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Spring Meeting

Illustration for Kuvittajat registered association

Metropolia University of Applied Sciences

Design

Textile Design

Thesis

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Abstract

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The thesis deals with illustrating for an illustration association Kuvittajat Ry. This work will go through what the process of an illustration for attending people to a meeting involves and what is required from the designer herself.

The first objective was to become familiar with Finnish and Iranian illustrations and the trends related to them.

The second objective was to attract people to attend the meetings held by the association.

The third objective of the thesis was to learn different digital illustration techniques by the new illustration application ProCreat. I was learning how to use different tools in the ProCreat application and mix them together. The result was to make the illustration based on the customer's wishes for their meeting which will be posted in their Instagram and Facebook page and printed in their magazine Kuvittaja to be seen by all the members and attract them to join the meeting.

Keywords: Illustration. Design process

Tiivistelmä

Opinnäytetyön aiheena on Kuvittajat ry:lle toimeksiantona tehty kuvitus. Tässä työssä tutkitaan, mitä kaikkea pitää sisällään luvitusprosessi, jonka tavoitteena on osallistaa yhdistyksen jäseniä tapaamiseen sekä sitä, mitä kaikkea muotoilijalta itseltään vaaditaan.

Ensimmäisenä tavoitteena oli tutustua suomalaiseen ja iranilaiseen kuvitukseen ja niihin liittyviin trendeihin.

Toisena tavoitteena oli houkutella ihmisiä yhdistyksen järjestämiin tapaamisiin.

Kolmas tavoite oli opetella ja oppia uuden kuvitus sovelluksen ProCreatin tarjoamia erilaisia digitaalisia kuvitus tekniikoita. Päämääränä oli asiakkaan toiveiden mukainen kuvitus heidän järjestelmäänsä tapaamiseen. Lopullinen tuotos julkaistaan heidän Instagram- ja Facebook-tileillään sekä painettuna Kuvittaja-lehdessä, jossa se houkuttelee yhdistyksen jäseniä osallistumaan tapaamiseen.

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1. Introduction

The subject matter of my thesis is digital illustration.

The project includes illustrating a meeting on a spring day for the Kuvittajat registered association to attract members to attend. Kuvittajat believes that the association's spring meeting is a mandatory event for organizations like them, a little boring to attract members but important for member democracy. That is why the illustration gives attention to the event and helps them attract members to attend.

Because drawing and illustration have always been so close to my heart, I feel that designing and illustrations for an illustration association would be the most natural option for my thesis. I have also experienced that drawing is one of my greatest strengths as a designer and I consider it my most important tool.

So last year I got a scholarship from their association for the project to design t-shirts and tote bags and sell them in the Christmas market, and a few months ago they printed one of my illustrations on their website so when I contacted them for my thesis they accepted to be my customer.

2. Background

2.1 Framework, the scope of work, and objectives

In my thesis I was so free-handed to illustrate for the customer with my own taste but based on customers' wishes, it was also a bit difficult to be so free-handed at the same time that it seems easy. So I tried to get some information about their meeting rooms, how the meetings are held, and how many people are normally attending the meetings, and based on those Infos did the illustration of an annual spring meeting in a new interesting way as they asked me.

The objectives of my thesis were to mix a bit of Iranian design and colors into Finnish design based on my own taste and customers' wishes, to attract more people to attend a meeting. Also because the association's spring meeting is a mandatory event for organizations like Kuvittajat, little boring to attract members to attend but important for member democracy so the illustration should give attention to the event and help the organization attract more members.

The questions that I faced during my thesis were:

How exactly an illustration should be to attract more people with different tastes of view to attend an event?

How should an illustration be useful also in the future?

How much open-handed can I be when I make an illustration for a public registered association?

And what are the lines that I should observe?

2.2 Kuvittajat registered association

The Finnish Illustration Association is a non-profit organization for illustrators. They promote illustration in various fields and support illustrators in their profession, bringing illustrators and their clients together, The Finnish illustration association distributes grants for its members twice every year, they curate illustration exhibitions by arranging curated illustration exhibitions in their

own gallery Galleria Kuvitus and in collaboration with other parties, they offer education and stimulation for illustrators. Kuvittaja has a high-quality magazine which is published four times a year, and they cooperate with other countries' illustration organizations and promote Finnish illustration to the world. For example with Nordisk Visual Kommunikation and EIF The European Illustration Forum, also has a residency program with the Finnish Institute in Athens.

