

No part of the candidate's evidence in this exemplar material may be presented in an external assessment for the purpose of gaining an NZQA qualification or award.



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Scholarship Visual Arts 2023

93307 Design

OUTSTANDING SCHOLARSHIP EXEMPLAR

Proposal

I have been asked to design the graphic identity and promotional material for a children's book called Olive Goes Into Orbit, which teaches the younger generations about OCD and the challenges neurodiverse people have to overcome. The book is made to educate children on some of the struggles of OCD, as well as teaching them that what makes them different can also be their superpower. For the brief I have created:

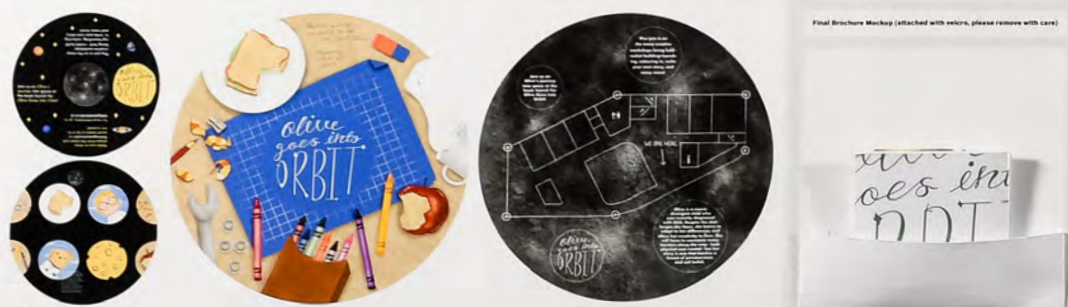
- Brief 1 - Event ID for Olive Goes into Orbit
- Brief 2 - Brochure to promote the book launch
- Brief 3 - Double Page Spreads for the book
- Brief 4 - A Book Nook (3d model) kit to promote the book
- Brief 5 - Covers for the book
- Brief 6 - Posters used to promote the book's release

Mood Board



Brief 1: Book Titles

Brief 2: Brochures



Final Brochure Mockup (attached with velcro, please remove with care)

Brief 3: Book Spreads



Brief 4: Book Nook



Brief 5: Book Covers



Final Book Mockup (attached with velcro, please remove with care)



Brief 6: Posters



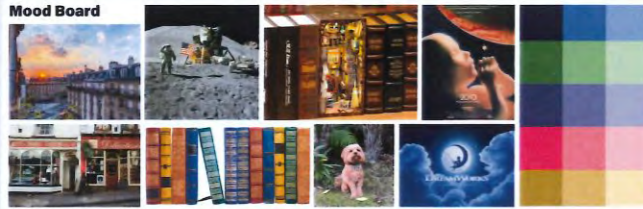
"A BEAUTIFULLY ILLUSTRATED BOOK" In stores June 27th 2023

Proposal

I have been asked to design the graphic identity and promotional material for a children's book called Olive Goes Into Orbit, which teaches the younger generations about OCD, and the challenges neurodiverse people have to overcome. The book is made to educate children on some of the struggles of OCD, as well as teaching them that what makes them different can also be their superpower. For the brief I have created:

- Brief 1 - Event ID for Olive Goes Into Orbit
- Brief 2 - Brochure to promote the book launch
- Brief 3 - Double Page Spreads for the book
- Brief 4 - A Book Nook (3d model) kit to promote the book
- Brief 5 - Cover for the book
- Brief 6 - Posters used to promote the book's release

Mood Board



Brief 2: Brochures



Brief 3: Book Spreads



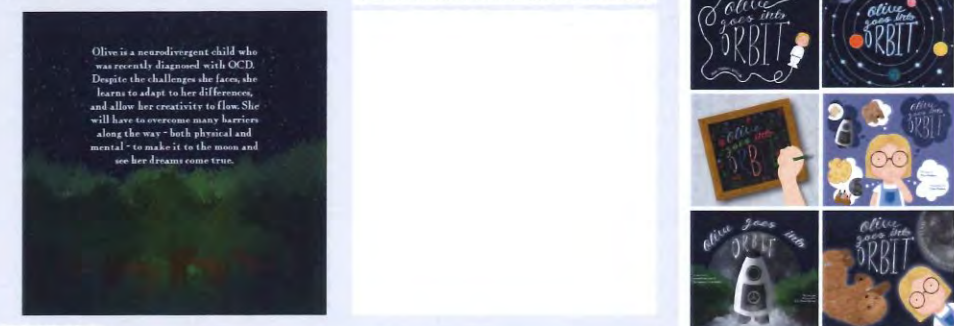
Brief 4: Book Nook



Brief 5: Book Covers



Final Book Mockup (attached with velcro, please remove with care)



Brief 6: Posters



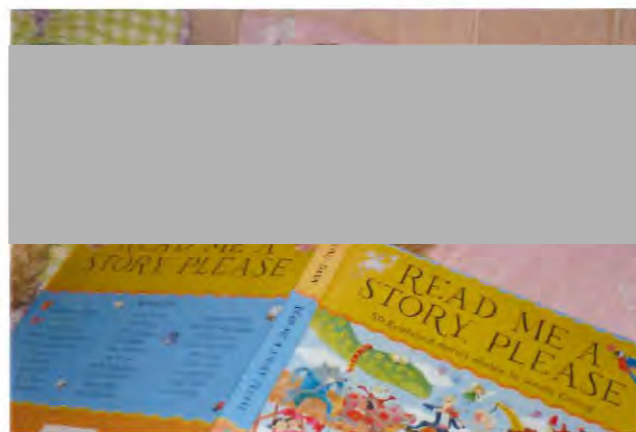
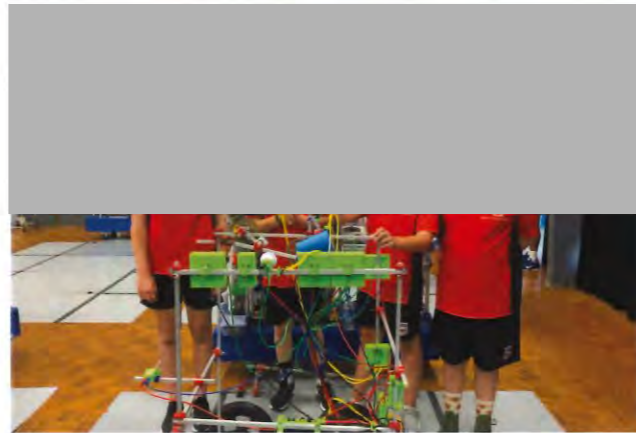
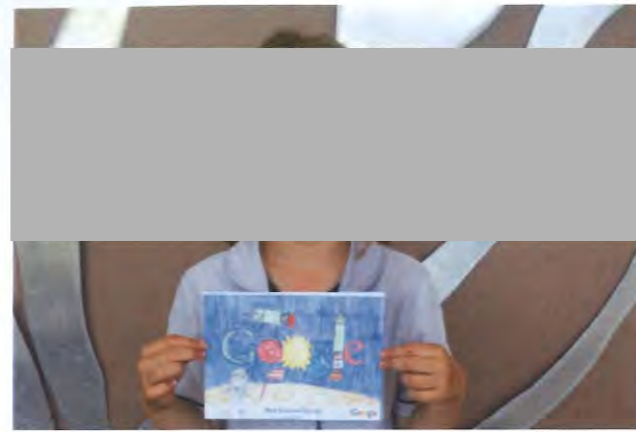
PROPOSAL



Around 15% of the population are neurodivergent. Yet, the majority of the population holds great misunderstandings towards neurodivergent people, and the struggles they face. Being neurodivergent myself, I would like to use my experiences and perspective to help educate others - especially the younger generation. However, some of the concepts surrounding neurodiversity can be difficult to understand, which can lead to young neurodivergent people struggling socially, and feeling insecure in themselves due to not fully understanding or being aware of what makes the different. Thus, I have created a brief that allows me to help others learn about neurodiversity - specifically OCD - in a way that is easy for children to understand. This has led to the conception of the children's book *Olive Goes Into Orbit* and subsequent promotional briefs.

