variations of Pollo
32-36

Marketing Material
37-42

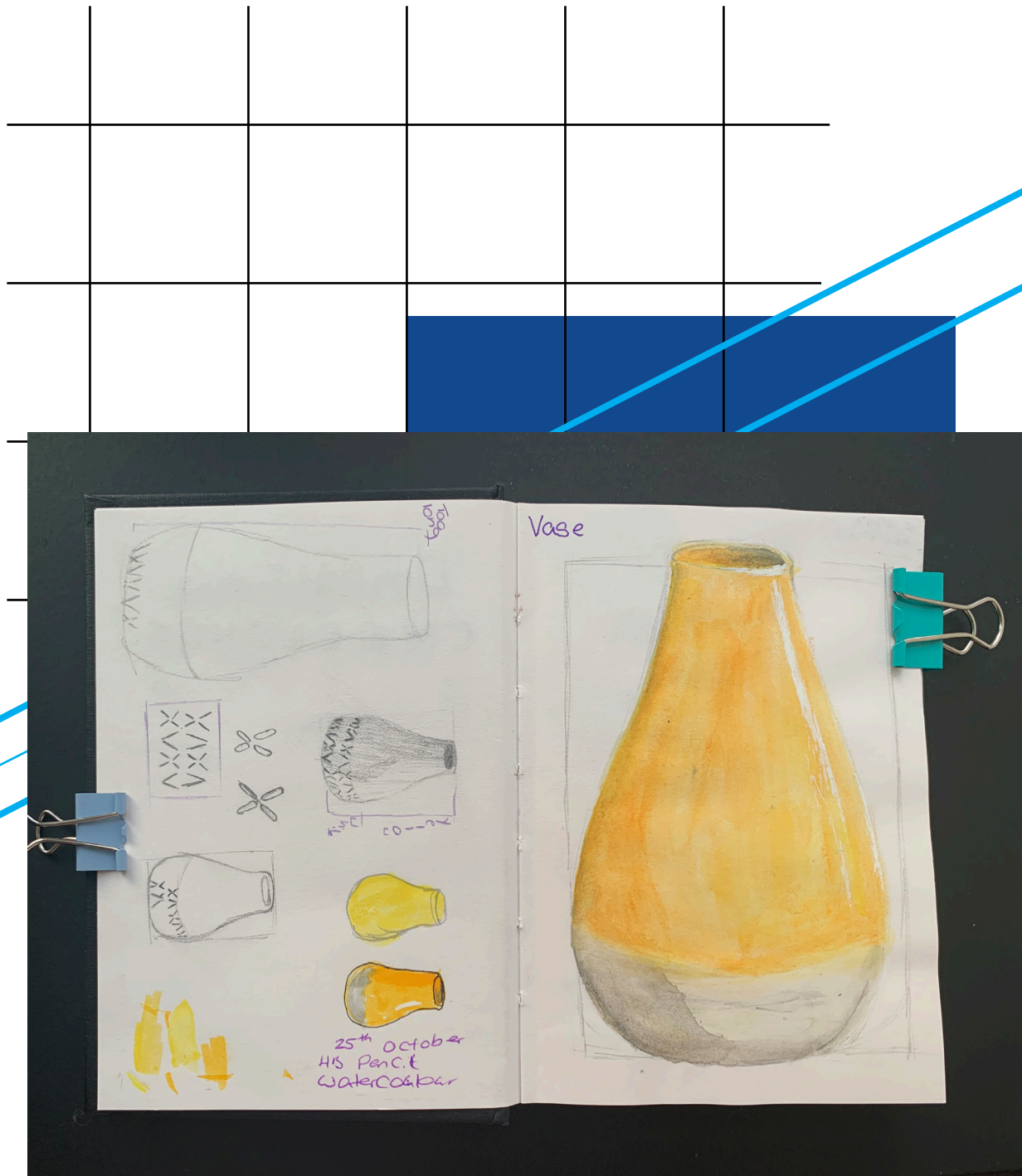
External work
43-47

Stickers
49-51

Illustration
52-54

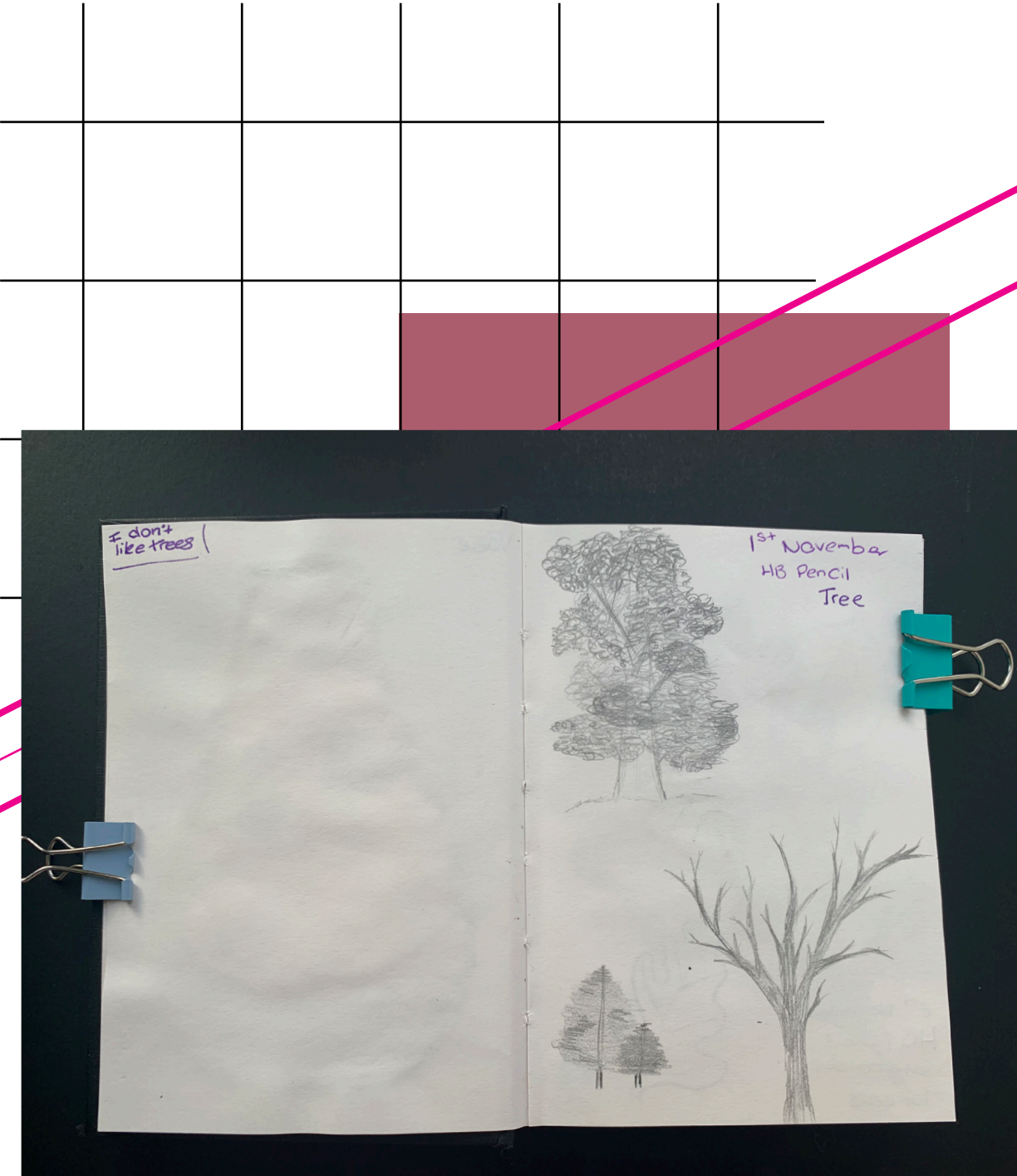




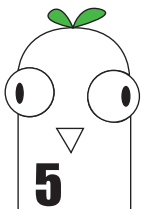


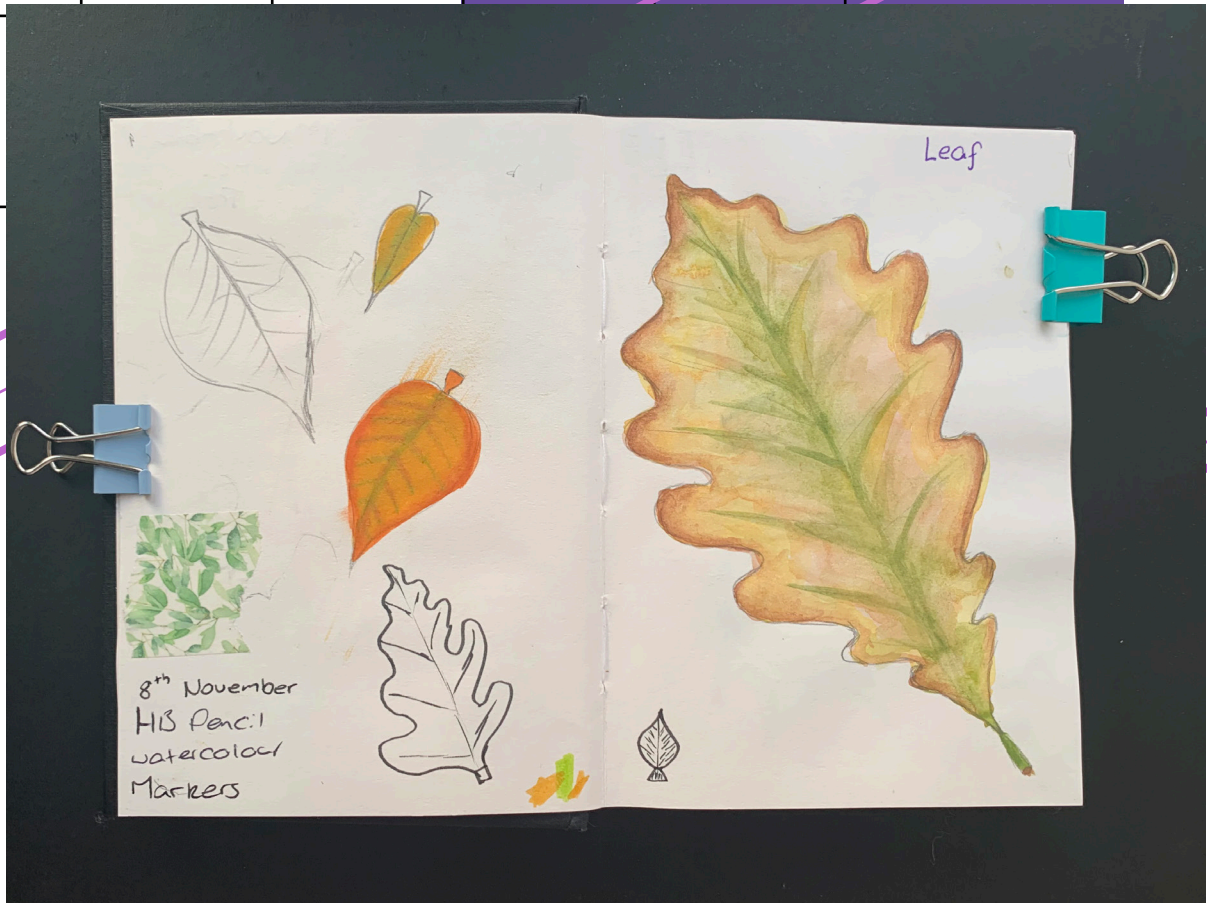
Vase

HB pencil
watercolour



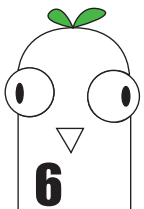
Trees
HB pencil

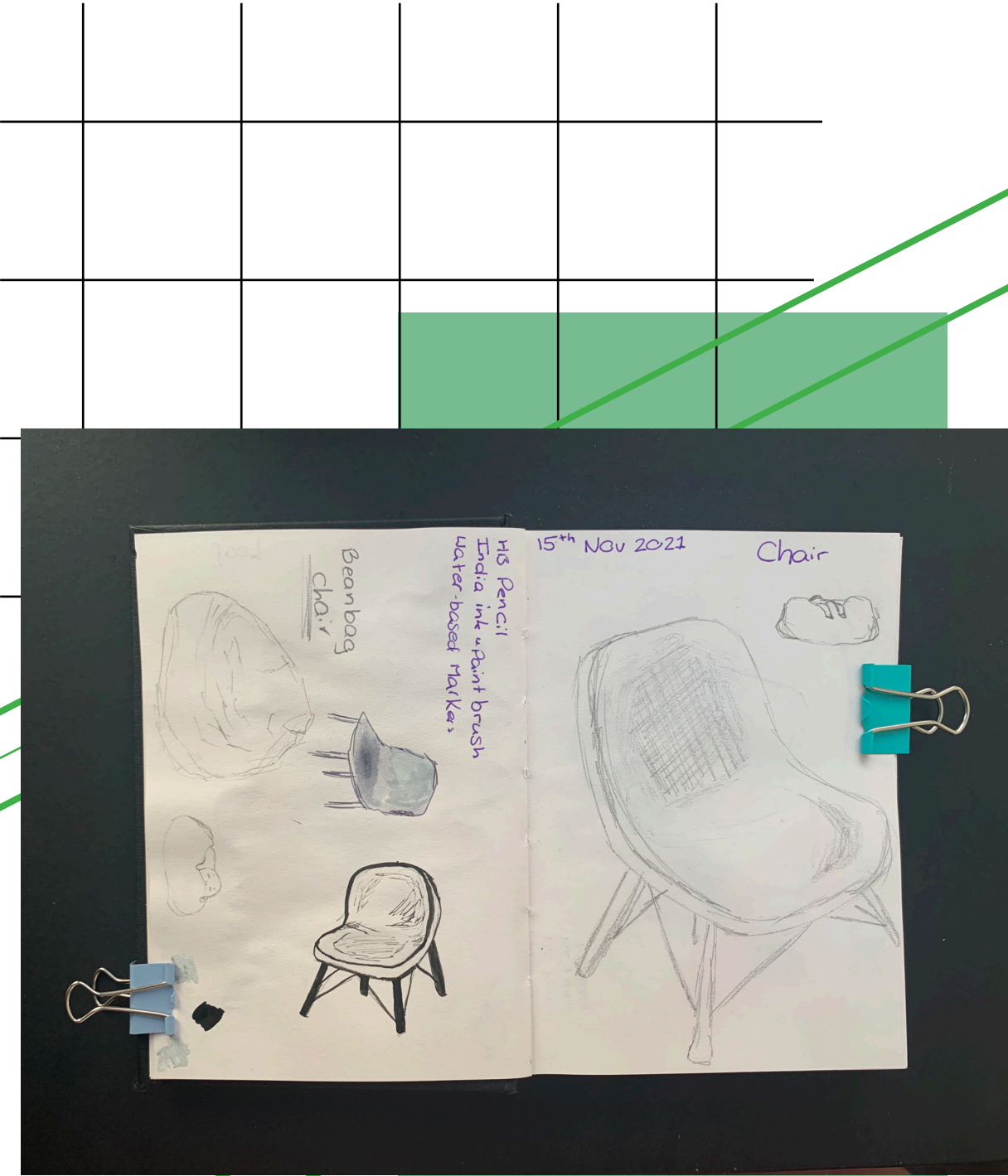




Leaf

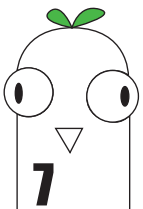
HB pencil
watercolour
marker