The Executive Director Asta Boman was the person who I was in contact with during my thesis. Her work in Kuvittajat ry includes management, lobbying, research and communications. Asta is an expert in the creative profession with strong experience in organizational activities and advocacy.



Image 1

2.3. My background

In Iran, my mother country where I lived for 19 years, I studied art and painting for 3 years in high school and after that, we moved to Finland, where I started studying textile design but I always knew that drawing and illustrating is more close to my heart and they are my strengths. During one year that I got a break from school I started to make calendars. There were two different designs for calendars, one of them was some abstract illustrations, and for the other one, I used a collection of pieces of ancient pottery, founded in Sialk Hill which is located in central Iran (Image 2). Sialk Hill was excavated in 1933, 1934, and 1937. I chose these designs

for my calendar project because I always would love to bring something from the art of my country and mix it with Finnish art, something not so symbolic and traditional but something that we know where it comes from (Image 3).



Image 2. Pieces of ancient pottery founded in Sialk Hill



Image 3. Calendar designed by me, using a collection pieces of ancient pottery

After designing calendars I had also an idea to Design T-shirts and Tote-bags so my illustrator and child book writer friend Sanna Pelliccioni suggested to me to apply for a grant from Kuvittajat Ry, I made a plan and timetable for my project and sent it with my grant application and portfolio to Kuvittajat and they accepted to give me the grant to design t-shirt and tote bags and sell them in Christmas markets in Helsinki. I designed a few different designs for my t-shirts but I chose 2 of them to be printed (Image 4, 5, 6 and 7).



Image 4. First designs 1



Image 5. First designs 2



Image 6. Last version of T-shirt designing



Image 7. Last version of the tote bag

After finishing the project Kuvittajat contacted me and asked me to print one of my illustrations which were in my portfolio in their magazine and put it on their social media (image 8).

After these projects when I asked them if they could be my customer they accepted and ordered me a meeting illustration on a spring day.

Sainiolla on paljon ideoita Hiirun seikkailuille.

"Haaveeni olisi saada tästä joskus syntymään peli, jossa liikutaan Hiirun maailmassa. Lisäksi haluaisin luoda hahmosta animoituja kertoaksia", Sainio kertoo.

Uudella maalla

Kuvittajat ry:n jäsenyys ei vaadi Suomen kansalaisuutta, mutta ehtona on ammattimaisen kuvitustoiminnan lisäksi asuminen tai tausta Suomessa. Järjestön yli 500 ammattilaisjäsenten joukossa on useita suomalaisia, jotka ovat muuttaneet enemmän tai vähemmän pysyvästi asumaan ulkomaille, ja monia ulkomaalaistaustaisia kuvittajia, jotka ovat kotiutuneet Suomeen ja ryhtyneet luomaan täällä uraansa.

Tekstiilisuunnittelua Metropoliasessa opiskelevalle **Negar Bahadori**lle myönnettiin 1 000 euroa tekstiilituotteiden ja postikorttien kuvitusten suunnittelutyöhön. Tarkoituksena on painattaa myyntiin kuvitettuja tuotteita, joissa yhdistyvät suomalaiset ja iranilaiset visuaaliset kulttuurit.

"Olen asunut Suomessa kahdeksan vuotta ja olen kiinnostunut tekstiilialan lisäksi kuvittamisesta. Haluan jatkaa kuvitusilmaisuni kehittämistä ja etsiä omaa paikkaani kuvittajana Suomessa", Bahadori kertoo.

Teo Georgieville myönnettiin 4 000 euroa työskentelyyn balkanilaisten maahanmuuttajien tarinoita kertovan sarjakuvaramaanin parissa. Kertomuksissa lähdetään Albaniasta, Bosnia-Herzegovinasta, Serbiasta, Romaniasta ja Bulgariasta, joista viimeisimmässä Georgiev on itse syntynyt.

"Balkanin myrskyisin historian vuoksi eri valtioiden kansalaiset ovat eläneet pitkään erilaisissa vältiloissa. Alueelta pois muuttaneet ihmiset kantavat usein mukanaan kotimaansa historian taakkaa, ja myös ulkopuoliset arvioivat heitä tämän painolastin kautta", Georgiev kertoo.