WHAT DOES THIS MEAN TO ME?

When I was 11, I was diagnosed with OCD. However, despite being aware of this diagnosis from the get go, I didn't begin to even understand the different ways OCD was affecting me until I was around 14. As I've gotten older, I've spent a lot of time researching the way my brain works, but if I'm being honest, there weren't a lot of easily digestible resources out there. Creating a children's book that represents OCD is something that I am incredibly passionate about, as it is something that I would have loved to have had when I was younger. I feel like having access to a book like this at an age where picture books were the only thing I was able to read, would have allowed me to understand myself and others more, regardless of whether I had received a diagnosis yet or not. Olive and her experiences with anxiety and OCD related compulsions are based on my personal experiences. These experiences only represent a fraction of the themes presented in OCD. It would be impossible to write a story with every single OCD experience out there, but the themes represented in the book are quite commonly experienced by people with OCD - in particular children.



THE BRIEF

I have been asked to design the graphic identity and promotional material for a children's book called *Olive Goes Into Orbit*, which teaches the younger generations about OCD, and the challenges neurodiverse people have to overcome. The book is made to educate children on some of the struggles of OCD, as well as teaching them that what makes them different can also be their superpower. For the brief I have created:

- Brief 1 - Event ID for Olive Goes Into Orbit
- Brief 2 - Brochure to promote the book launch
- Brief 3 - Double Page Spreads for the book
- Brief 4 - A Book Nook (3d model) kit to promote the book
- Brief 5 - Cover for the book
- Brief 6 - Posters used to promote the book's release

THE COLOUR PALETTE



For my colour palette, I have chosen brighter colours, as these will be eye-catching, and will draw the interest of the target audience - children. I have created quite a big colour palette, as it will be used to illustrate my children's book which will require a wide range of colours. Although I will use other colours throughout the book, my colour palette will make up the prominent aspects to keep the board cohesive.

Event / Brief Ideas:

Aerospace Engineering:

- Conference
- Workshop
- Design your own spacecraft competition.
- Colouring/Story book for kids.

Neurodivergence Awareness:

- Charity to make treatment more accessible.
- Events/workshops for neurodivergent teens to educate and create a community
- Colouring/Story book for kids

Dog/Pet Products:

- Dog/Owner look-alike competition
- Book about the secret lives of dogs
- Research conference for how to make dogs/pets live longer
- Dog show/skills competition

Hockey

- Design your own hockey stick competition
- Hockey tournament to fundraise money for charity
- Hockey coaching camp

Music/Saxophone:

- Concert for charity
- Saxophone restoration
- Mixing together saxophone and art somehow?

Books:

- Design a book cover competition
- Bookstore
- Writer's workshop
- Book analysis conference
- Book launch

BRINGING MY IDEAS TOGETHER

When coming up with ideas for a brief, and subsequent sub-briefs, I have considered my personal interests and passions. The two ideas that stood out to me were Aerospace Engineering, and Neurodivergence Awareness. I have decided to merge these two ideas to create the story for *Olive Goes Into Orbit*. In the book, Olive builds a rocket to fly to the moon, and her journey through this allows her to see how her differences to other kids can be used to her advantage. I [redacted] and want to study Aerospace Engineering at University in 2025. I have found that being neurodivergent has allowed me to see things from different angles, and my slightly obsessive passion for my interests has helped me succeed at the things I enjoy. Merging my interest in engineering with my experience with neurodiversity to create a story will hopefully allow others to see how being different can be a good thing.

INTRODUCING OLIVE



Olive is the main character of my children's book. Her, and her experiences are loosely based on myself as a child. Olive has OCD and struggles with intrusive thoughts, constantly worrying everything will go wrong. She also experiences various compulsions which I have taken from my own personal experiences, as well as common experiences of children with OCD. I have decided to give Olive a side-kick, Cooper the dog, who is based on my dog, and acts as an encouraging friend throughout the book, helping Olive face her fears.

RESEARCH

INFORMATION ABOUT OCD

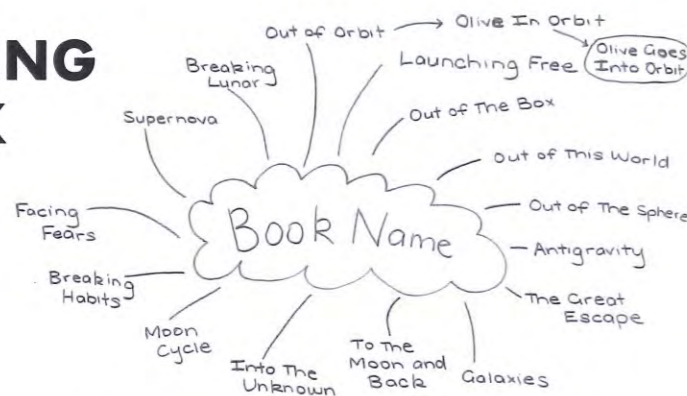
OCD stands for Obsessive-Compulsive Disorder and is a long-lasting disorder in which a person experiences uncontrollable and recurring thoughts (obsessions), engages in repetitive behaviors (compulsions), or both. People with OCD have time-consuming symptoms that can cause significant distress or interfere with daily life.

Common symptoms of OCD include:

- Fear of contamination or dirt
- Doubting and having difficulty tolerating uncertainty
- Needing things orderly and symmetrical
- Aggressive or horrific thoughts about losing control and harming yourself or others
- Unwanted thoughts, including aggression, or sexual or religious subjects

A lot of the common symptoms of OCD involve quite dark, mature themes that aren't appropriate for a children's book. So instead of representing the above symptoms of OCD, I will present more common symptoms of OCD in children. These include the "What If?" thoughts, the compulsion routines, and general anxiety surrounding change and new experiences.

CHOOSING A BOOK NAME



Through my book title, I would like to communicate themes of overcoming challenges through a clever metaphor, but it also needs to be something that is going to make a child read the book. I have come up with a number ideas, but have eventually settled on the idea of using the word 'orbit' as a part of the title. I relate the cyclical nature of OCD and anxiety to the word 'orbit' so that is where this idea came from. In the end, I have decided on the idea of *Olive Goes Into Orbit* as a lot children's books use an action sentence as the title, as this draws a child into reading the book, due to being able to see an idea of what happens in the book through its title.