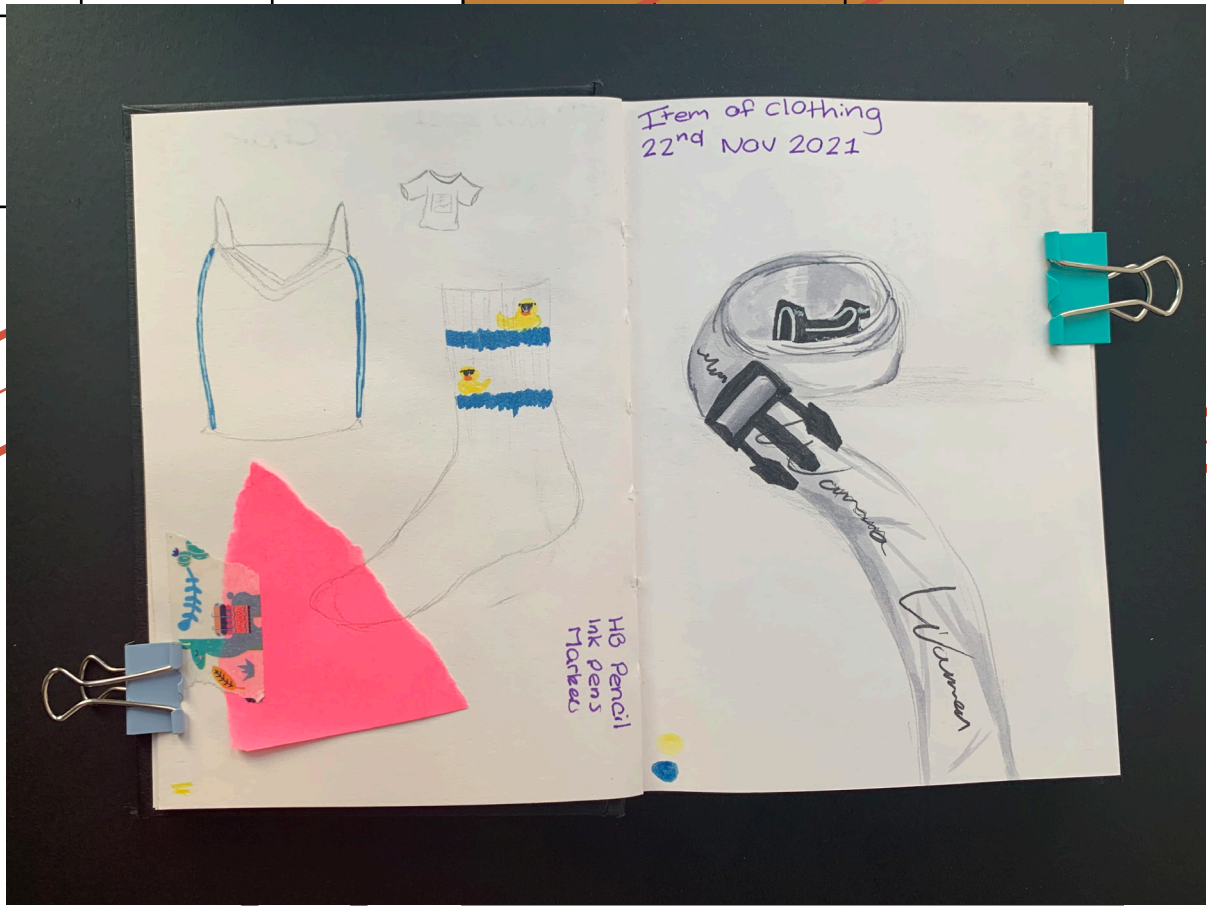




chair

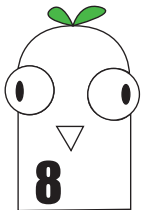
HB pencil
India ink
water based markers

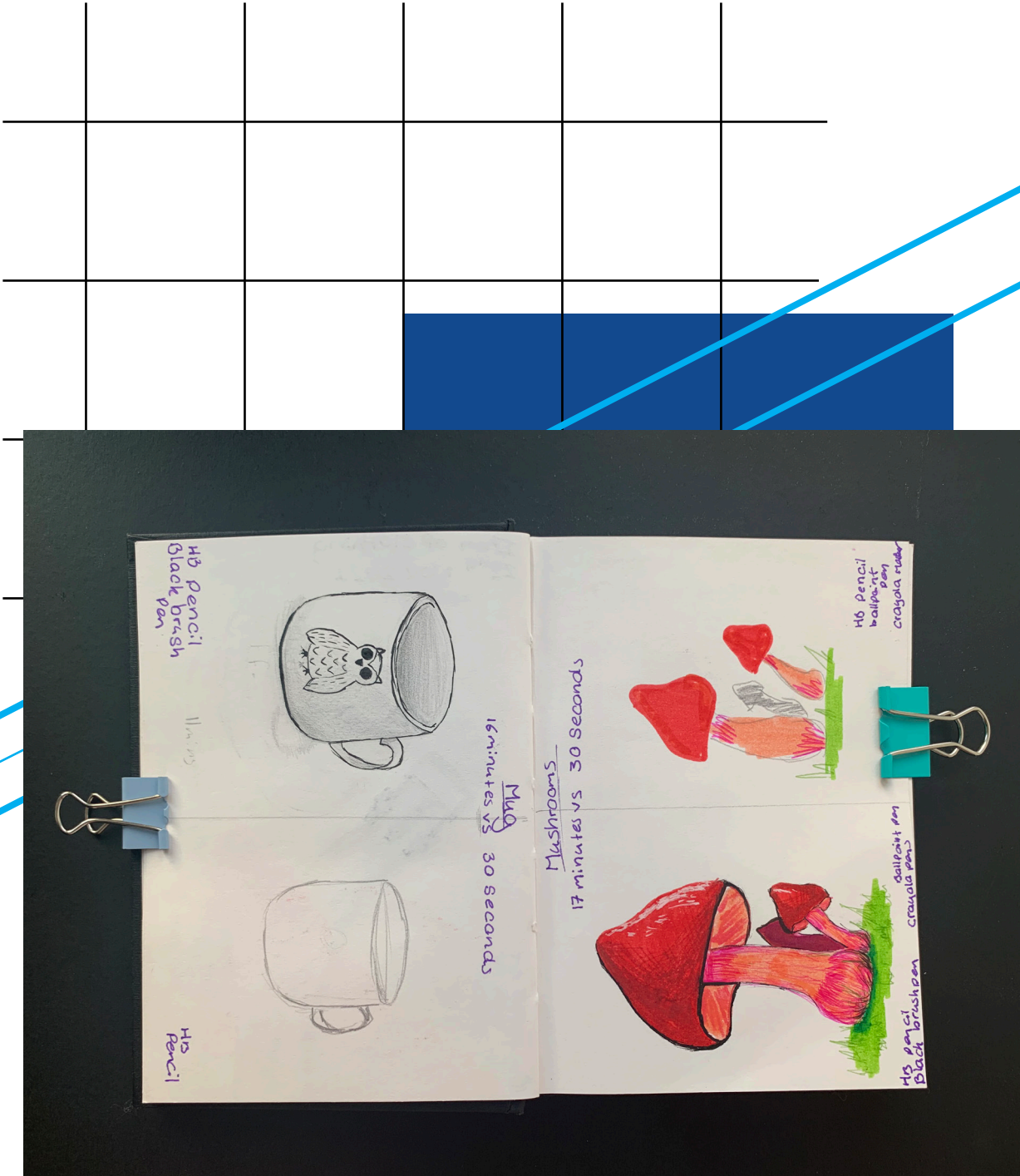




Clothing

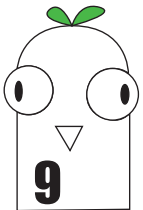
HB pencil
brush pen
markers

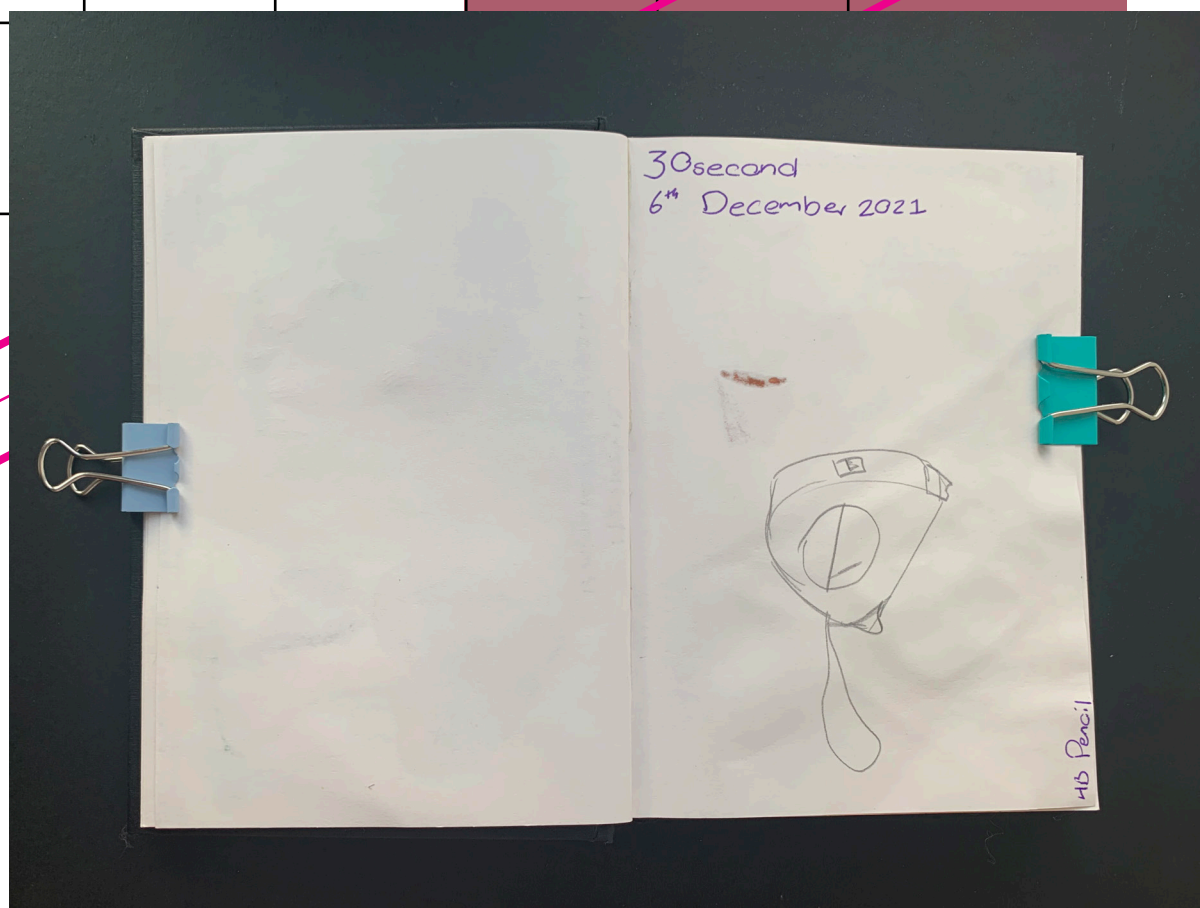
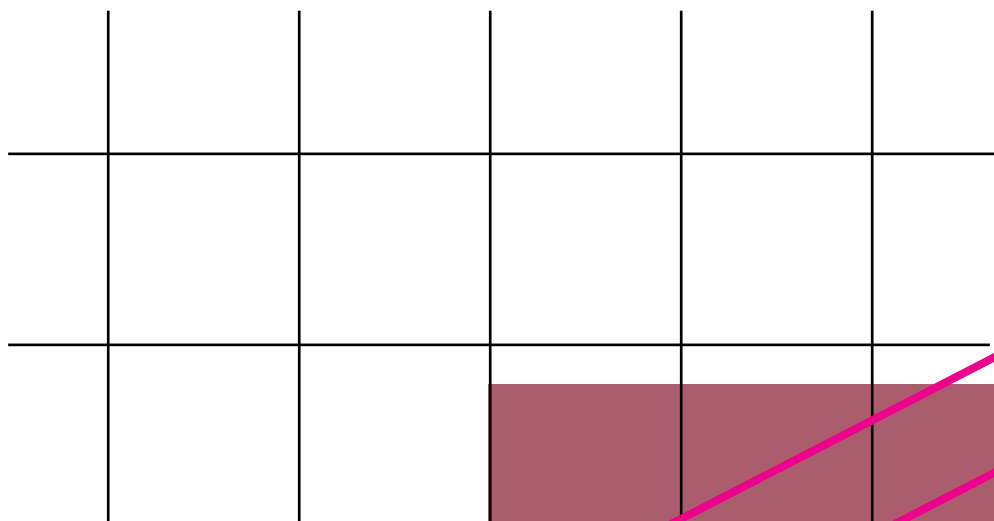




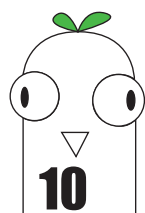
30 seconds

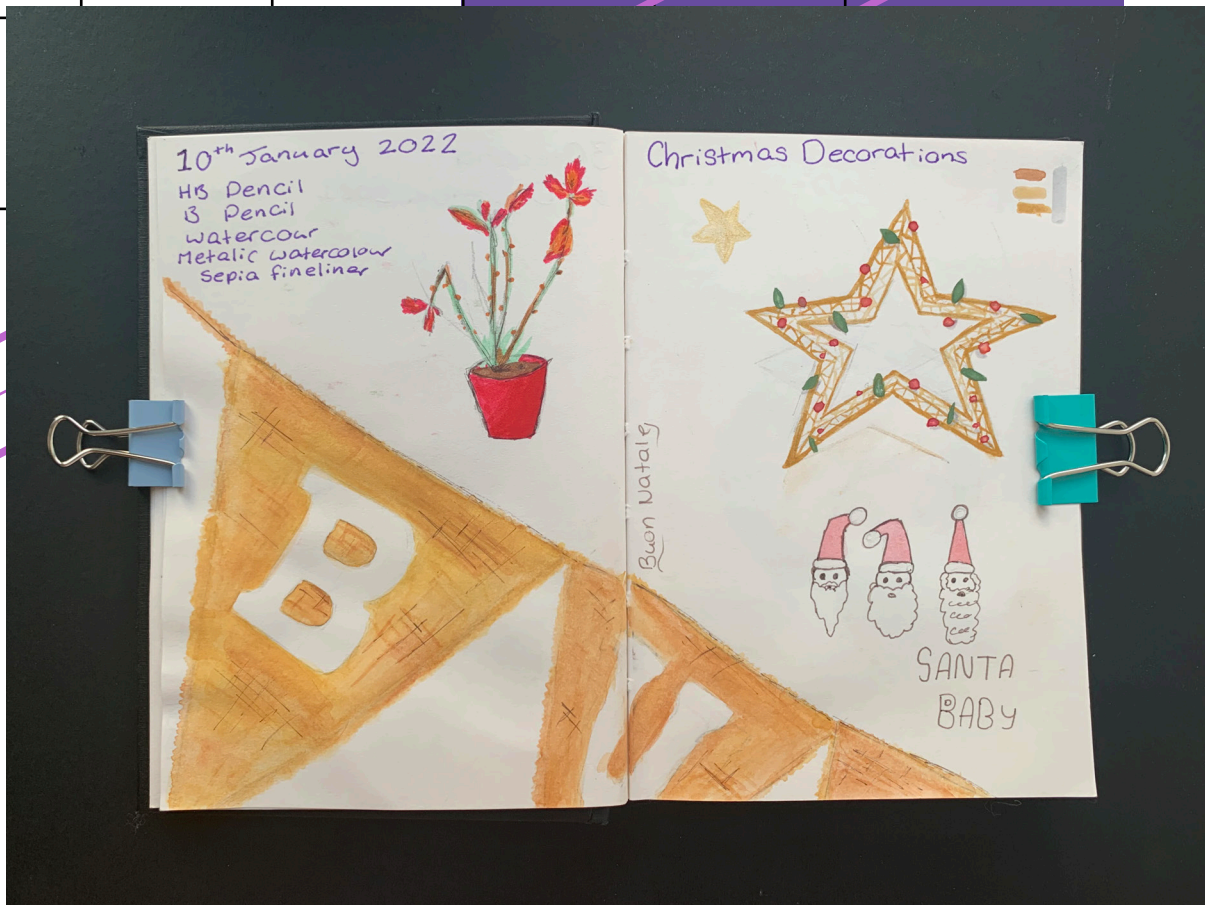
HB pencil
water based markers
fine liner