† Negar Bahadori haluaa yhdistää kuvituksissaan suomalaisia ja iranilaisia visuaalisia kulttuureja.

→ Teo Georgiev työstää sarjakuvaa balkanilaisten siirtolaisten tarinoista.

Sarjakuvaramaanin tarinat perustuvat Georgievin omien kokemusten lisäksi muiden balkanilaisten maahanmuuttajien haastatteluihin ja historiankirjoituksiin. Tarkoituksena on kertoa balkanilaisten kohtaloiden lisäksi yleisesti uudessa maassa elämisen arkipäiväisestä opettelusta.

Georgievin kokopäiväinen **studio**-työ on loppunut vastikään, ja apurahan myötä hän kertoo saavansa hetken hengähdystauon freelance-työstä ja uusien asiakkaiden etsimisestä. Tavoitteena on saada kirja valmiiksi kesällä 2022. ■

”
Etsin omaa paikkaani kuvittajana Suomessa.

Kuvittajat ry:n projektipurahan sai vuonna 2021 yhteensä 61 kuvitusprojektia. Seuraava haku on keväällä 2022. Apurahat on rahoitettu Kopioisto ry:n keräämistä tekijänoikeuskorvauksista.

Image 8. My illustration in Kuvittajat magazine

3. The process of designing and illustration

In the functional part of my thesis I illustrated and designed what Kuvittajat ordered, the illustration is so close to my heart and in the same style as my other illustrations and the one which Kuvittajat has in their magazine (image 8). It felt so good while I was doing the functional part of my thesis because it was so free-handed and everything was so close to me.

3.1 Theme

The theme of my illustration is spring and a meeting day. The aim is to give the viewers, customers, and the members a spring vibe and also attract them to attend the meeting held by Kuvvitajat association. Although I have had a precise vision from the beginning of what I wanted the illustration to be, I took inspiration from my other illustrations and especially the one that Kuvittajat printed, and wanted my thesis illustration to be the same style as that one. I used different kinds of indoor plants despite the springy colors to give the viewers a more springy vibe.

3.2. Work steps

The actual design and illustration took place in spring 2022. I mainly worked from home all the time, in addition to work. However, the planning process was intermittent by meetings at school with my instructor, as well as comments and feedback from my employer.

3.2.1 Ideas

In addition to background mapping and my personal aspect, I started illustrating while thinking about what I hoped it would give viewers and the association's members. These factors included elegant and personal illustration of a meeting room, happy and springy colors and the illustration should give the viewer a familiar and distinctive feel about the place and the atmosphere. I also had the idea that customers could print the illustration and put it in the meeting room to give the meeting attendants more vibe of an interesting meeting.

3.2.2 Sketching

I started designing and sketching by making a mood board and color groups. Creating a mood board helped me to understand better what I want from my illustration. At the same time, I ended up experimenting with different digital drawing styles.

After gathering enough ideas, I started drawing and sketching (Image 10). I started drawing different figures which match the meeting by using photos and my old illustrations. I also did a little bit of the whole illustration at the same time and that helped me to keep the style and quality of the illustration consistent.

When sketching the illustrations, I tried a few options, such as watercolors and oil pastels, and markers. The watercolor painting was beautiful and matches well to the subject. So I used watercolor and pencil in my illustration.

At the sketching stage of the process, I kept a relaxed attitude and drew according to my own flow.