BOOK MERCHANDISING RESEARCH

For one of the briefs on my board, I want to create some kind of merchandise for my children's book. I have researched different kinds of merchandising for children's books, and brainstormed some ideas. A lot of ideas involve prints of characters from books on items such as t-shirts, tote bags, pillowcases e.t.c. I think I want my merchandise to be a more hands on item, like a puzzle or DIY kit that allows for creativity and building, as this directly relates to the topic of the book.



Book Nook from my board



Through my research I have found different examples of book merchandise, but the one that stands out is Book Nooks. These small 3D models are made to fit in between books on a bookshelf to create a mini world within your books. I feel like this type of merchandise is perfect for my book, as it involves building (book nook kits are DIY projects), and allows me to include aspects of the story of *Olive Goes Into Orbit* (I have made the book nook a model of Olive's workshop where she builds her rocket.



BOOK RESEARCH

In the initial stages of planning my book, I have done research into the way children's books are structured. I have found and photographed children's books that have story arcs I would like to follow. For example, one of the books I found is about a young transgender girl and her brothers, and how her parents go about explaining what being transgender is to her brothers. I find the story arc from this book interesting, as it uses the opening page of the book solely to introduce the characters, rather than just jumping straight into the story. I like the idea of having a page to introduce the main character, as this allows the reader to build a connection with them, which help them understand the lessons of the book introduced later on. Introducing the character immediately is effective in gaining a child's attention. I have found another children's book which links it's beginning and ending through the words "safe, warm, and small." In each context the words are used differently, which shows how the character has changed and grown. This is another commonly used technique in children's books, as they focus on teaching the reader a lesson.



I have also found this book called *Illustrating Children's Picture Books*. One thing that is mentioned is the use of a story board not only to plan the storyline, but also the composition of the pages (e.g. where the illustrations and text will go). Another thing I found helpful from this resource is its explanation of different type layouts (symmetrical vs. complementary), and how type can be used to balance illustrations.



Aerospace Engineering for Neurodivergent Kids

Picture Book:

Neurodivergent kid builds a rocket ship and goes to the moon.

<https://www.booktopia.com.au/once-there-was-a-boy-oliver-jeffers/book/9780007584611.html>

<https://mobydickens.co.nz/p/fiction-intermediate-the-rocket-ship-of-dreams>

<https://www.booktopia.com.au/meanwhile-back-on-earth-oliver-jeffers/book/9780008555450.html>

<https://www.booktopia.com.au/i-am-the-universe-vasanti-unika/book/9780143773443.html>



TYPOGRAPHY



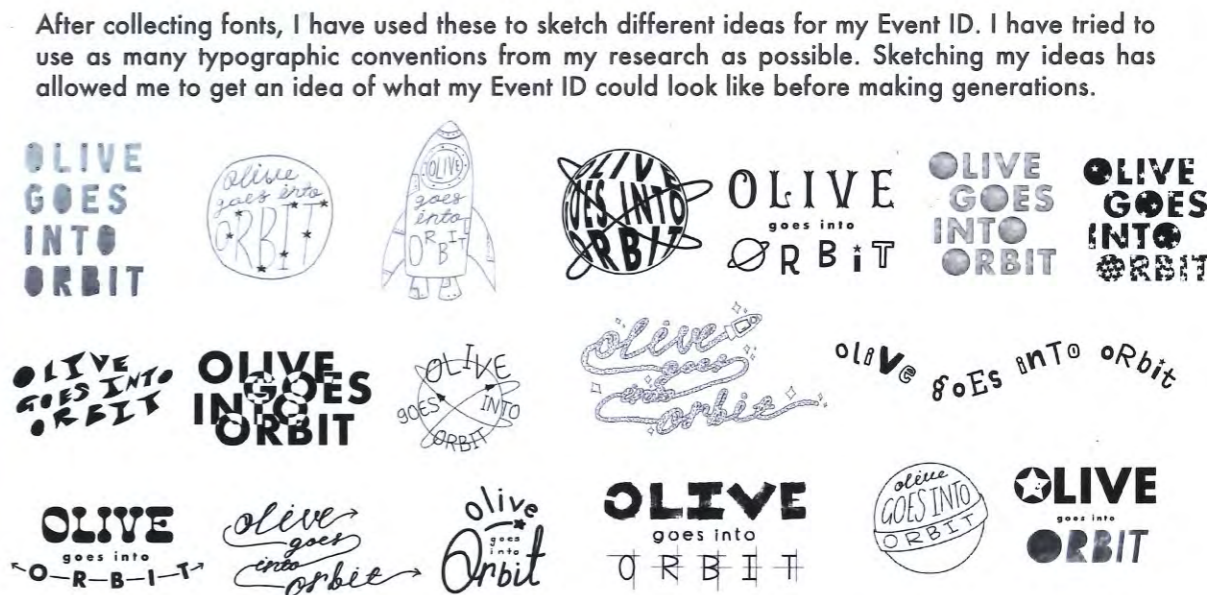
COSMO BONES
STORYBOOK ENDING
Crayon Pastel
GROOVY FRIENDS
Fairfax Station
Biggy Cut
 INIYA
 Children's Book
A Childish Wonders
 Little Orion

Before brainstorming ideas for my Event ID, I have collected a number of different fonts to use in my typography.



RESEARCH

I have researched a number of examples of typography to better understand the different styles and hierarchies that are successful. I have tried to implement as many of these techniques as possible when creating my own type. Techniques in particular that I find interesting and have used for my Event ID include stacking type, hand-drawn type, type in a shape, extending letter forms, and clipping masks.

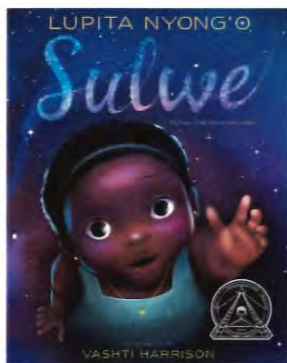
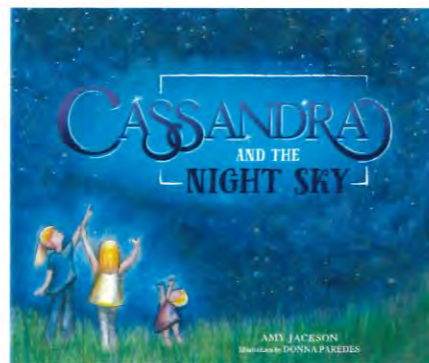
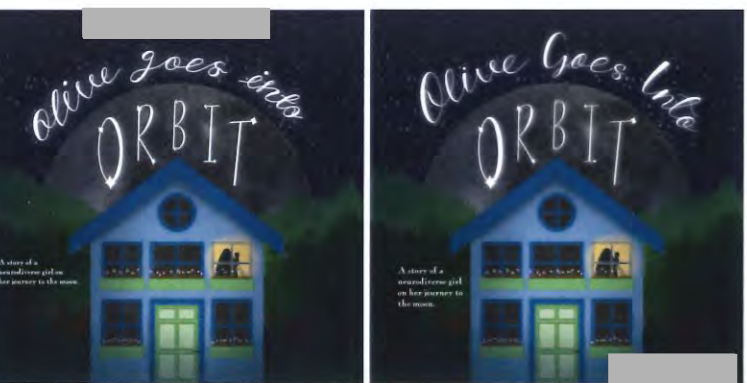


When creating my Event ID generations, I have used book covers found in my research as inspiration. Common themes I have found in the type on book covers are framing devices, extending type, clipping masks, and hand-drawn type. These typographic conventions are seen throughout my generations and analyses.