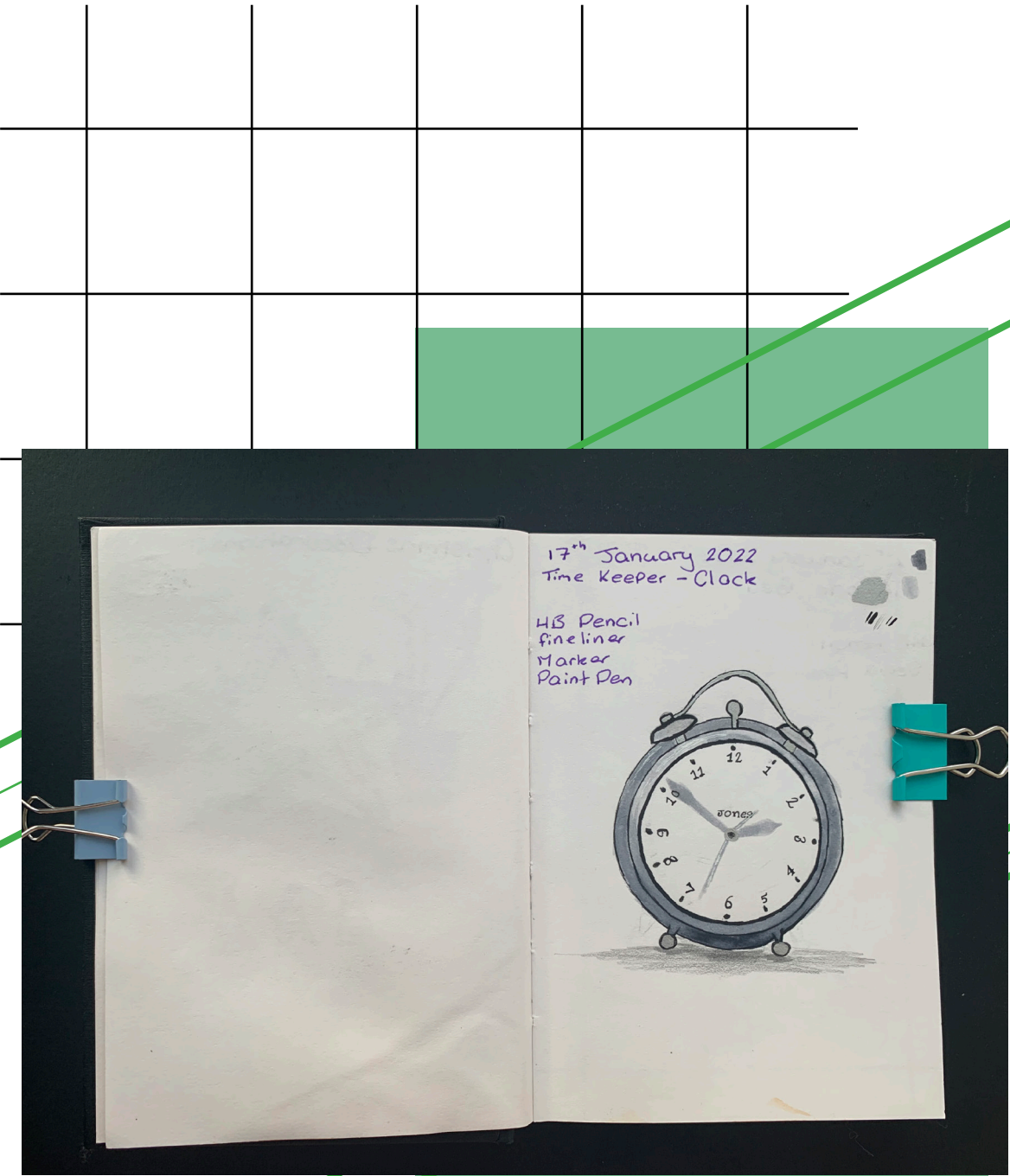
30 seconds
HB pencil





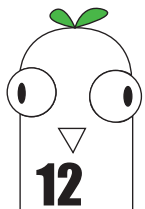
Christmas decoration

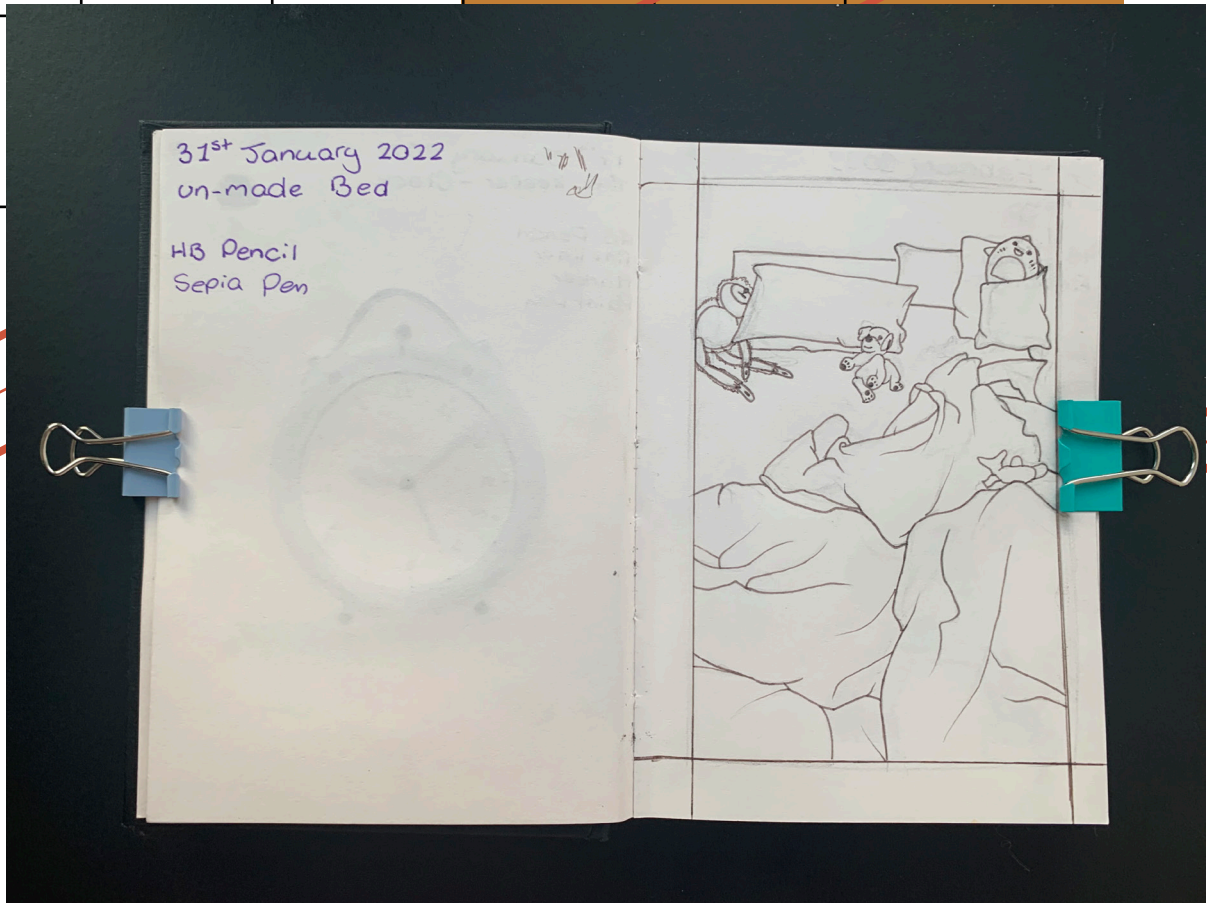
HB pencil
watercolour
metalic watercolour
sepia fineliner



clock

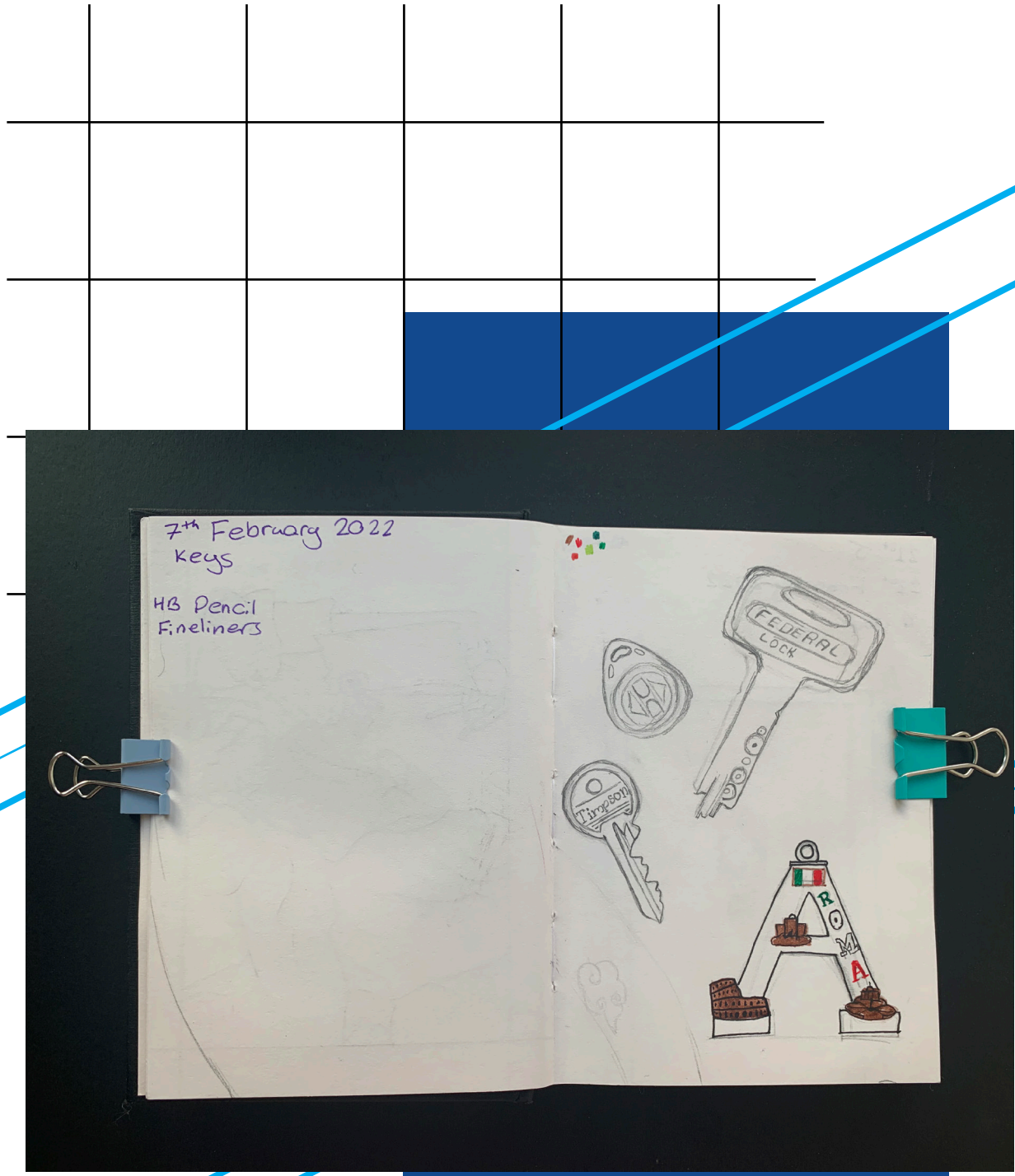
HB pencil
marker
fineliner
paint pen





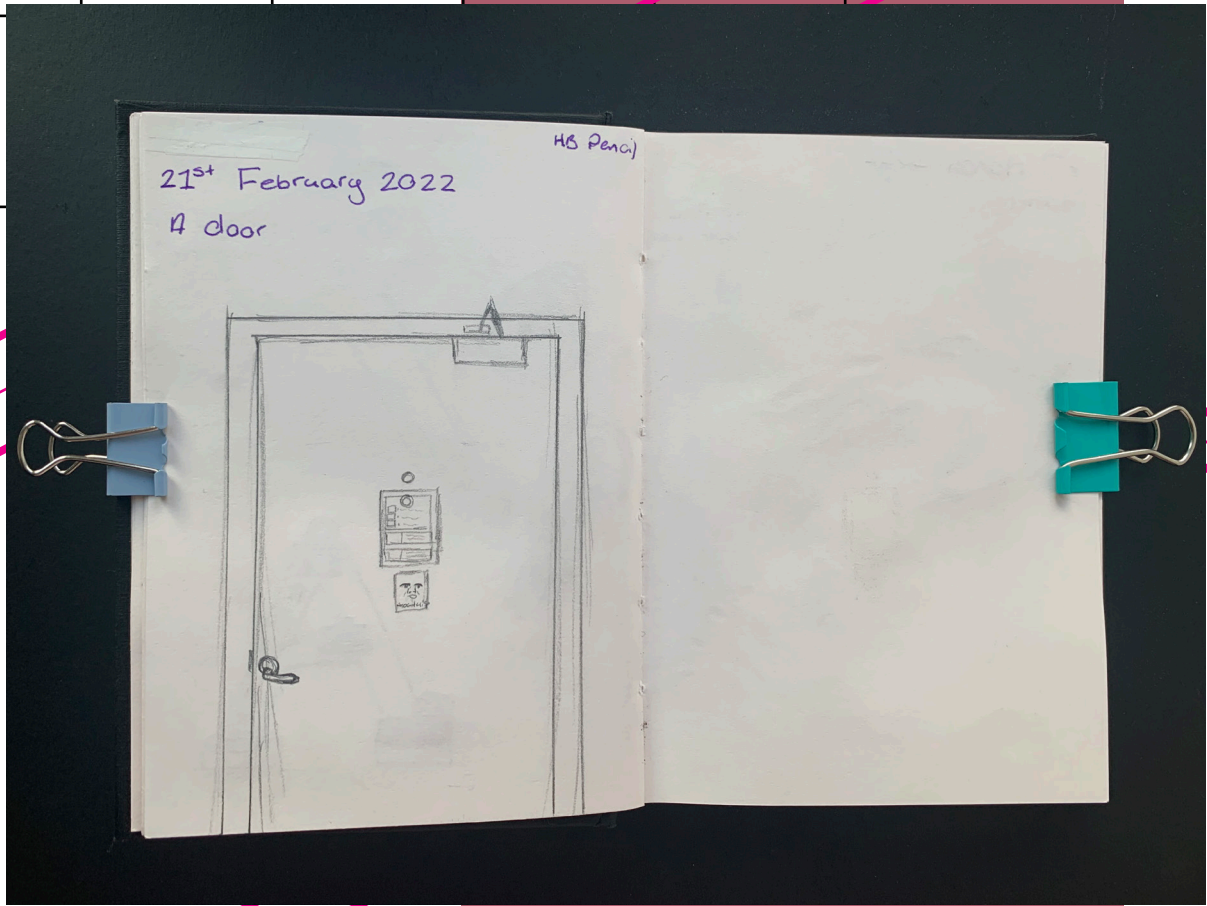
Unmade bed

HB pencil
Sepia pen

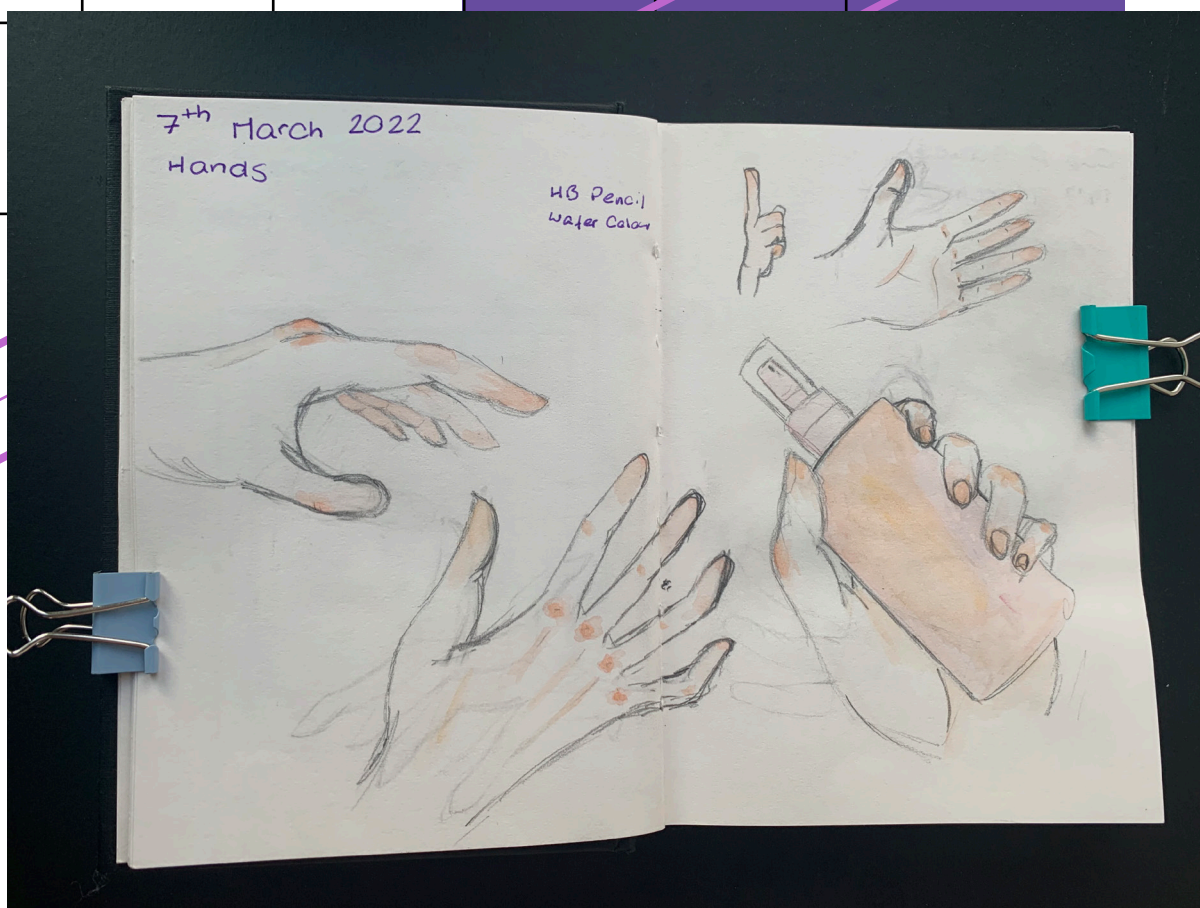


keys

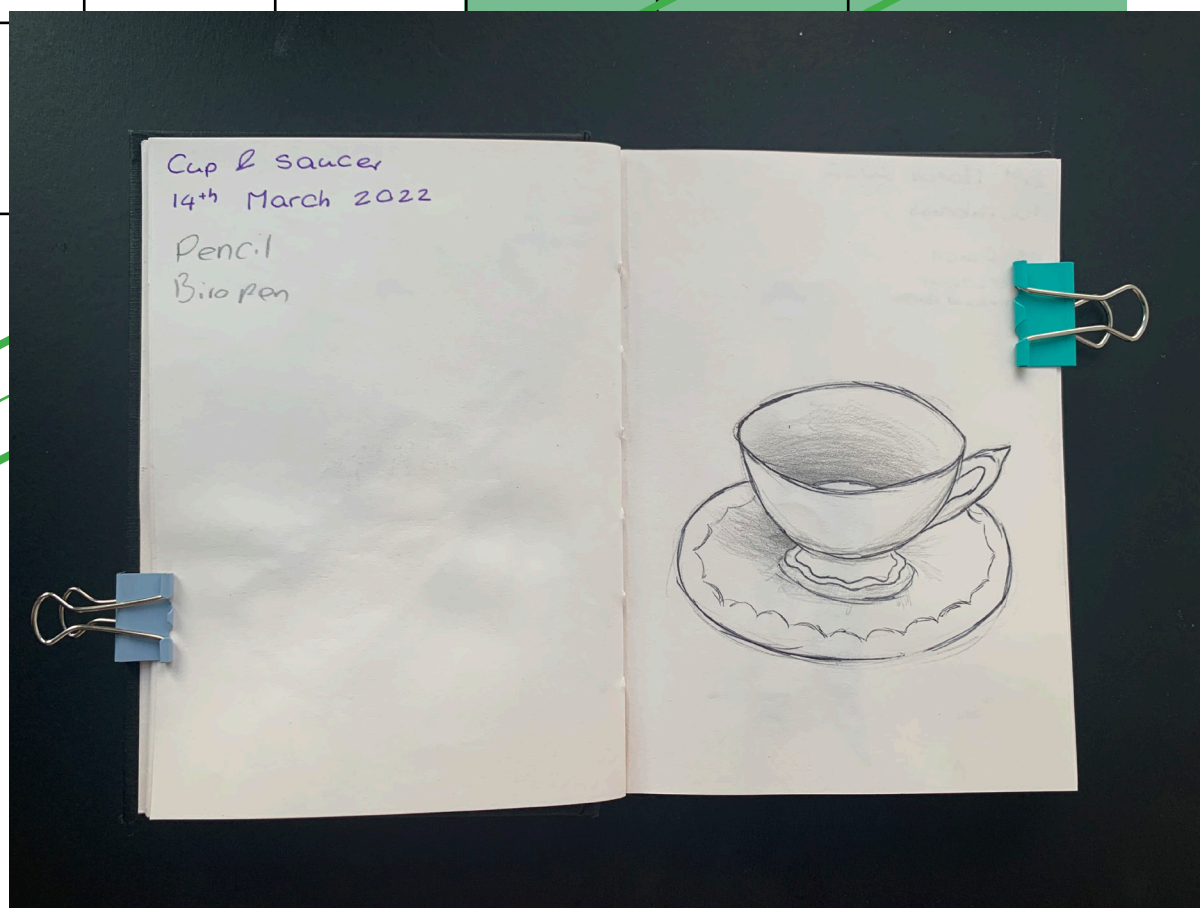
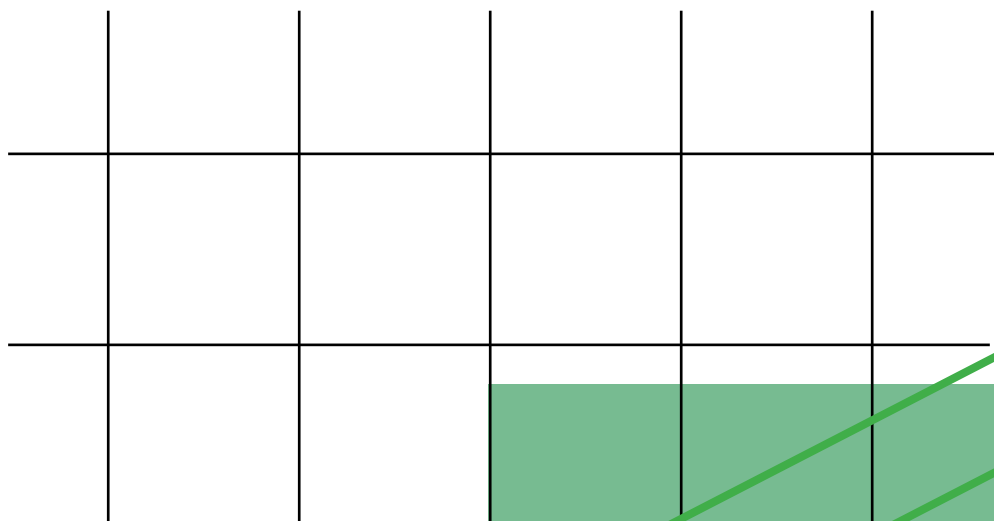
HB pencil
fineliner pens