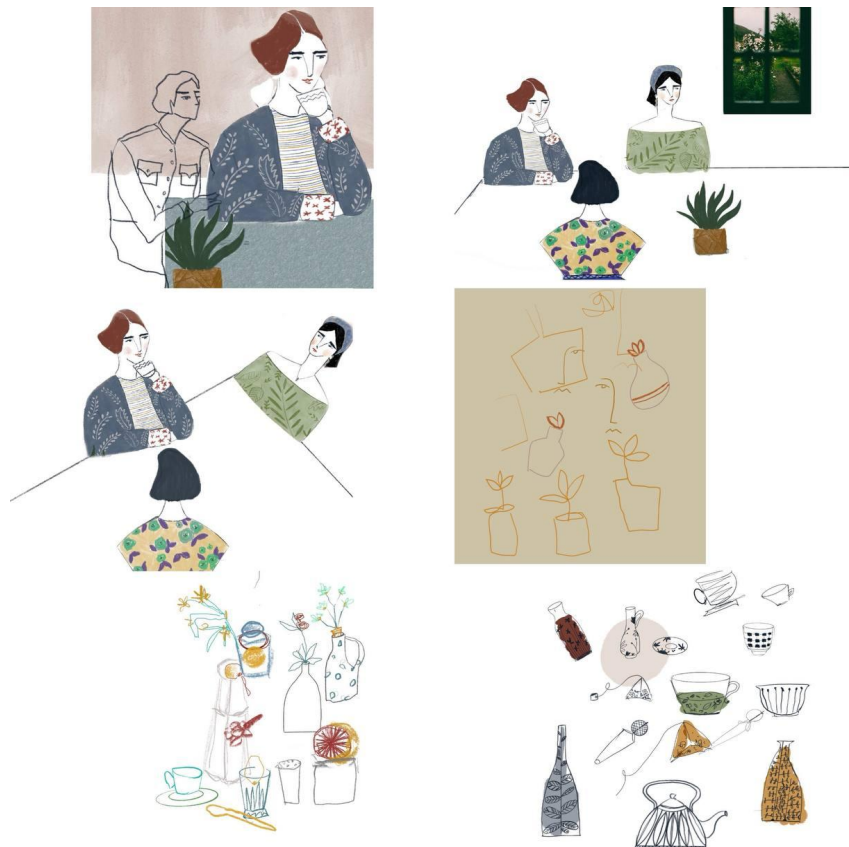


Image 10. Some of the sketches

3.2.3 Questioner

I made a questionnaire for the colors that I want to use in my illustration to give a more spring vibe also in a meeting context. I showed those four different color groups to people and wrote down which one they used and based on their opinion I chose my color group. I had to change some color groups to have all the colors related to each other. You can see the color groups and the chosen one below.



Image 11. Colour groups

3.2.4 Finishing And Preparing

For the illustration to be posted on social media and printed in the magazine, you need to think about the actual size of the illustration as the finished product. For the Facebook and Instagram pages, the illustration size should be horizontal 4:3, but it should also work as a 1:1 version. So after finishing the illustration and coloring (Image 12) I had to change the image size which is why I had to make some changes to the illustration and add more elements to it. The image below shows the last version before the size change (Image 13).



Image 12. Last version based on customer wishes



Image 13. Last version before customers wishes and size changing

4. Final version

The purpose of my thesis was to design and do an illustration for the Kuvittajat ry. Despite the small bumps that emerged during the thesis process the end result was nice and the customer was happy with it.

During the illustration process, I experienced a few inconveniences with my iPad because the application that I was using for my thesis was totally new and some of my sketches disappeared. As a result, I had to prune the collection and redraw the illustration, this affected the outcome of my illustration. However, I think the illustration went well and I stuck to my goal.

The strengths of my illustration are definitely to be so free-handed and bring my own style into my thesis. The collection is also easy to continue and work on. While I am happy with the end result, I feel like I've still had a lot to polish in terms of illustrations.

4.1 Customers Feedback

After sending the last version of the illustration to the customer, I got feedback from them I put their feedback here:

Asta Boman: Negar Bahadori did well in the assignment. He asked for enough technical clarifications and was able to reach a technically correct conclusion. He achieved the artistic, stylistic, and substantive endeavors of the assignment excellently without any need for editing. In terms of artistic level, Negar's illustration is of a very high standard and his style is recognizable and wonderfully distinctive, but also transformative. Warm thanks for your cooperation.

5. Summary

The result of my work in the spring of 2022 was my thesis on the design and illustration for the Finland illustration association. In my thesis, I have gone through what the design and illustration entail and what it requires of the illustrator herself. I also think it has been particularly important for me to document and highlight the current trends in illustration and designers for the future and development of the design and illustration industry. In my work, I got familiar with some Finnish and foreign interior illustrators and related trends. The aim of the thesis is to give my work the most functional and extensive background mapping and to support the main part of my thesis.

From the beginning, it has been important to me that my thesis introduces the most important aspects of the illustration and production process, highlights the whole creative process and the challenges associated with it, and provides the viewer with useful information about the association and the meeting. It is also important that my thesis can help the association to hold meetings with more members.

References

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Kuvittajat ry Instagram page: Kuvittajat_ry