TWEAKED BOOK TITLE

When seeing my Event ID in the context of the cover of my book, it becomes clear that the original calligraphy does not work in an arched shape. The original book title type (left) appears warped, and is difficult to read (I have discovered that my use of loops in my calligraphy is excessive, making letters difficult to make out at times). I have decided to tweak my book title type so that it fits the arc around the moon on the cover, as well as capitalising "Olive Goes Into" and simplifying the style of calligraphy (inspired by easily readable examples of calligraphy I have found online, as seen below) to make it easier to read.

Olive Goes Into Olive Goes Into
 Olive Goes Into Olive Goes Into



olive goes into
 ORBIT

olive goes into
 ORBIT

For my final Event ID, I have chosen a hand-drawn, calligraphy style type. I have chosen this type, as it can be configured in a number of ways. I have embellished the type with stars to bring that space theme of my board into the type. With the moon being a large part of the imagery on my board, having the type in a circular shape works well, as it will be easy to incorporate into illustrations across my board.

ILLUSTRATIVE STYLE

Developing my illustrative style began with researching the way illustrators use different techniques and conventions to decide what I do and don't like for my personal style.



TOM CLOHOSY COLE

This illustrator uses a lot of bright colours for the imagery in the foreground, and dark colours for the background. I have been inspired by this technique in a lot of my illustrations. Another main characteristic of this illustrative style is the minimal blending when it comes to shadows and highlights, and the use of rougher brushes so that the colours slightly overlap when they meet rather than transitioning into each other when blended. I have found that I prefer a smoother blending style when adding dimension to my illustrations.



TRIM POSSIBLE

This illustrator uses a simpler style compared to the other two when it comes to character design. I have been inspired by this simple character design style, as it has been efficient to execute while also looking playful and childlike, which works well for my children's book.



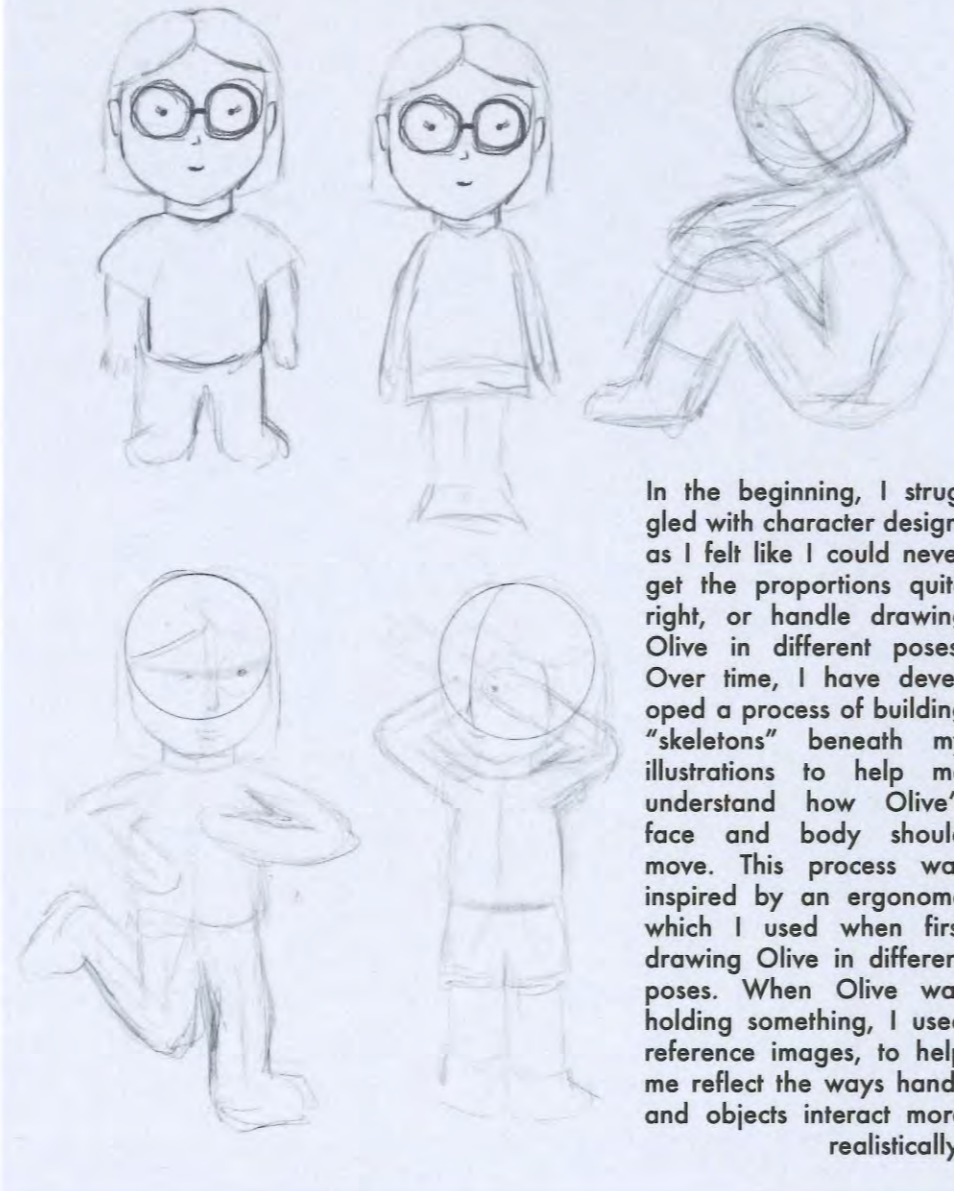
LORI RI

This illustrator has a much smoother blending technique, so colours transition seamlessly into each other. Another characteristic of this illustrator is the watercolour finish of the illustrations. This adds a slightly grainy look to the illustrations, which allows there to be texture while the blending is smooth. However, I prefer a more solid quality to colours in my illustrations.

I have also developed my illustrative style when it comes to the dog - Cooper. I started out with a very simple style, but felt it didn't look like my dog (who I used as a reference), and decided to take a more realistic approach later on in my board.