Door
HB pencil

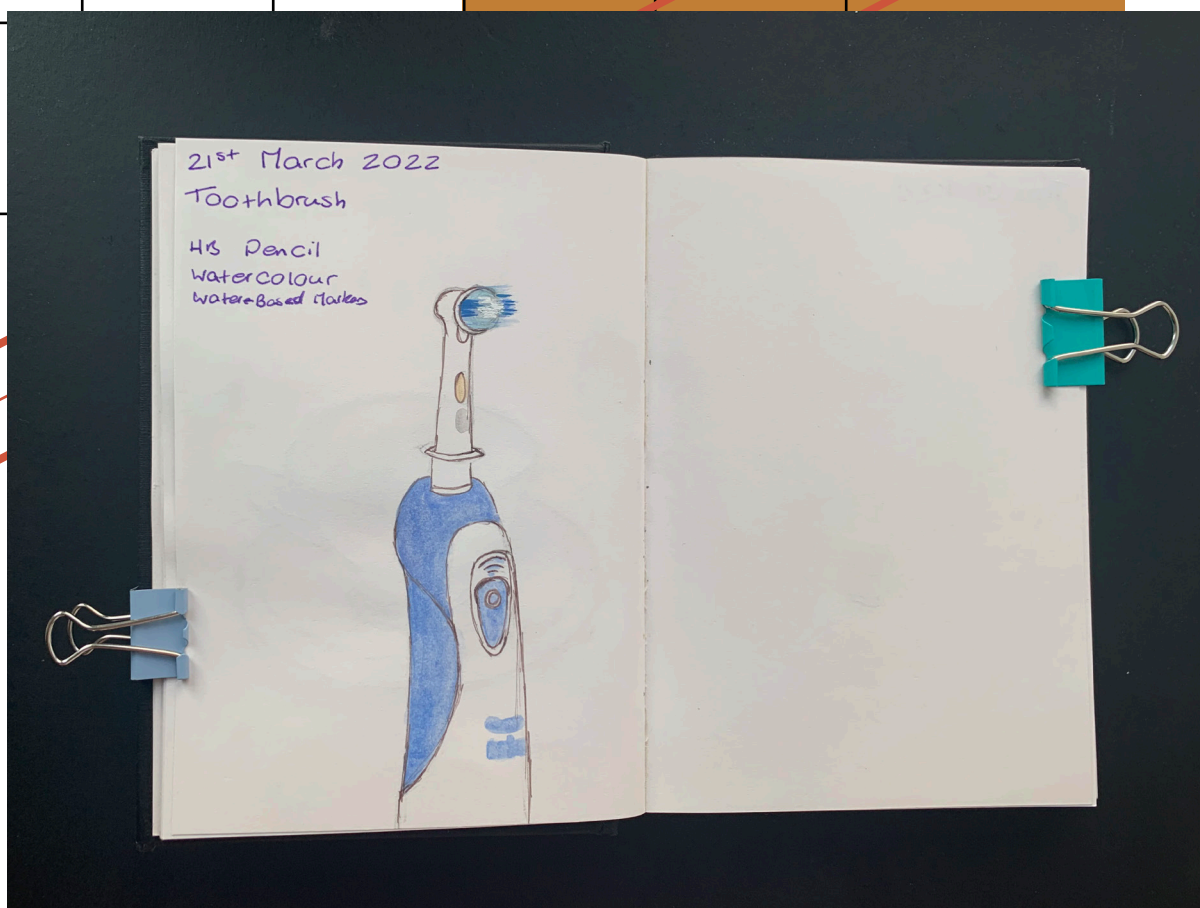


hands
HB pencil
watercolour



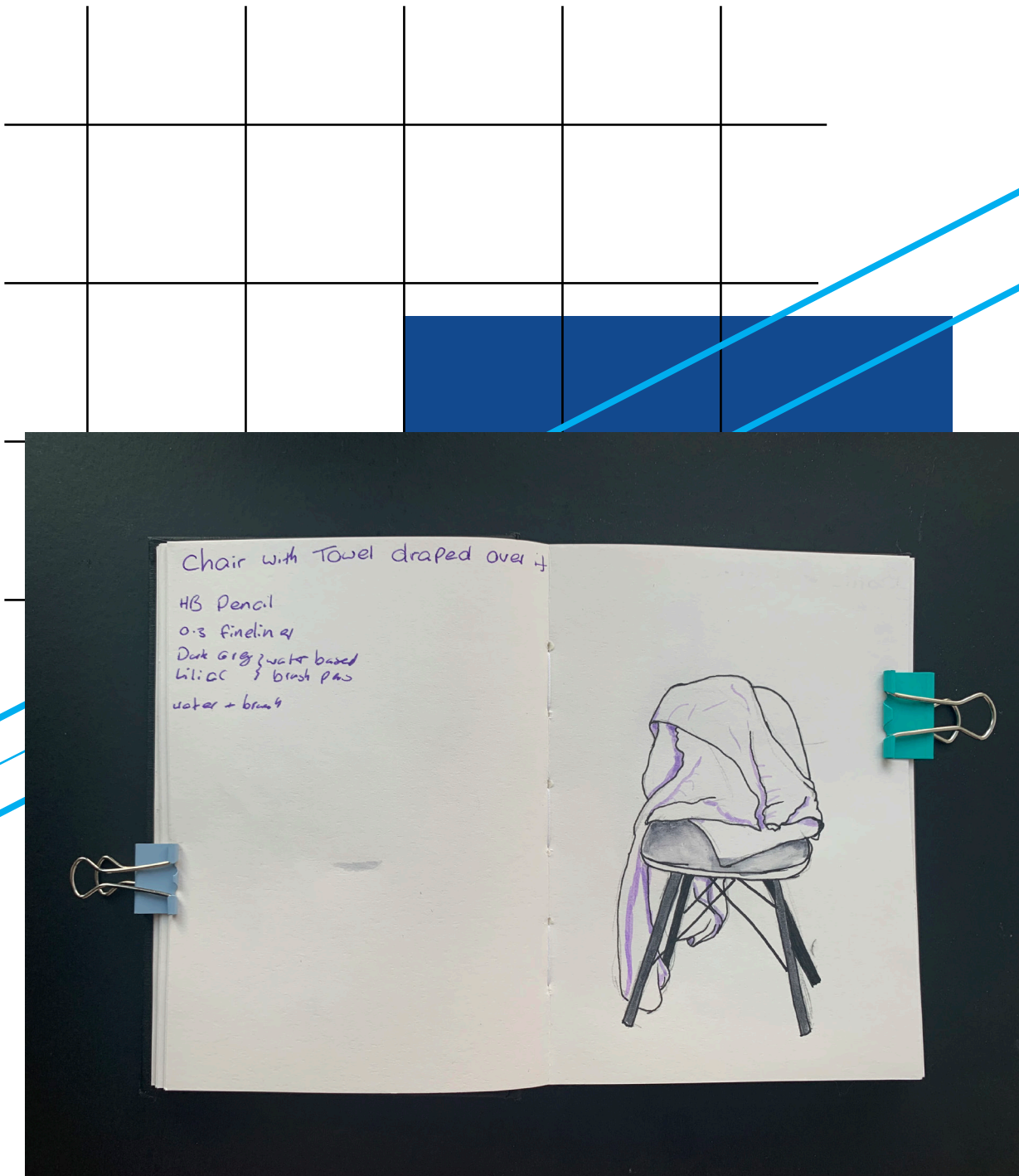
Cup & Saucer

HB pencil
biro pen



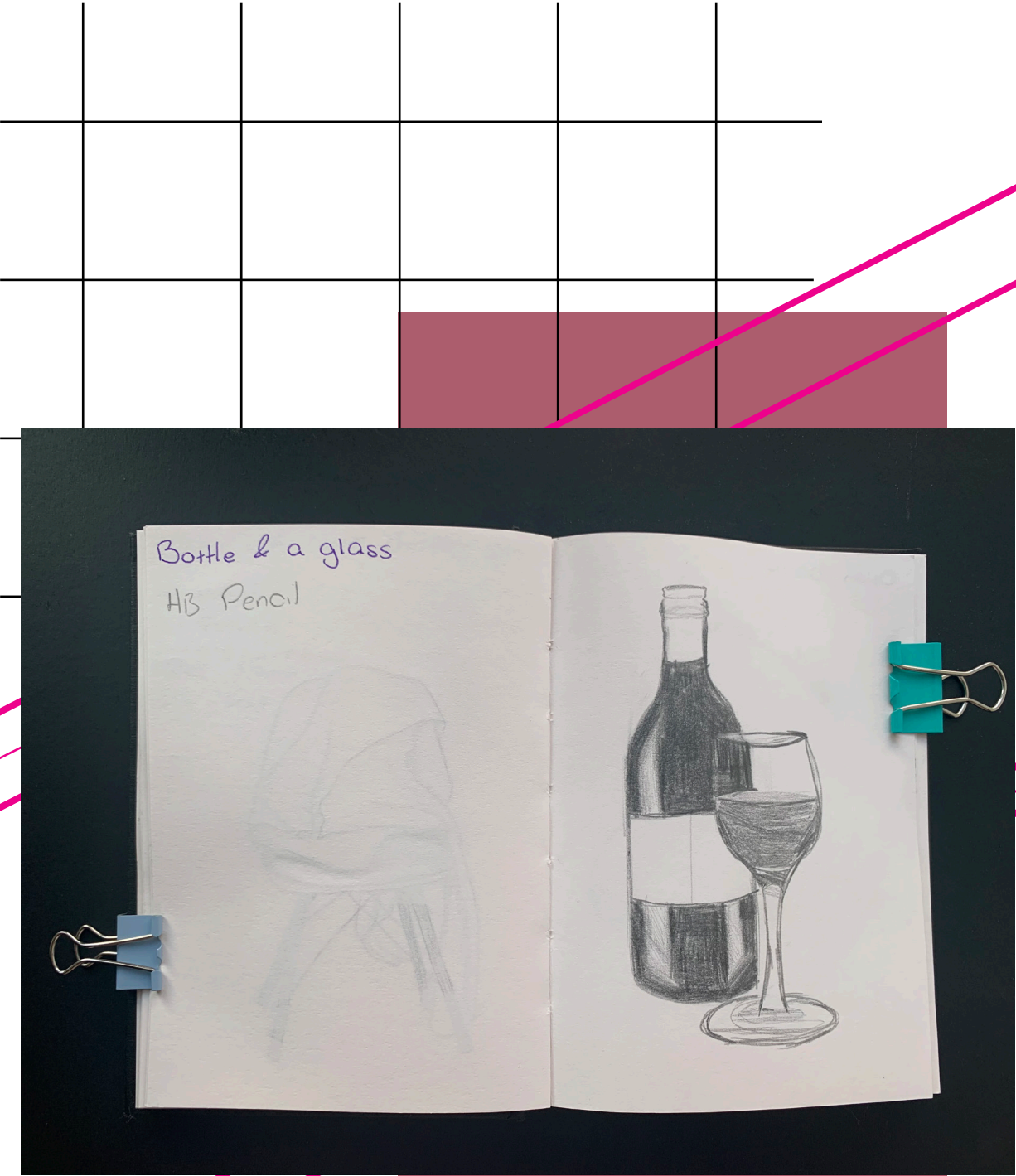
Toothbrush

HB pencil
Sepia pen
watercolour

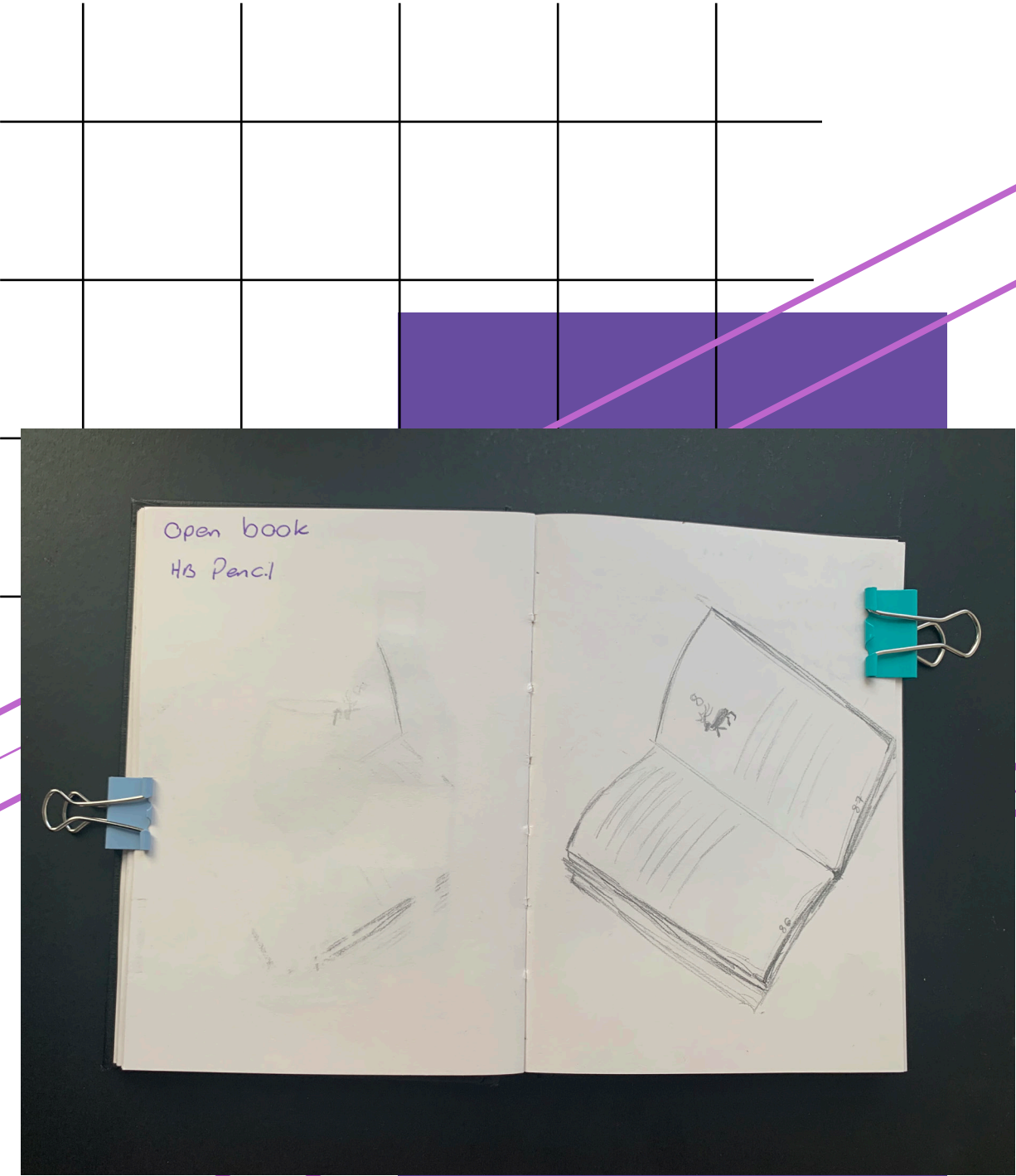


Chair with draped towel

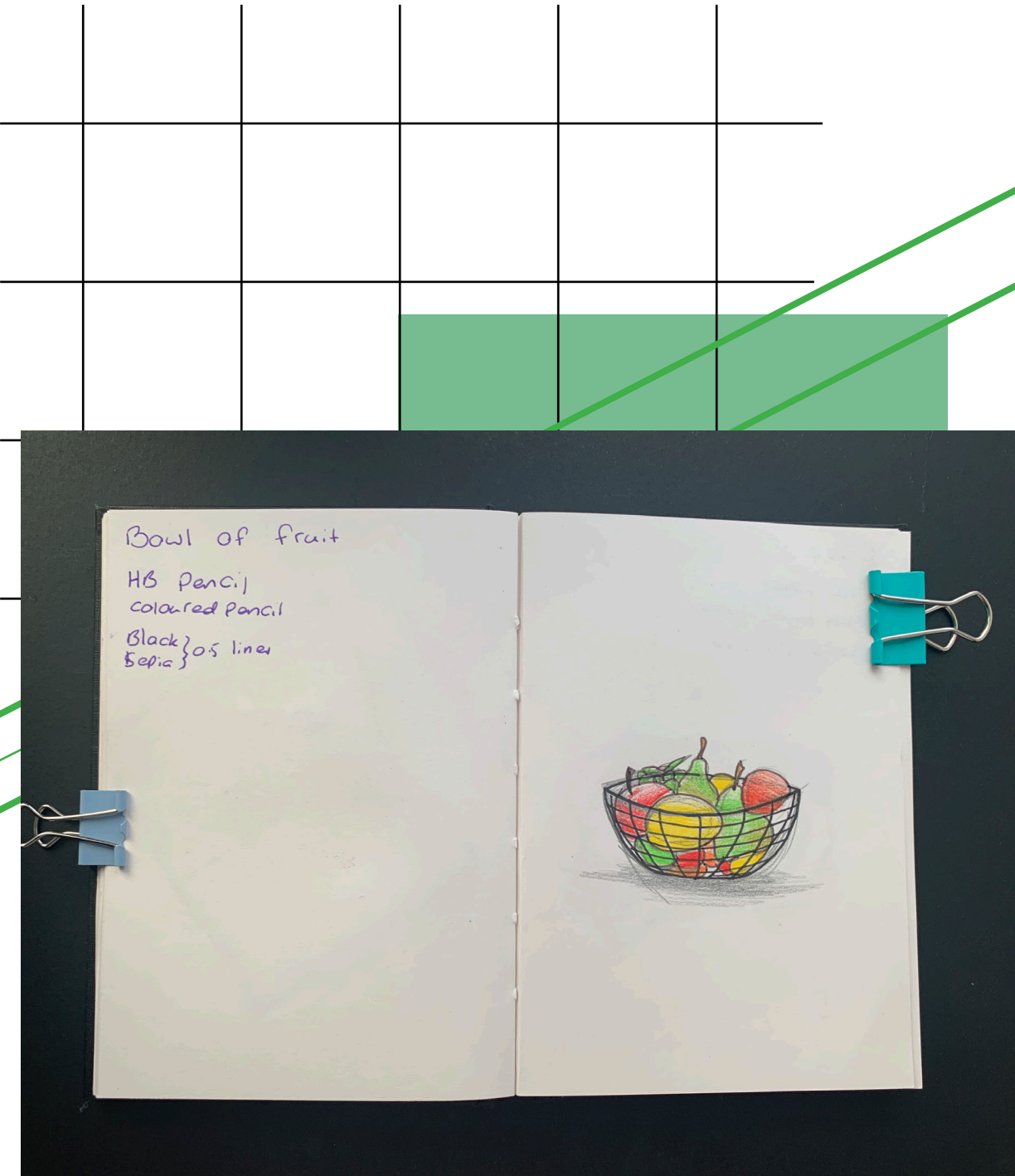
HB pencil
fine liner
water based markers



Bottle & Glass
HB pencil

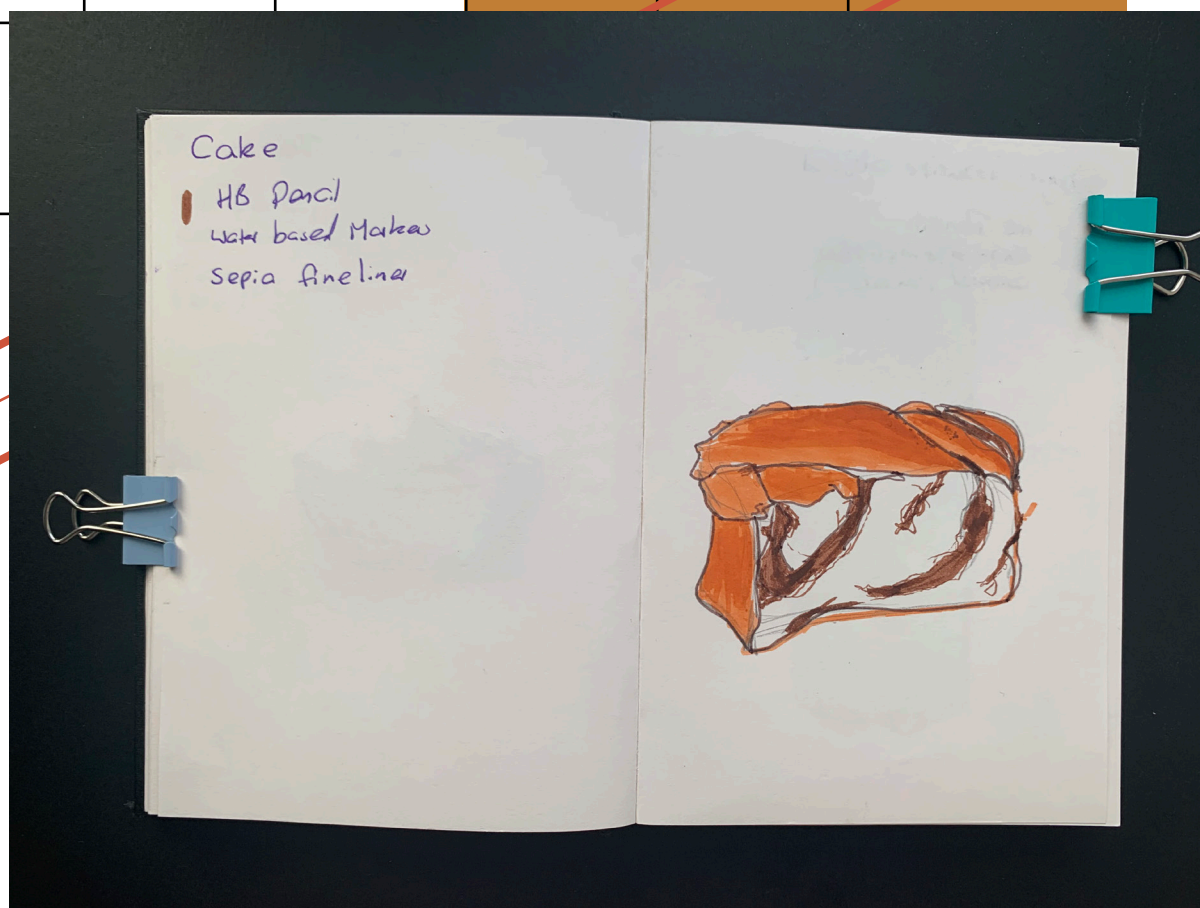
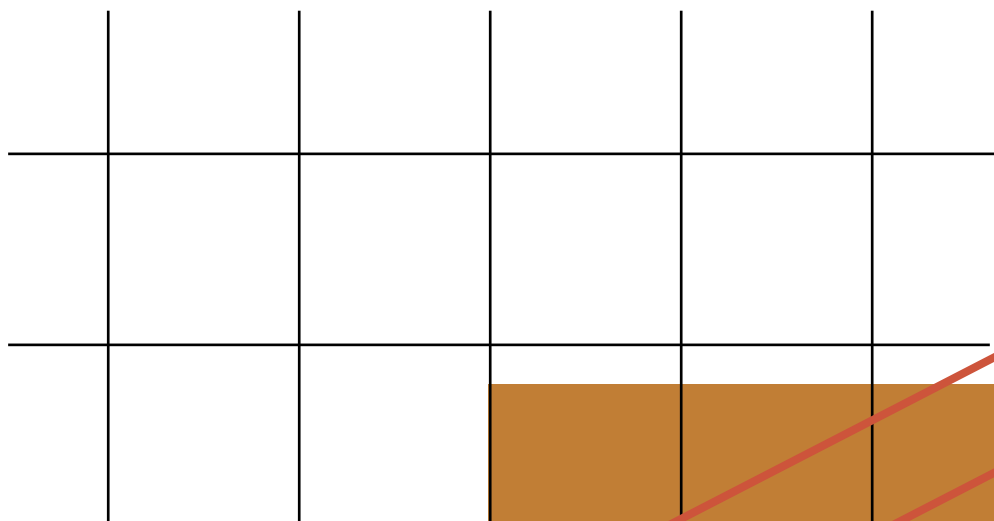