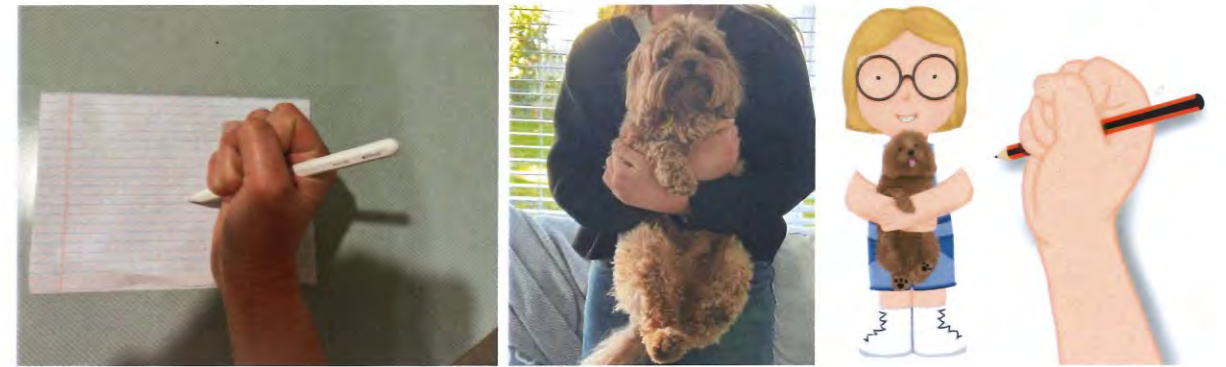
DEVELOPING CHARACTER DESIGN



In the beginning, I struggled with character design, as I felt like I could never get the proportions quite right, or handle drawing Olive in different poses. Over time, I have developed a process of building "skeletons" beneath my illustrations to help me understand how Olive's face and body should move. This process was inspired by an ergonome which I used when first drawing Olive in different poses. When Olive was holding something, I used reference images, to help me reflect the ways hands and objects interact more realistically.

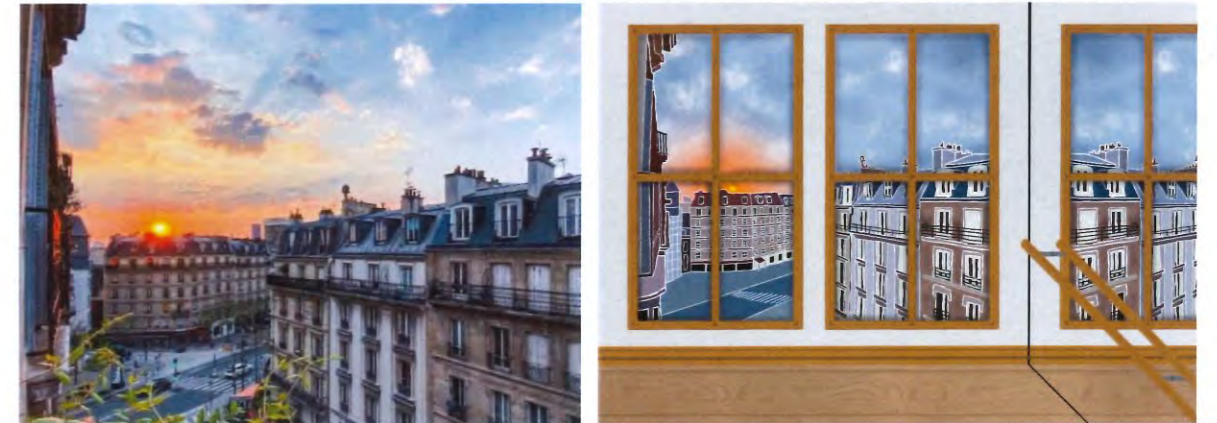


EXAMPLES OF MY OWN REFERENCE PHOTOS



CREATING BACKGROUNDS

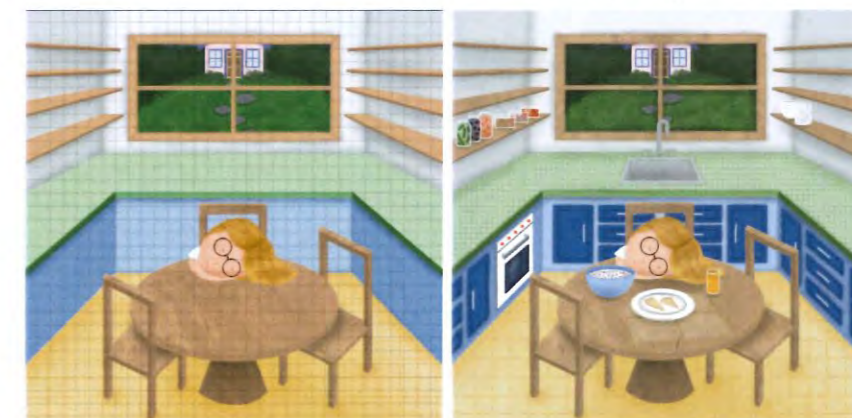
Over the course of creating my book I have experimented with different methods when it comes to creating more complicated backgrounds.



Here I have used stock imagery to create a simplified line drawing version, which has colours and textures clipped into the individual shapes of the buildings.

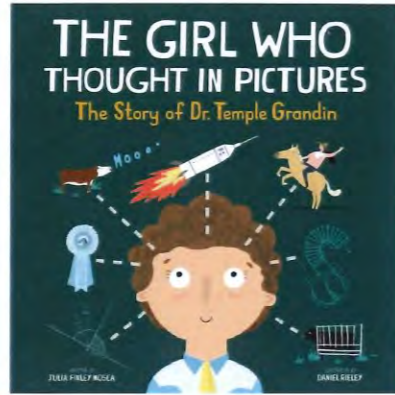
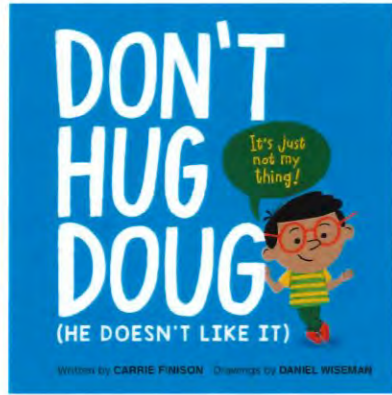
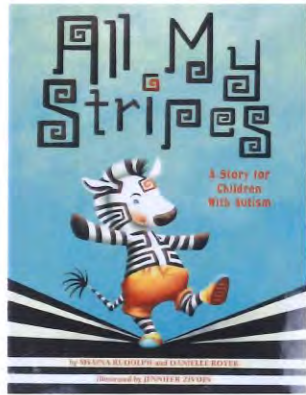


I have used stock imagery here again as a guide for my background, but this illustrated each surface of the buildings individually, rather than creating a line drawing and filling in the shapes. This meant that in order to create dimension between each surface, I had to add shading and shadows.

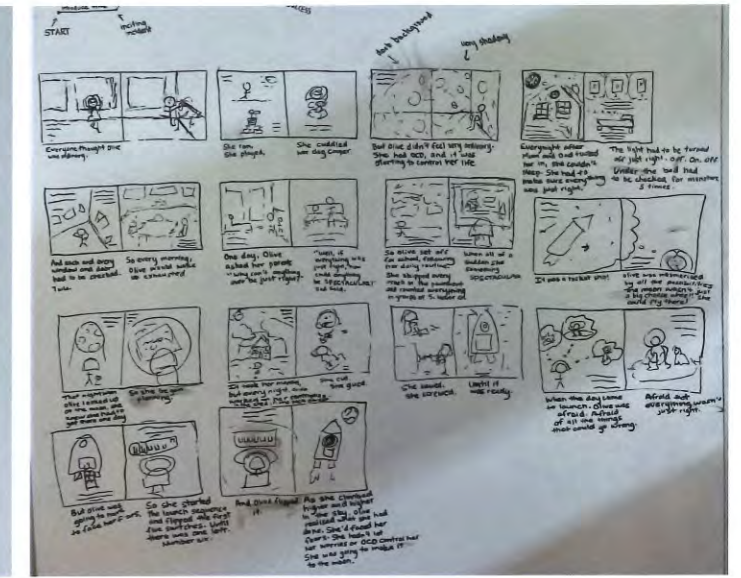
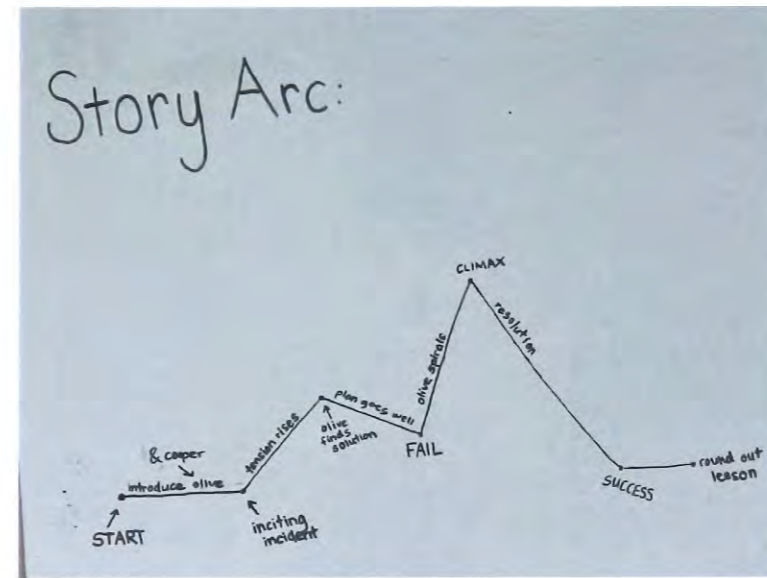


For this illustration, I wanted to attempt drawing a kitchen without a reference image, as I couldn't find a reference from the exact angle I wanted. In order to show depth in the image, I used drawing guides to angle the walls and countertops correctly, so that they appear to be further away than Olive at the table.

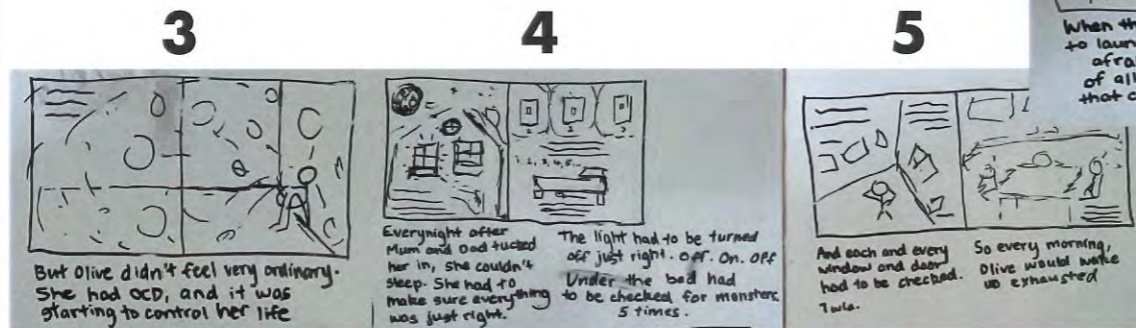
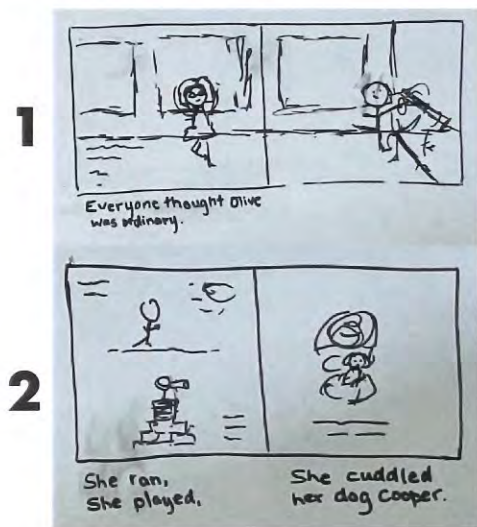
BOOK STORYLINE



I have been inspired by children's books that focus on various neurodiversities such as autism and ADHD. I have found that the books often focus on the struggles that neurodivergent people experience, written in simple terms in order to educate children. Another common occurrence was the idea of overcoming fears, or a character using their differences to their advantage. When writing my story I would like to emulate some of the ideas in these books, but through the lens of OCD. Through my research I struggled to find many children's books on OCD, which is why I feel it is so important to create a children's book on the topic. Neurodiversity itself is already incredibly misunderstood, but OCD in particular is often seen by the general population through stereotypes of perfectionism, and I think shedding light on the darker, less visible side of OCD will help others to understand just how much a person experiencing OCD goes through.



I used children's books from the library to come up with a general story arc that children's books commonly follow. I found that usually, a children's book will spend a page or two introducing the main characters. Then, an inciting incident or shocking piece of information will be revealed to grab the reader's attention. Tensions will rise for a few pages until the main character finds a solution, momentarily lifting the mood again, with this shift keeping the reader engaged. However, as the main character works towards this solution, they fail in some way. This is a real turning point in the book, as it is often where the biggest lessons are learnt. After reaching a climax where it feels there is no hope, the main character perseveres, overcoming their fears, and succeeding.



The story then reaches its inciting incident, Olive's OCD, and goes on to explain the ways in which this affects her. I found in my research that having sudden shifts in tone/mood grabs the attention of children reading the book, and dragging out this theme across a few pages will keep them reading.

In this part of the book, Olive has a revelation about her OCD after some advice, and realises that she can use her difference to her advantage. She then sees a picture of a moon landing on her way to school and is inspired. Her attention to detail helps her build a rocket to make it to the moon. These pages continue to follow her as she plans her rocket, and the level of drama declines, until eventually it is launch day.

START

The opening pages of the book introduce Olive and her interests, painting her as an "ordinary" girl. This grabs the attention of the reader, and the ordinary things Olive does are relatable to the target audience (children).