Open book
HB pencil



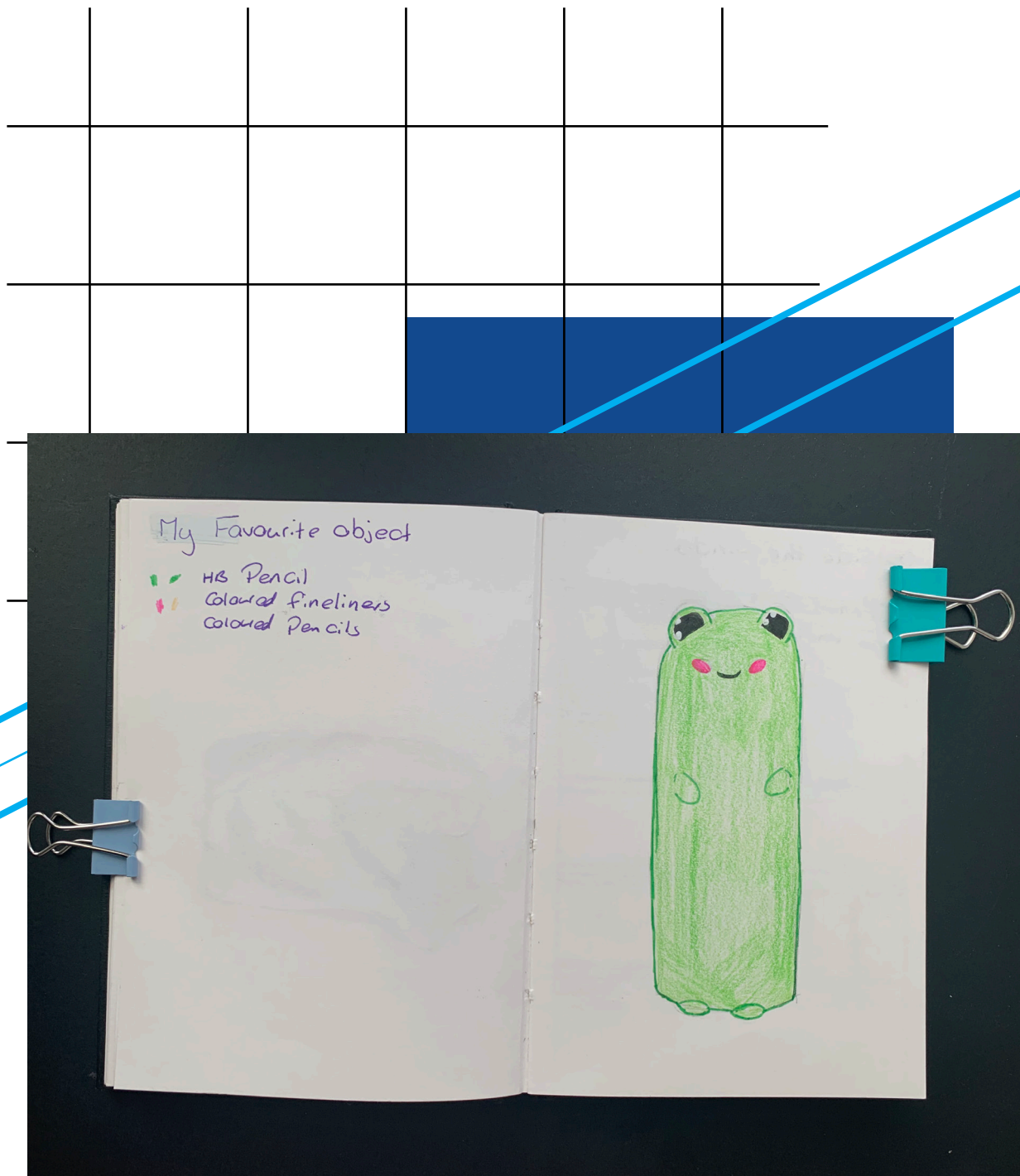
Fruit bowl

HB pencil
Sepia pen
black liner
coloured pencils



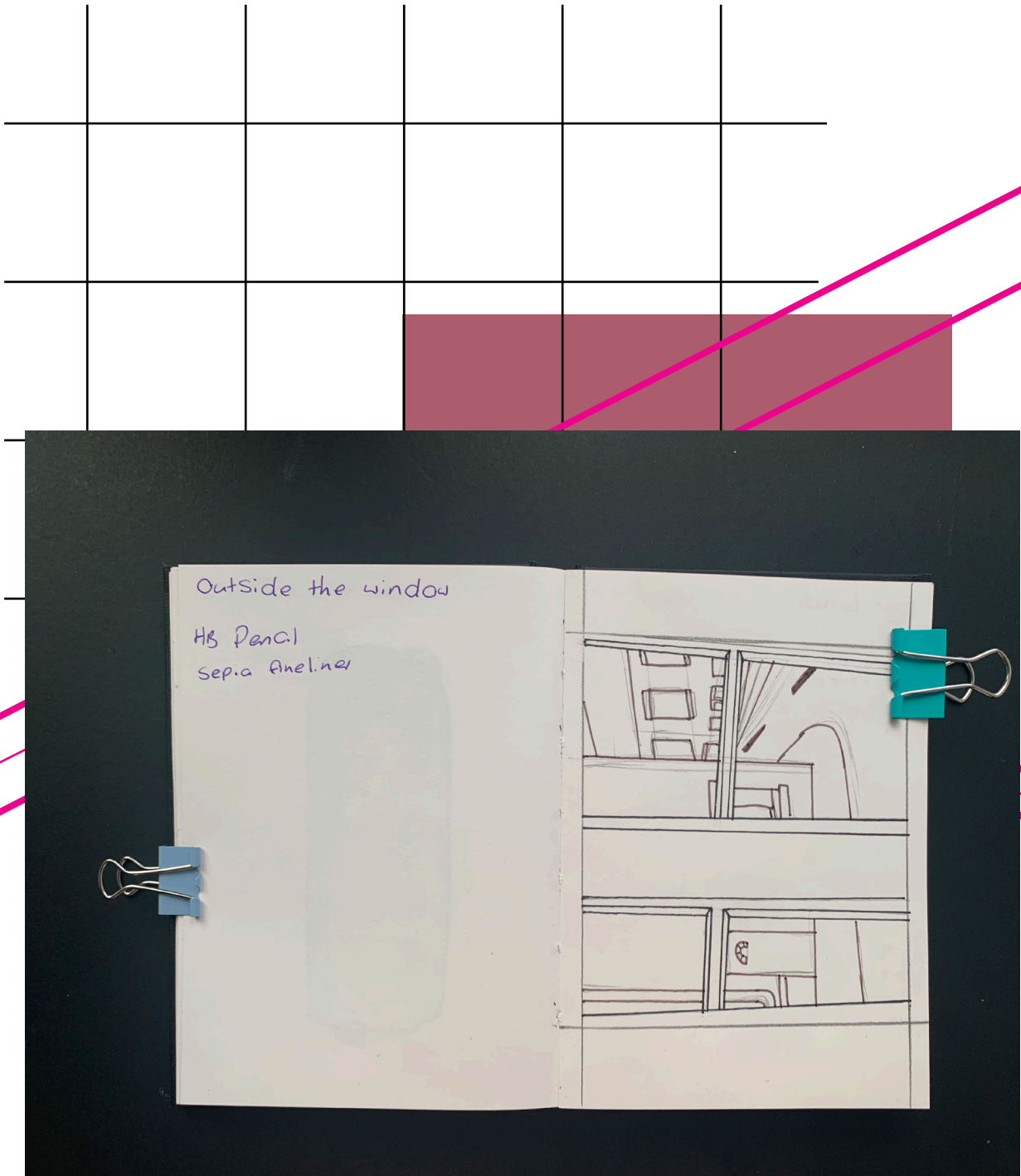
Cake

HB pencil
Sepia pen
water based markers



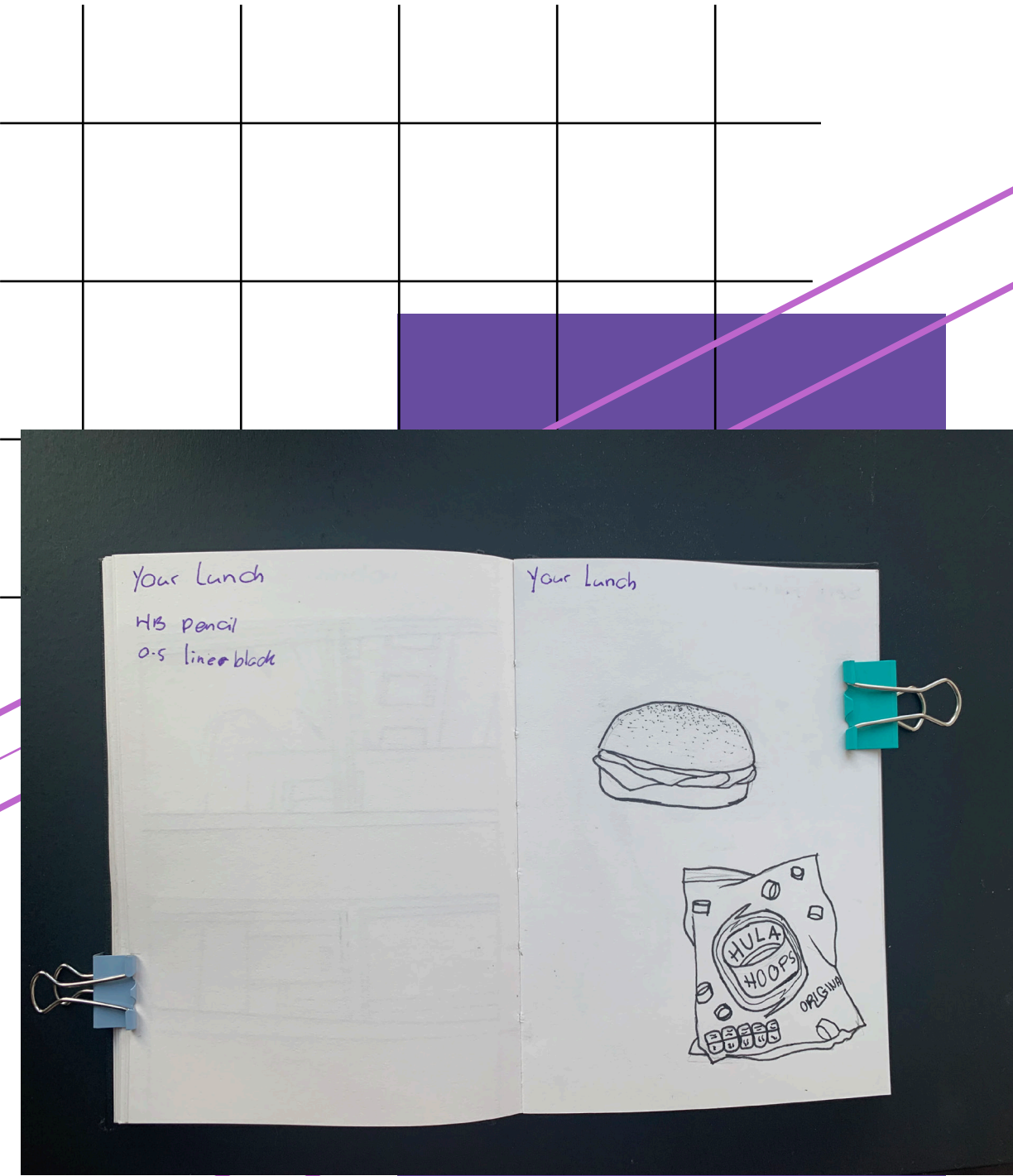
Favourite object

HB pencil
Fineliners
Coloured pencils

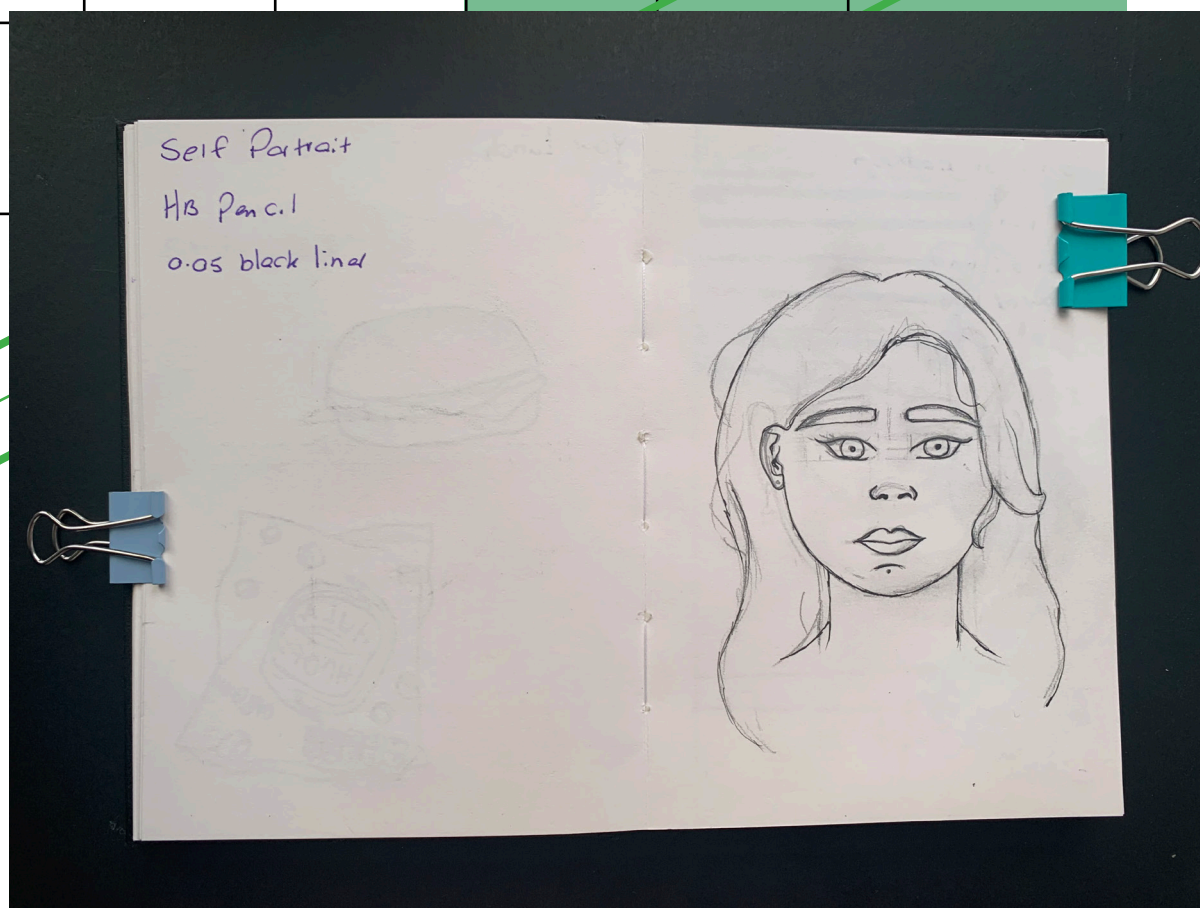
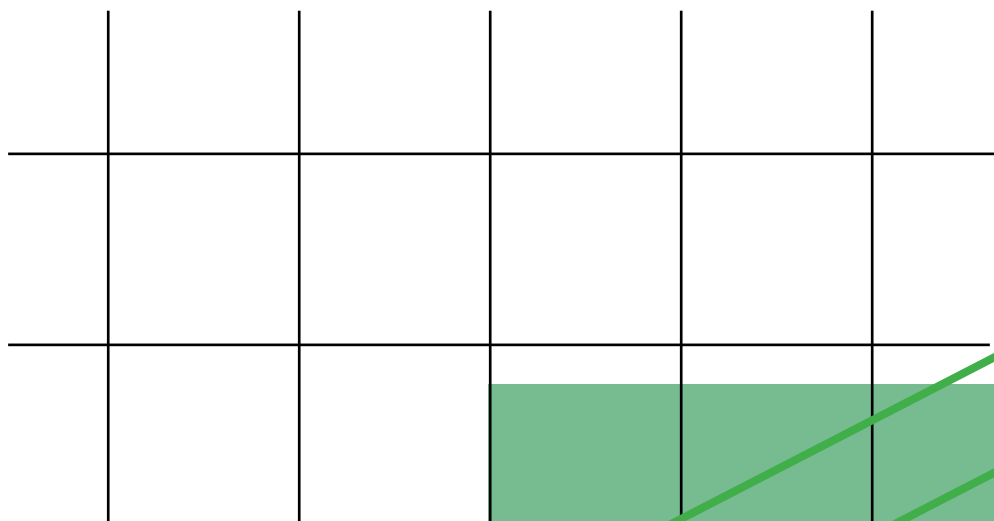


Outside the window

HB pencil
Sepia pen

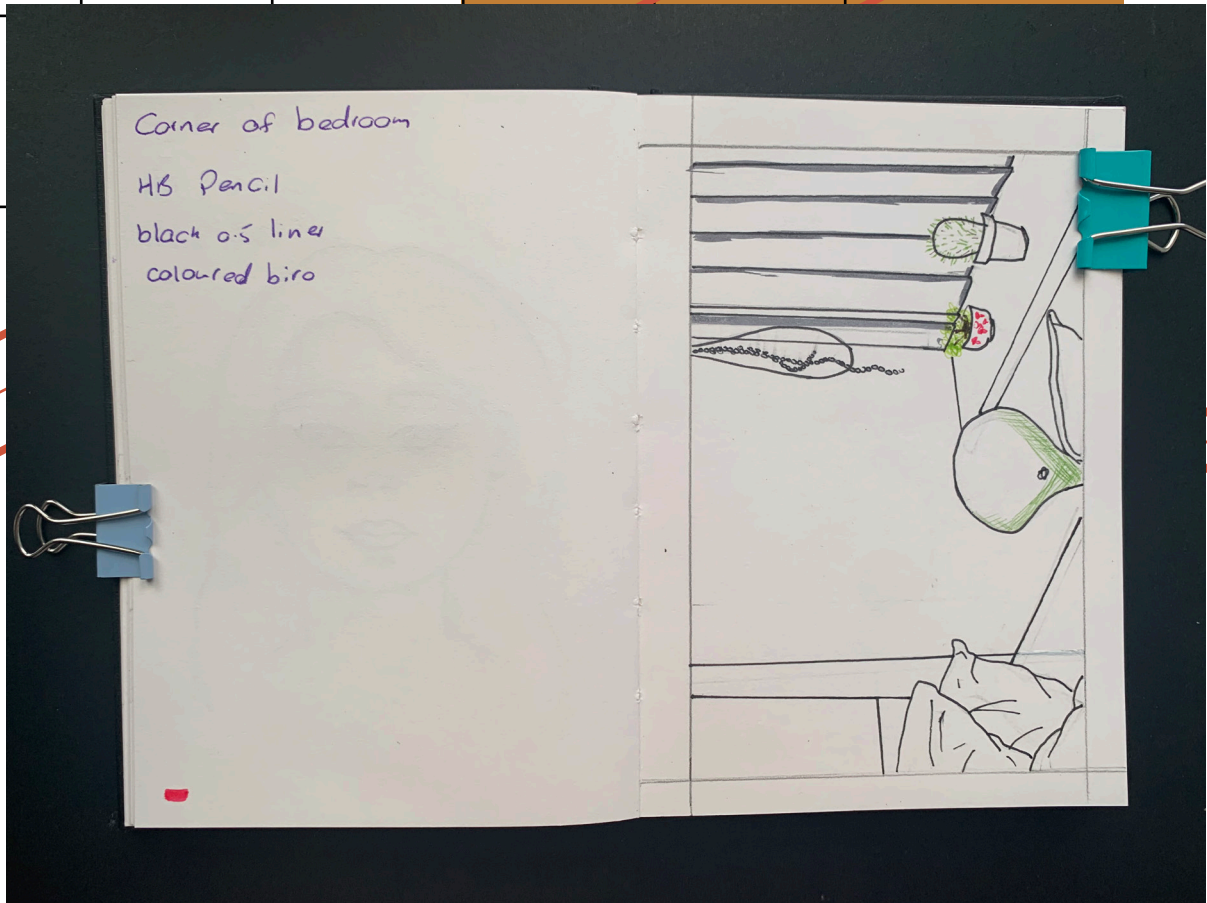


Lunch
HB pencil
fine liner



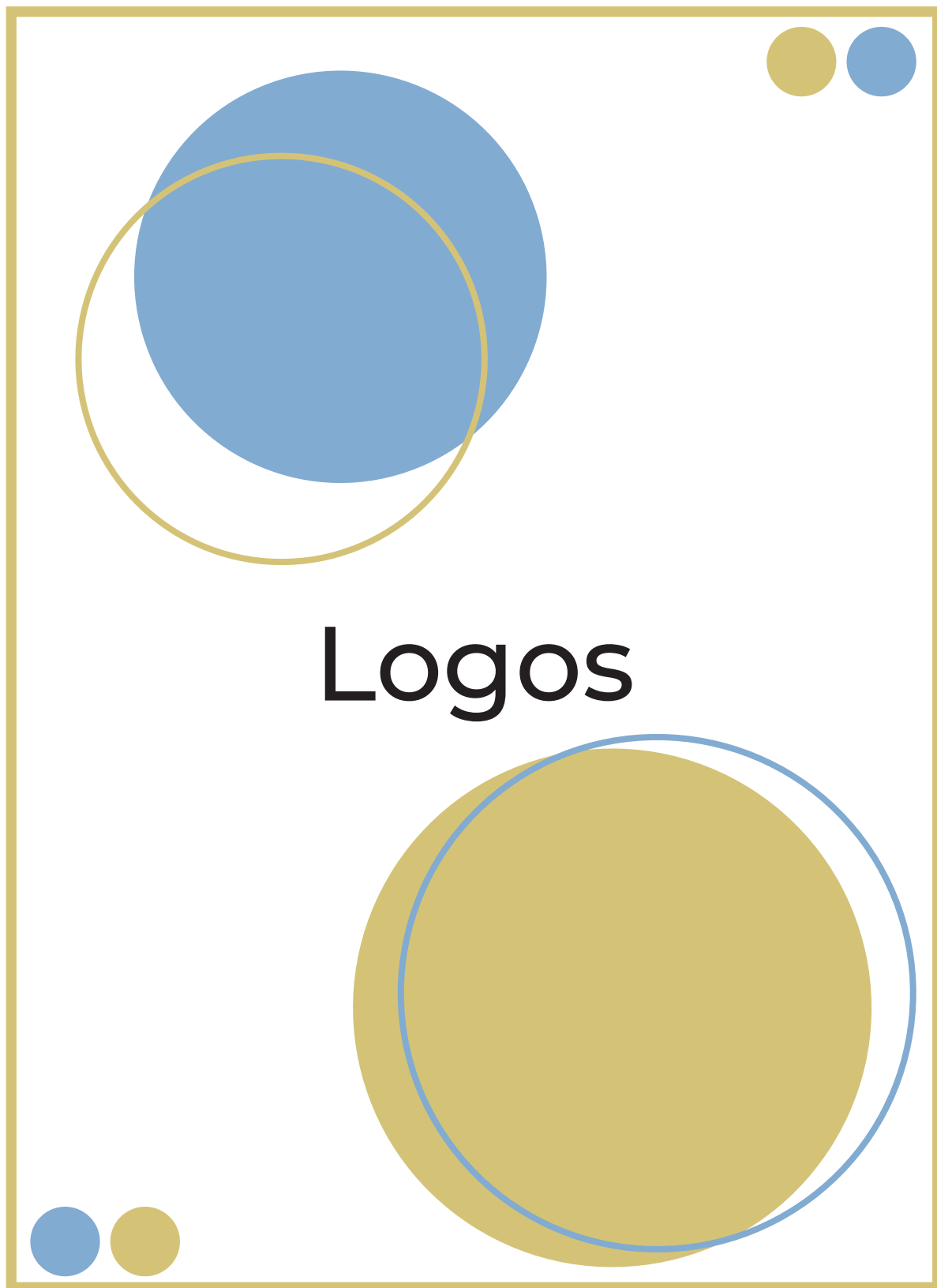
Self portrait

HB pencil
Fine liner

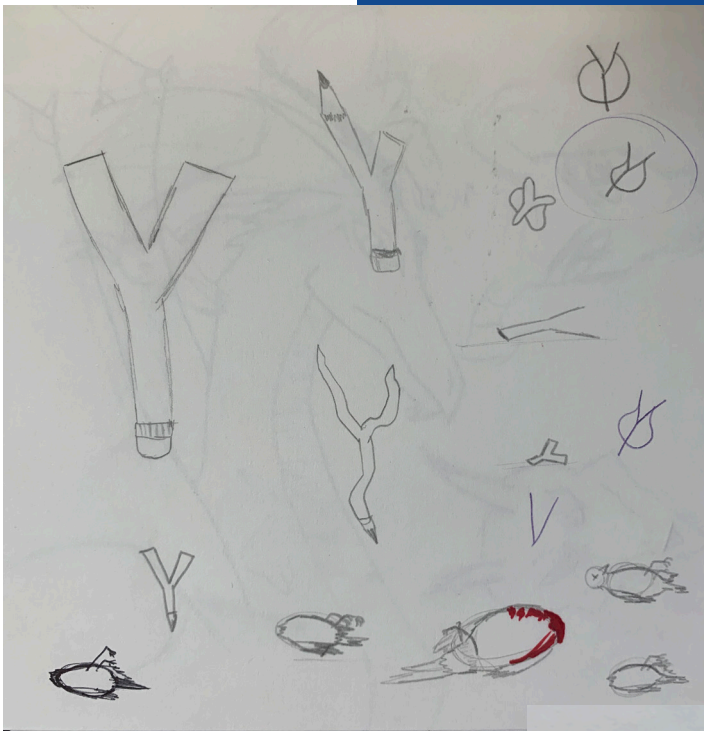


Corner of room

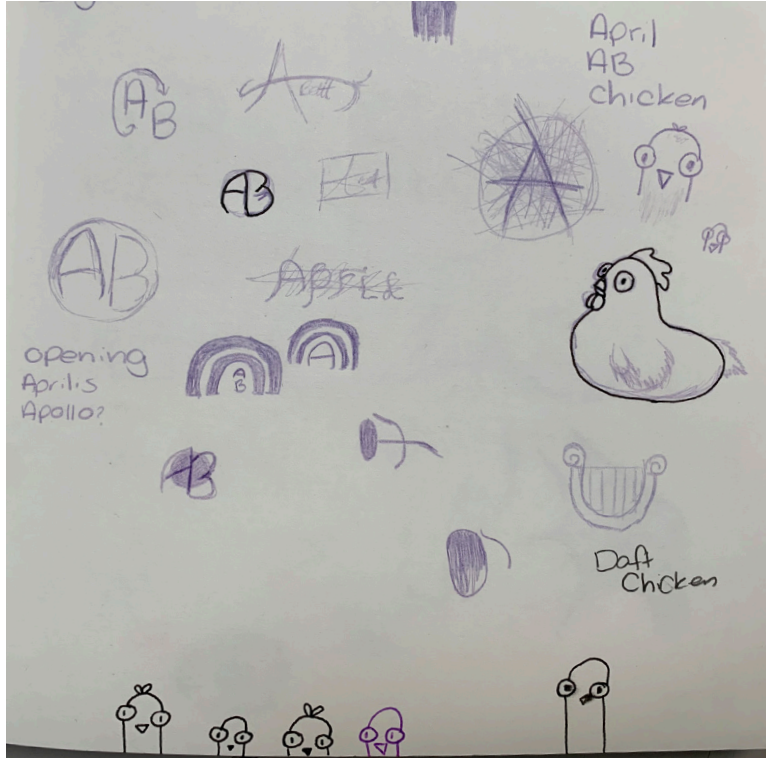
HB pencil
Fine liner
Coloured biro pen



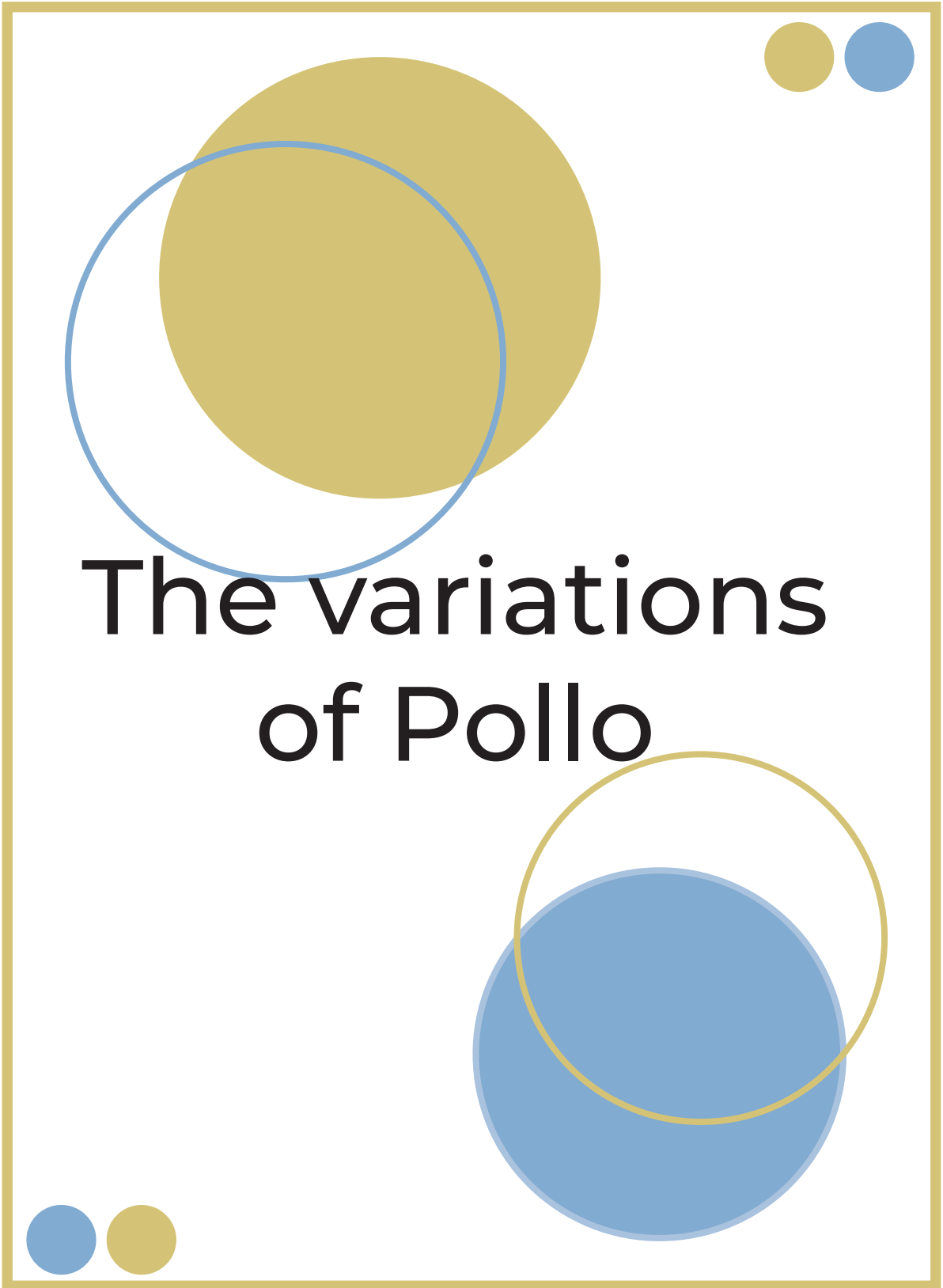
The first designs were based off the combination of a pencil and a slingshot. With the shape of the slingshot, which combined looked like a Y, the first letter of his first name.

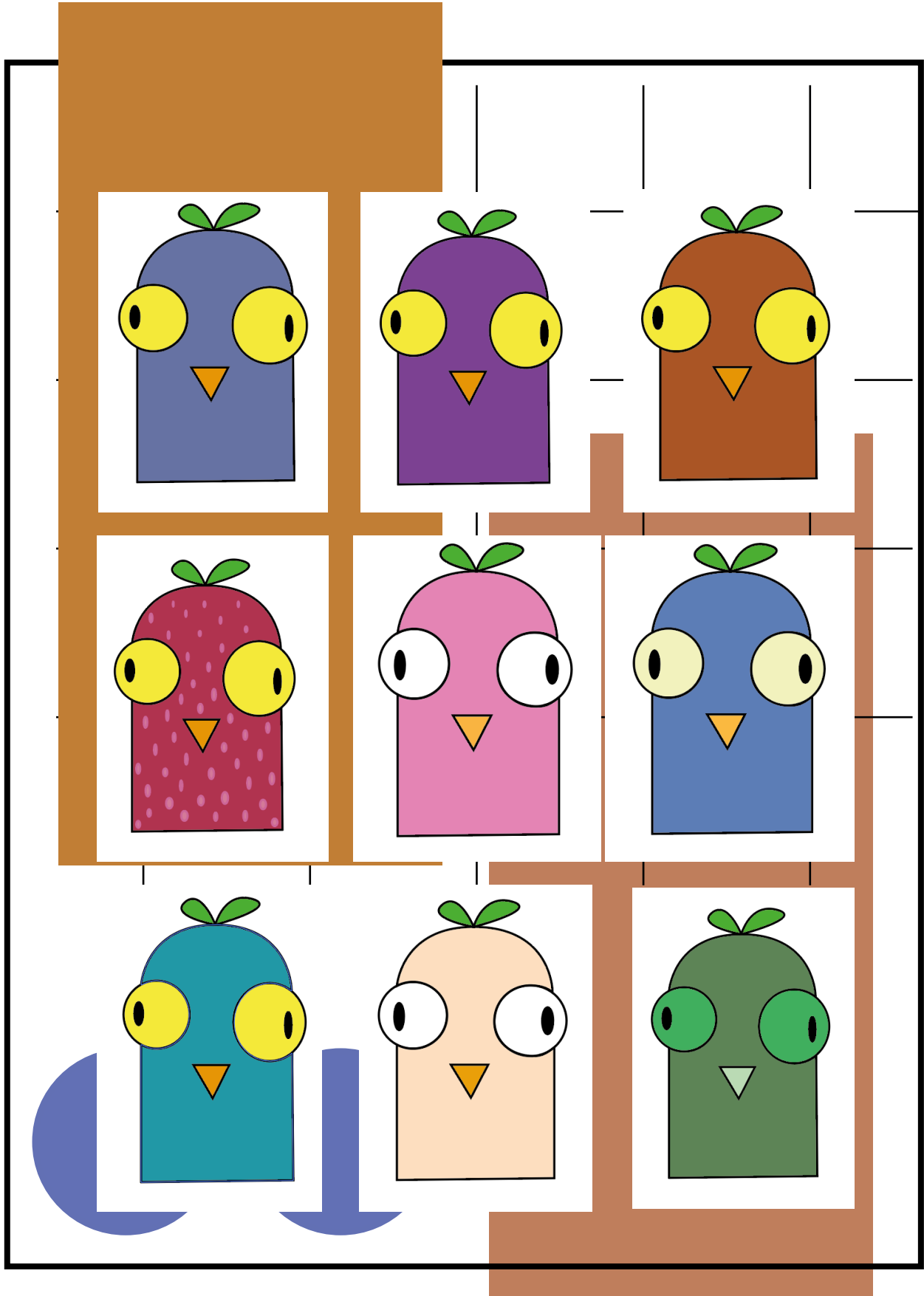


Some variations were made before he changed his mind on the design for a dead bird. These new designs were made before the final design was sent off for them to finish and alter as they liked.

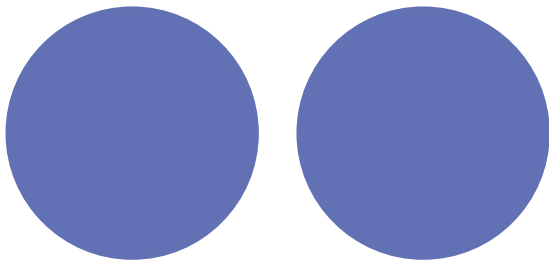
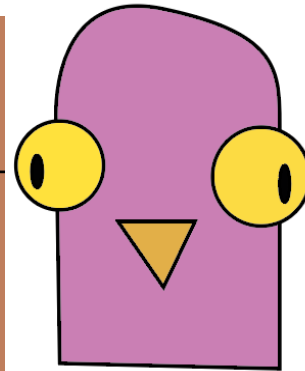
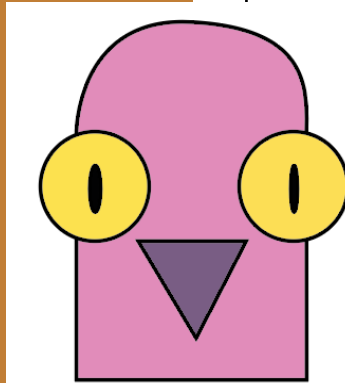
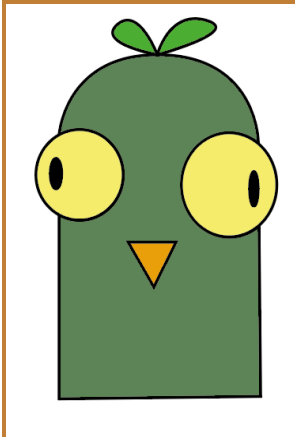


The initial designs for my logo included my name/ initials but a doodle that came from trying to think of ideas was what ended up becoming the logo.

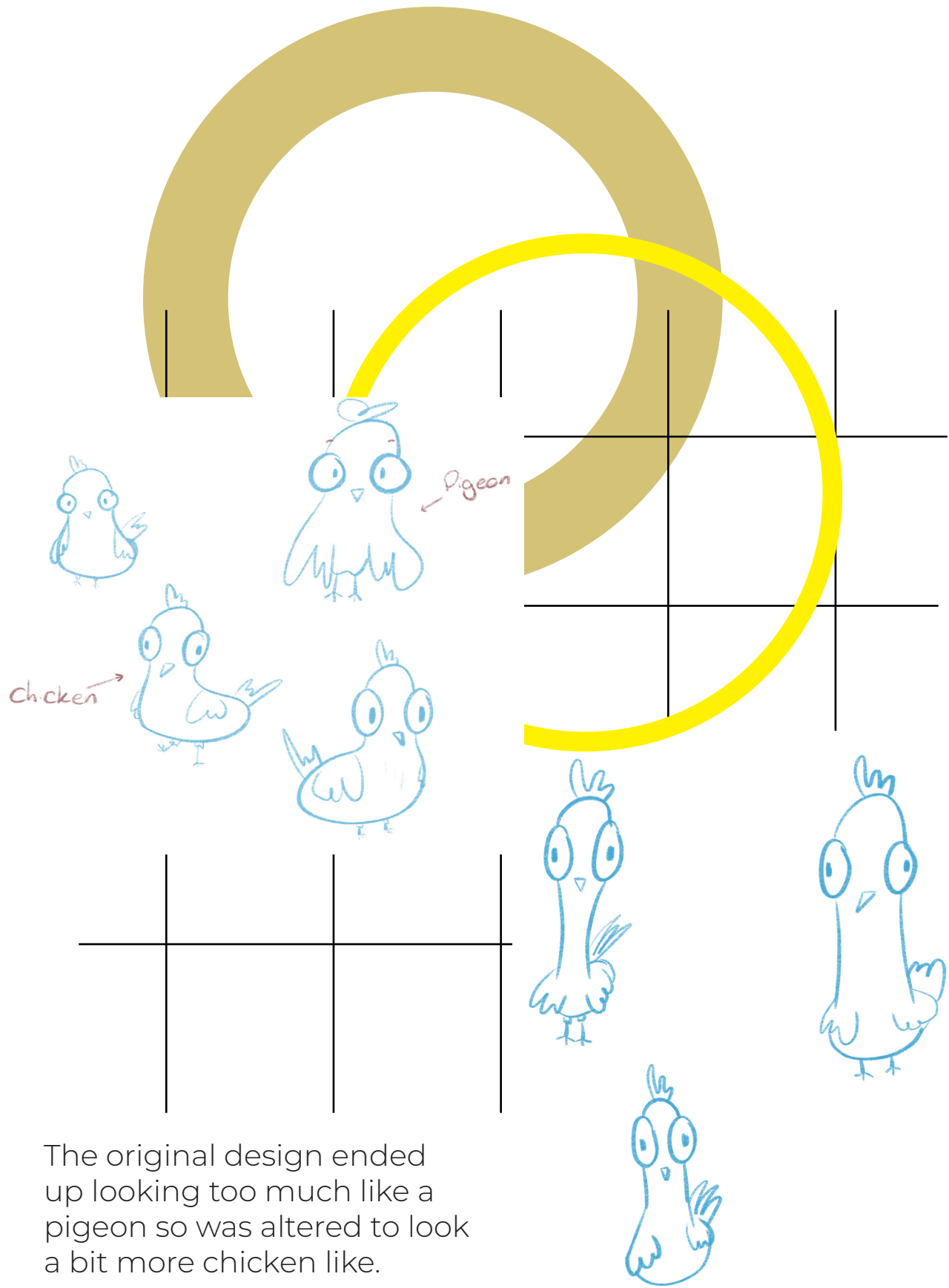




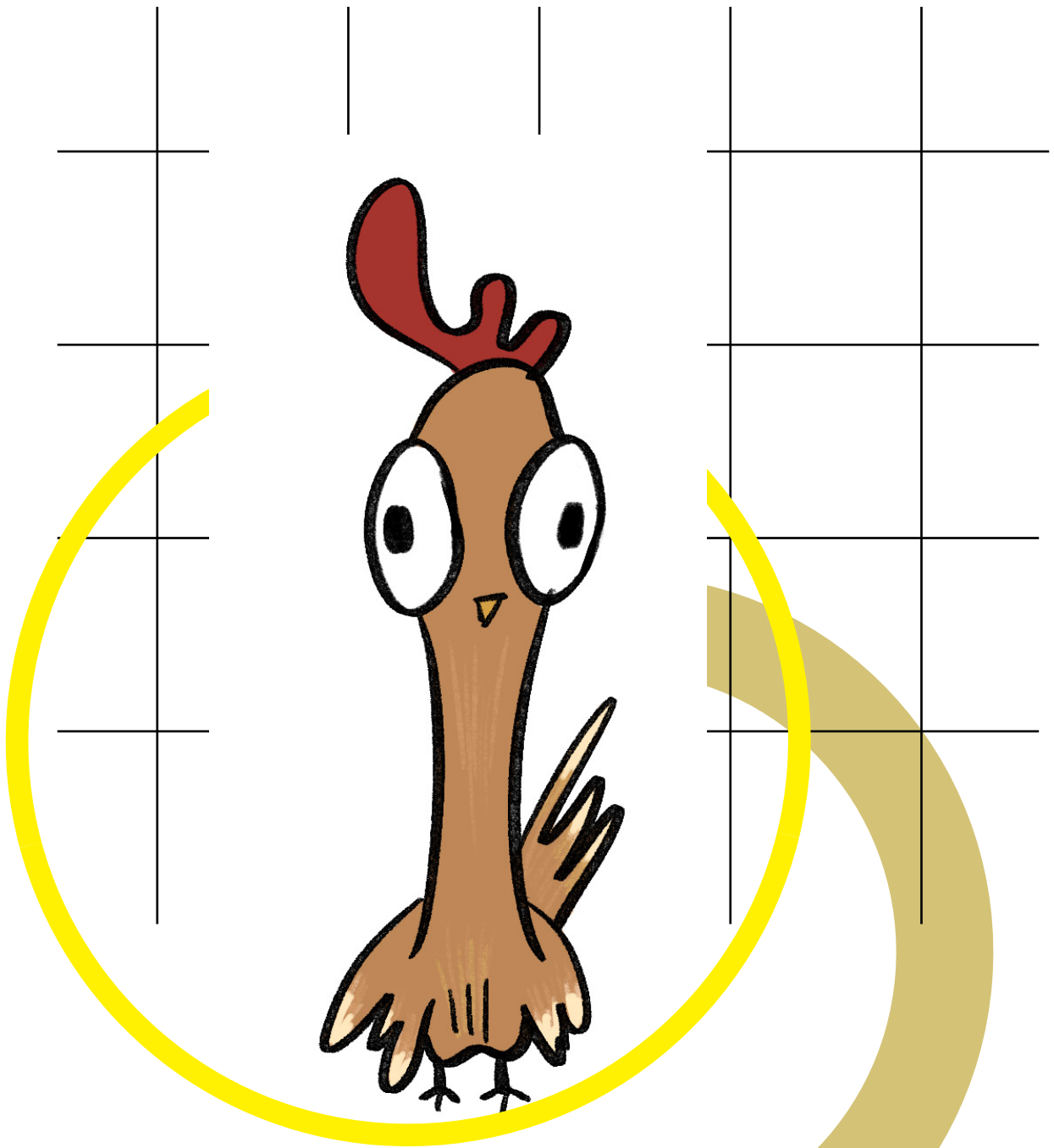
Many colour variations were made of Pollo with a few shape variations too. For branding purposes the same, simpler shape was used to keep them consistent.



The different colour versions will be used to slightly change the the appearance and to add a bit more entertainment into seeing the logo, as they might see a different one each time.

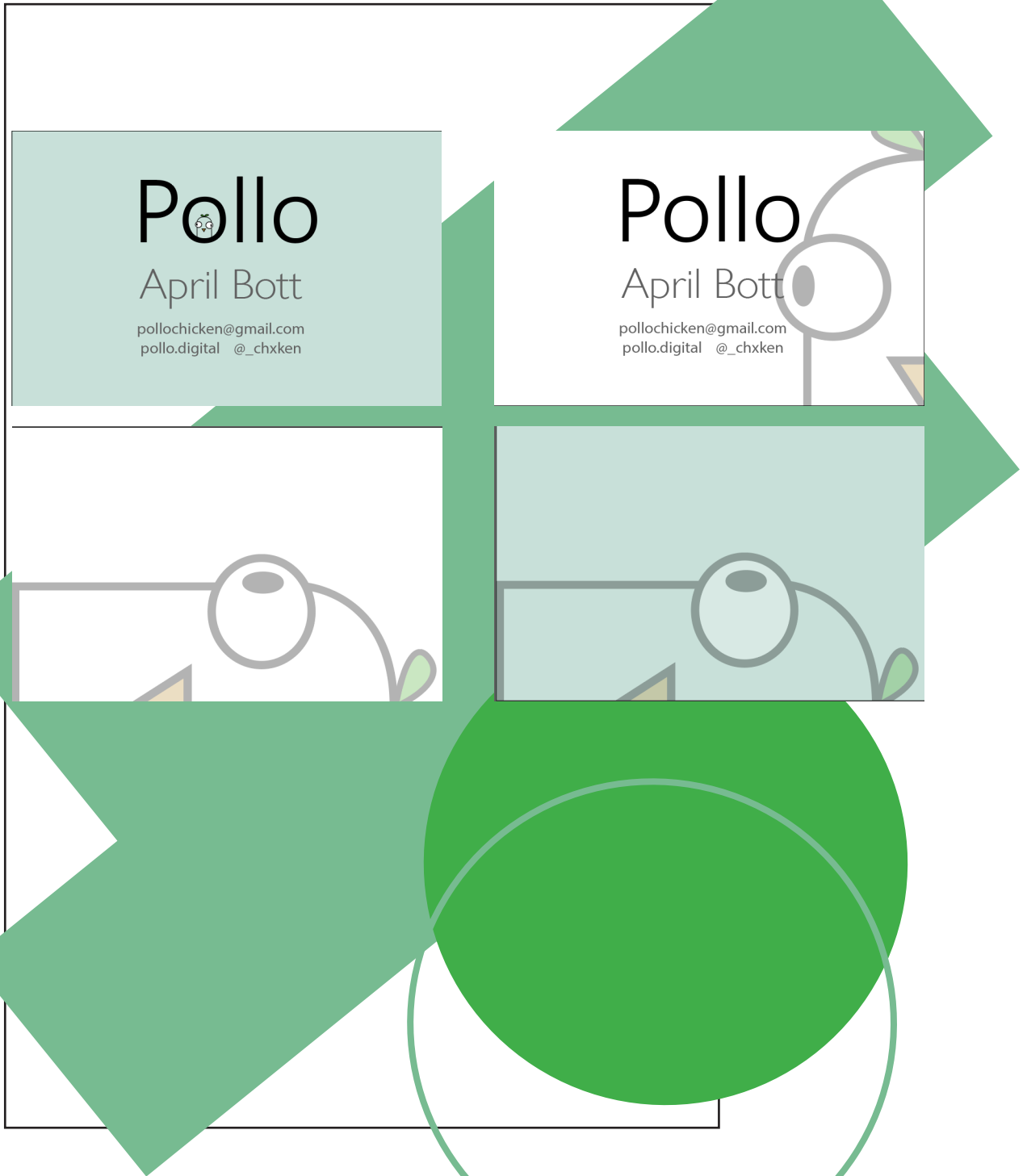


The original design ended up looking too much like a pigeon so was altered to look a bit more chicken like.