6

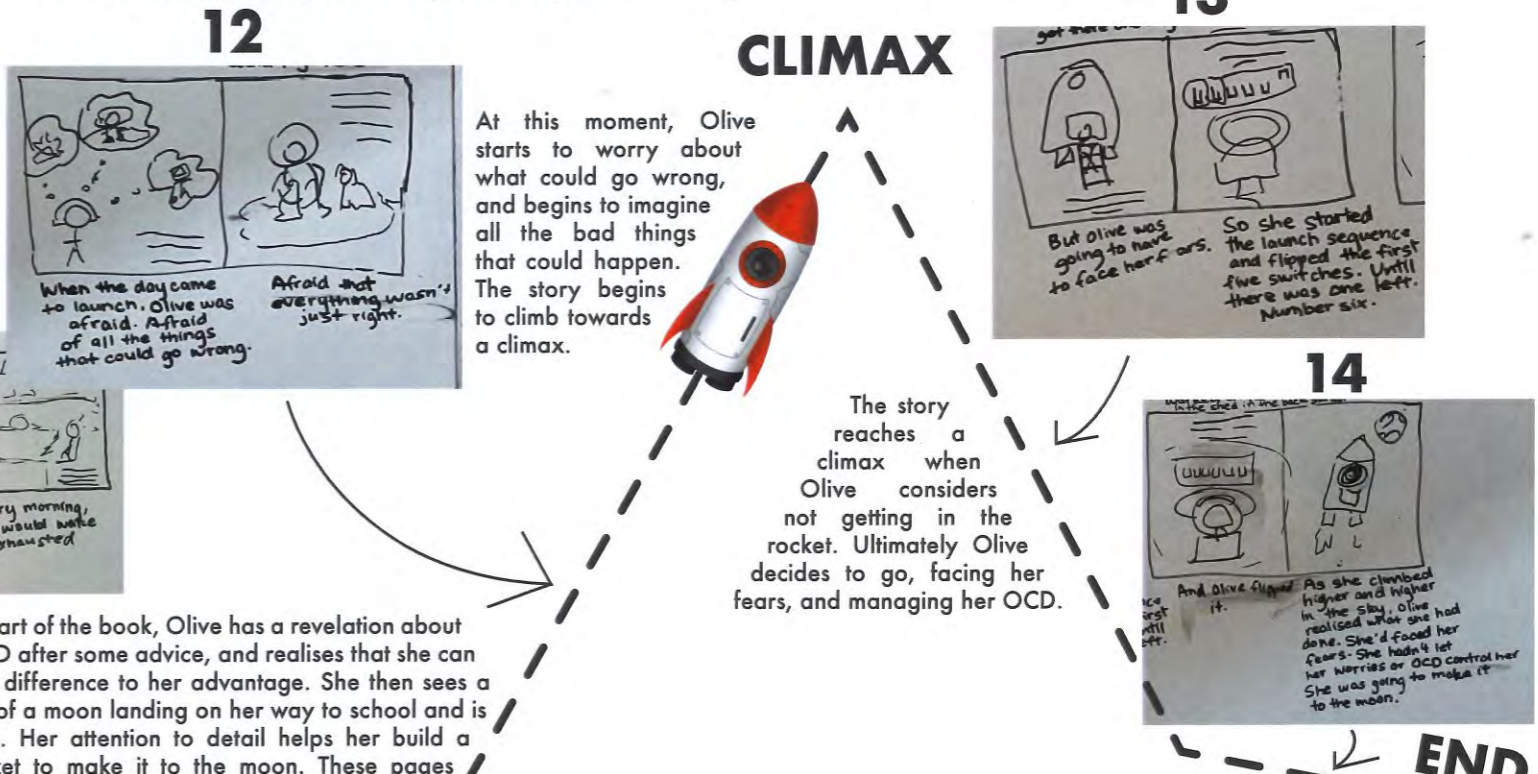
7

8

9

10

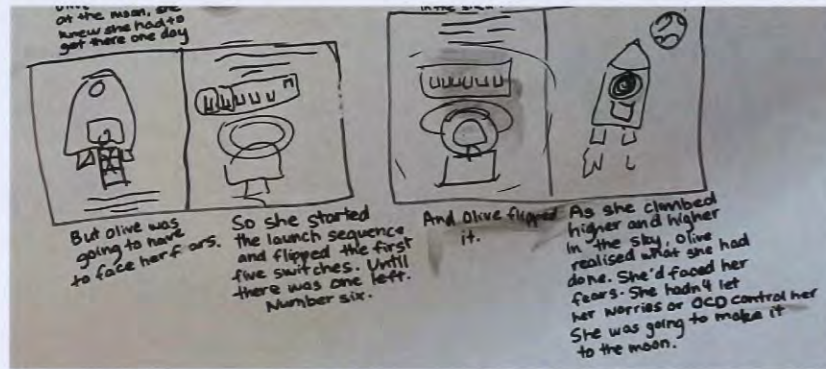
11



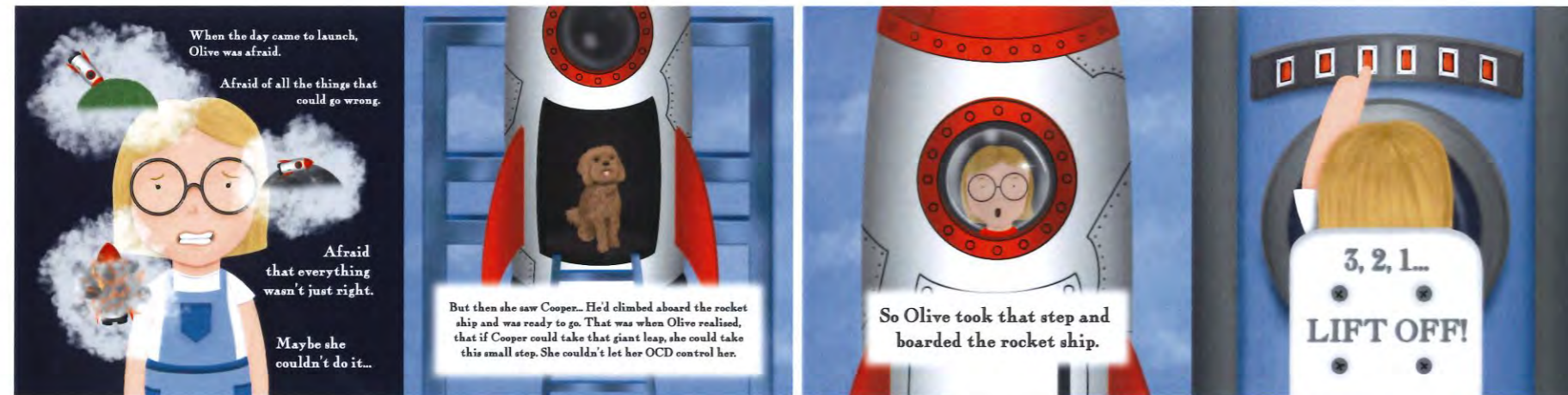
The drama de-escalates after this point, as Olive has succeeded, and the book ends with her flying off to the moon.

BOOK

I used my initial story board to go ahead with making the pages of my children's book. Although I felt the beginning and middle of the story worked well, I found the ending a bit confusing, as the original ending had been about Olive having to flip a sixth switch on to complete the launch sequence. I wanted to represent the idea of her being frightened to flip the switch, because part of her OCD is around no being able to flip a switch once, and also not dealing well with the number six when it comes to counting. *It is common for people with OCD - especially children - to struggle with certain numbers and love others (the idea is that they are afraid if they do something a certain number of times, something bad will happen).*



Although in theory this ending was a good idea, and would help to represent Olive overcoming her OCD in the moment, it felt rushed, and I was worried that the meaning would get lost or be too difficult to pick up on for a child reading the book.