The final design had much more exaggerated proportions and the plant like shape on the head was removed.





This business card design was kept mostly simple, with the large faded half image on the front being the main feature.



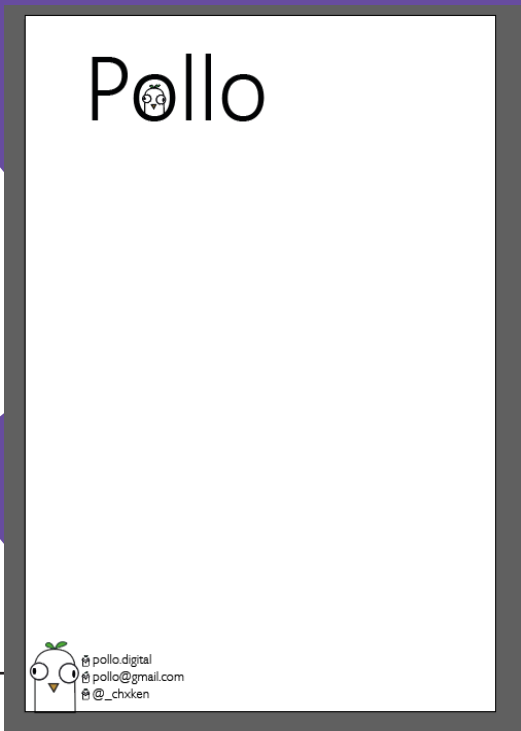
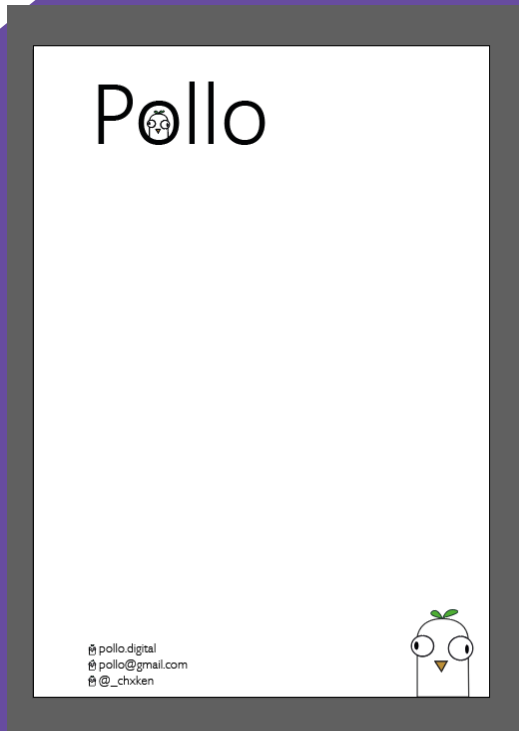
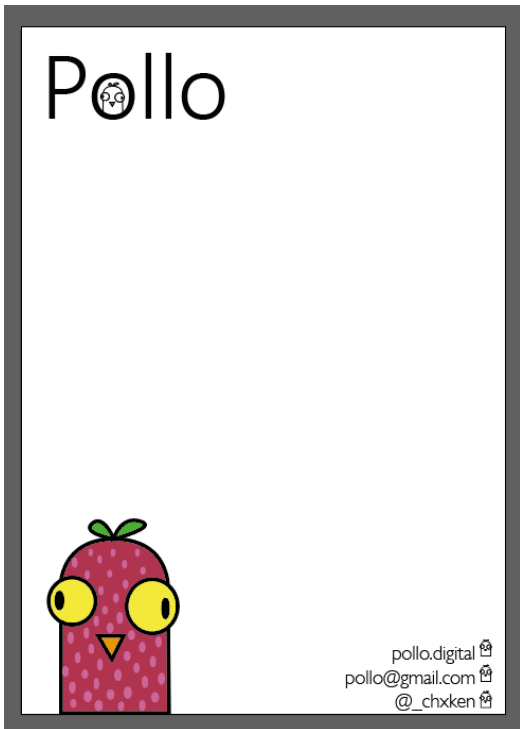
The old business card design was based on an old chicken illustration made before the brand was started, which also inspired the colour palette for the cards.



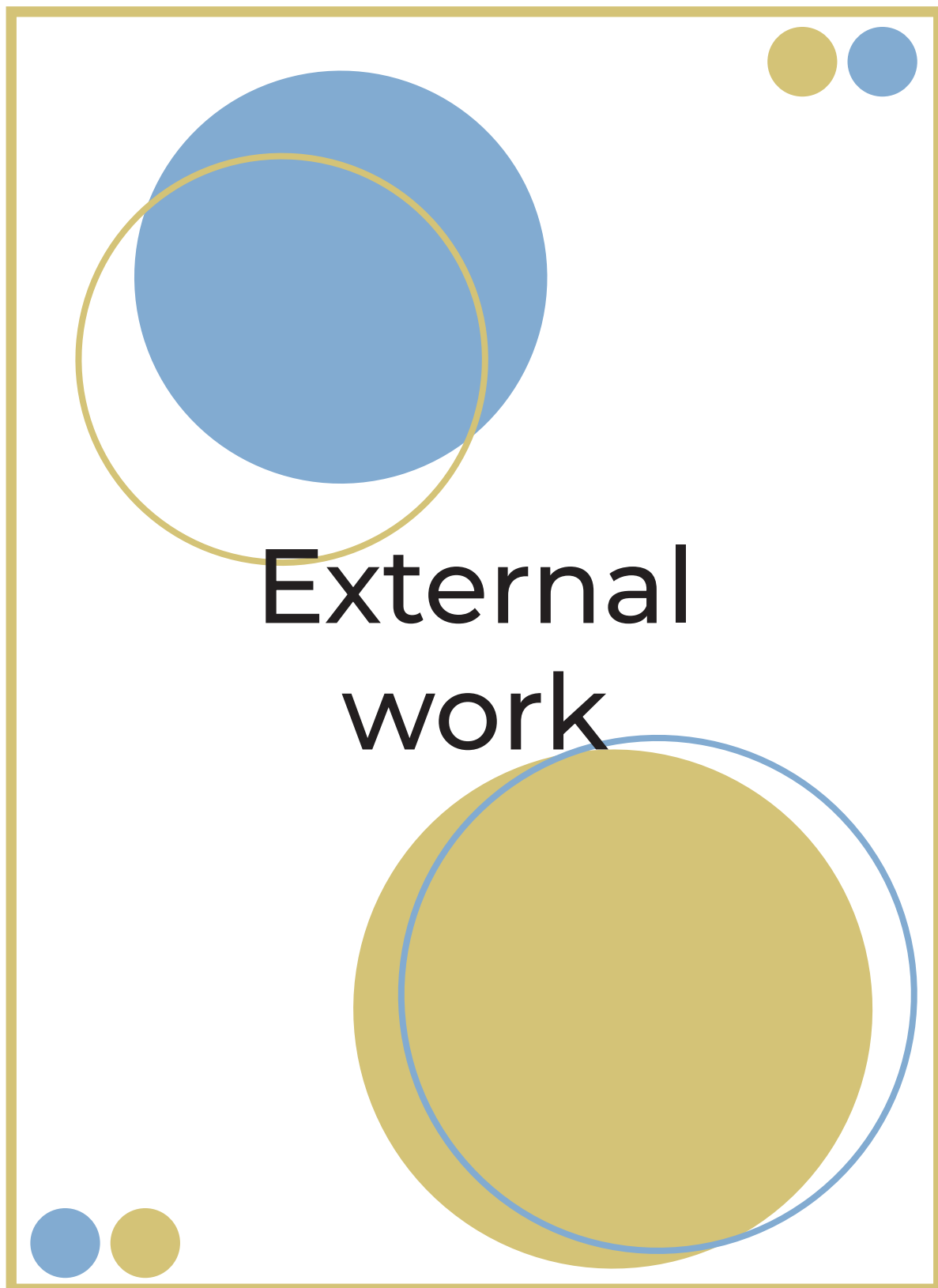
The business card design was changed to fit the products in the shop. The egg, although began as a mistake, ended up fitting with the theme (chickens) and was kept in.



The idea around these cards is that they will be constantly changing. Once I have run out of the purchased cards for the current design a new one will be designed and distributed to and even become collectables



the letter heads were made simple by only featuring on an otherwise plain page. With the different coloured versions can be used for different occasions.



Comic book



For part of the Uni course, I made a short, 2 page comic about the fairytale 'The Four Skillful Brothers.' The comic depicts the beginning of the story and was created using watercolour paints.

Video trailer



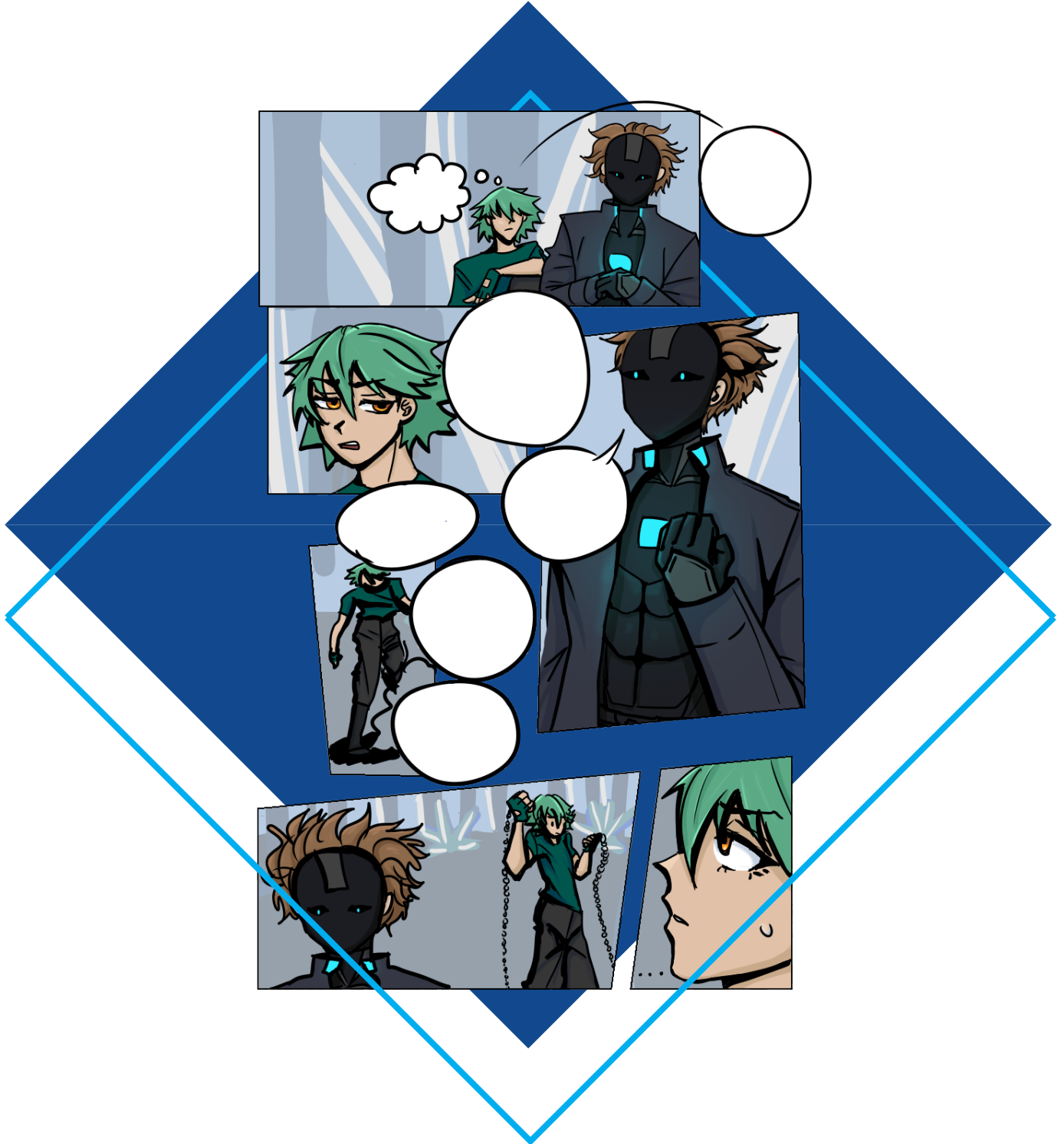
Another part of the four skillful brothers work. A short teaser trailer was produced, featuring short close up clips of the brothers' hands.

animation



The final project for this fairytale was a short animation. Ideas and elements from previous work was taken to showcase all the main characters in this short animation.

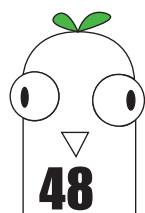
I have worked as a colourist for a couple years over a few different web comics. For most of them and this (Forever, I am King) The lineart and backgrounds are done by the main artist whereas I add all the colour to the characters.



A colour palette and reference sheet is provided along side this for me to work off of. The base colour, shading and highlights are done before sending it back for approval.

chxken 

A custom digital stamp was made to watermark digital artworks. It was all handwritten/drawn to still have the same feel as a signature and to make my works easily identifiable

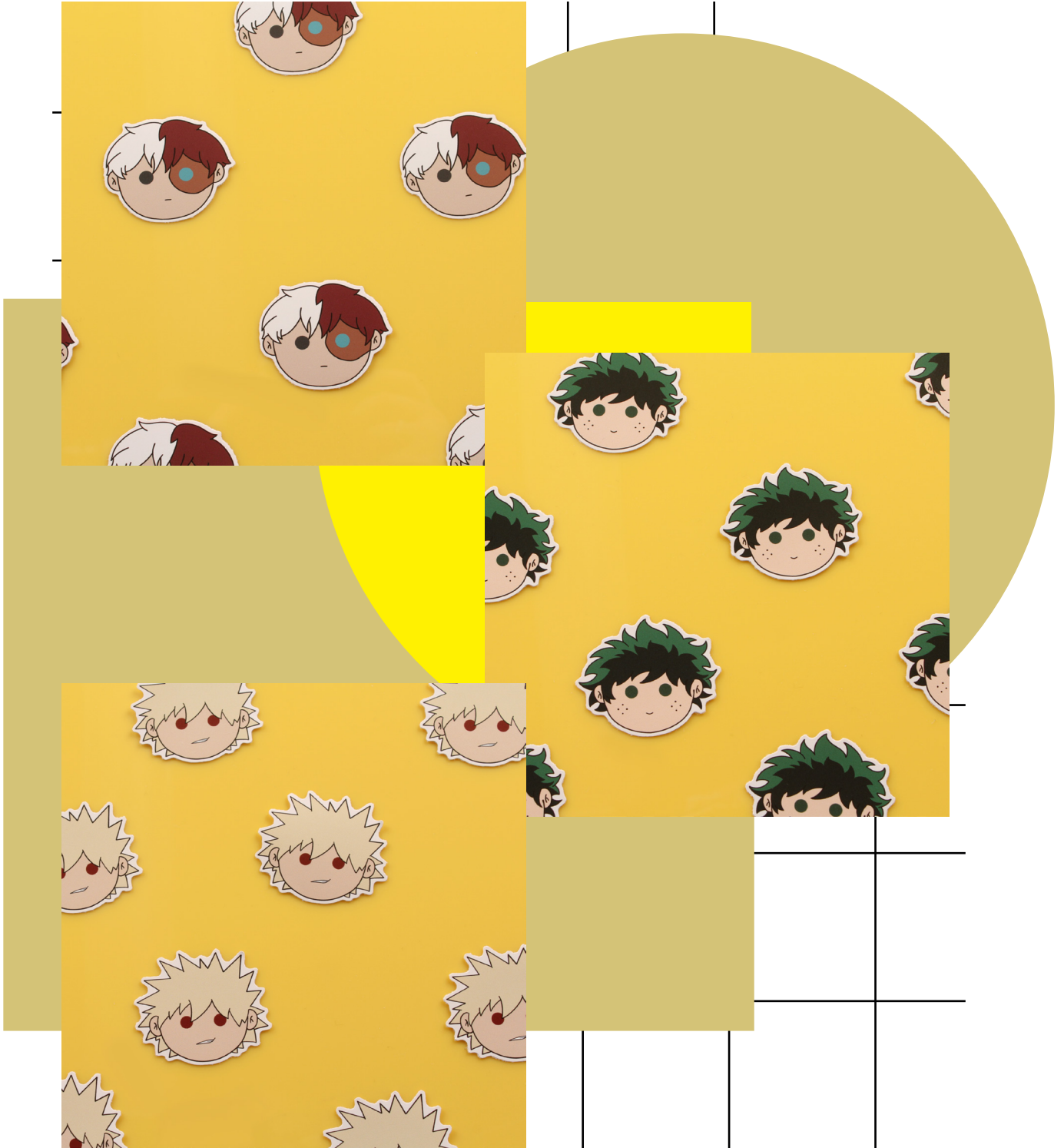




These stickers were designed as part of a collection for the launch on my online store. They are all around 5x4cm with about 15 of each bought in.



There are currently 5 designed, but over 20 drawn out, ready to be added to the collection in the future with many more possibilities that can be created.





I draw portraits based on peoples photos. The photos range from face only portraits to full body images.



Some of the drawings stick very closely to the photos where as some of them have elements changed and added to fit a theme/ mood.