By the time I reached illustrating the last few pages of the book, I realised that Cooper hadn't really played much of a role in the story, and had only really been noticeably present in a few pages. As a lot of children's books have side kick characters, and they often play a big role in inspiring the main character, I decided to make Cooper be the turning point that helps Olive overcome her fears, and handle her OCD. Cooper, who has always looked up to Olive, gets on the rocket ship, making Olive realise it isn't so scary after all. If he could do it, she could to. So, she gets on the rocket ship, and they set off to the moon.

It was important to me that I create a story that is engaging and caters to children. This meant sacrificing some of the more specific details of OCD to make the story easier to understand, but overall I feel I have been able to teach a lesson of overcoming OCD and anxiety in a way that is easily understandable for children.

A quickly sketched planning page of the page layout for the final book



A mockup of the book (used to tweak pages and fix page layout)



I ended up getting a bit stuck on how to end my book, so decided to start creating pages and see if that helps me to come up with a better ending. During this time, my pages underwent development, but the original story arc for the beginning and middle of the book remained the same.



I like the idea of opening my book with a page that introduces the reader to Olive. I have made the opening line "Everyone thought Olive was ordinary," to set the tone for the inner turmoil she experiences, and represent the way the symptoms of OCD can often be invisible to the outside eye.

I have found that my original design for this page is too simple, as it is intended to grab the attention of a reader. Making the page busier caters more to the eye of a child. I have since added a gradient to the background to add dimension, and a little illustration to explain the origin of Olive's name (I HATE olives!).



Olive is not named after the food (which she hates). She is named after her aunty.



POSTERS

When creating my posters, I had to develop my art style to suit my designs and the images they were referenced off of.



This poster is a parody for the film poster for 2010: The Year We Make Contact. I used the original poster as a reference to help me develop my illustration of Olive's side profile. I have also closely followed the type layout to help me learn how to build type layouts for future posters.



For this poster I have been inspired by ticker-tape parades, as they represent success and celebration, a theme I finish my book with. I used a reference picture to help with the depth of field, as I wanted the pieces of ticker-tape to appear as though they are surrounding Olive (front and behind) rather than just behind her.

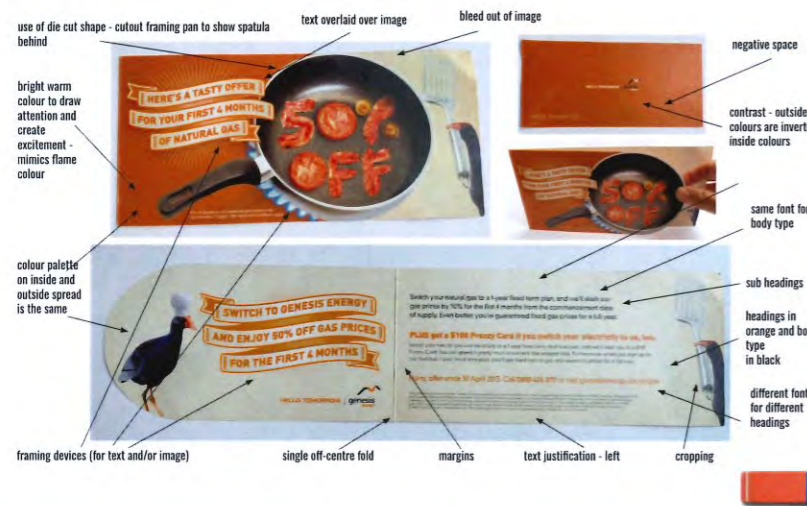
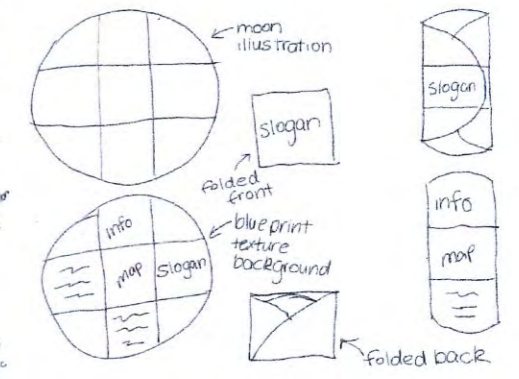
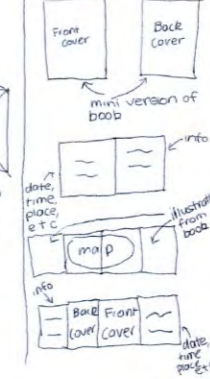
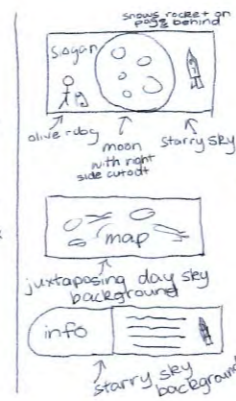
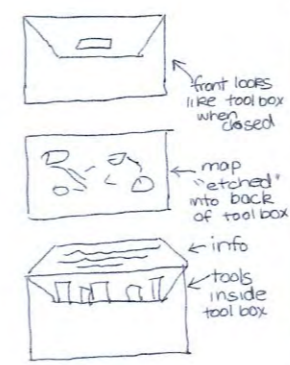
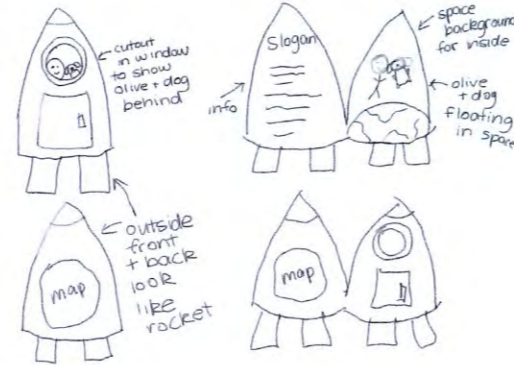


For this poster I wanted to create the illusion that Olive is looking at the earth from space and it is reflected back on her helmet. I struggled to find any good references online, and realised it was vital to have a reference, as drawing a reflection on a clear surface can easily start looking like a blob. I decided to try generating a reference on DALLE 2, which gave me results (as seen above) that I was able to use as references to create the reflection effect.



Prior to designing any brochures, I have done research to learn about the common conventions of a brochure. I have annotated successful brochures (as seen below), and have used their conventions to sketch plans for a few of my own brochures. I have taken inspiration from the types of folds and shapes (e.g. circular four-fold brochure) as well as other conventions such as die-cut shapes and framing devices.

BROCHURES



Brochures not included on my board as they are very similar to other generations

REFERENCE IMAGES



For my brochure generations, I have experimented with a circular four-fold brochure layout. I have closely followed both the inside and outside cover layouts of the annotated circular brochure example above.



Following on from the previous generation, I have experimented with a less rigid layout, and allowed for a more illustration focused design. I think this is more successful for my specific brief, as it communicates the ideas of the book I am advertising more clearly.



FINAL BROCHURE MOCKUP

My final brochure follows the previously emulated four-fold circular brochure layout. I feel that this is my most successful brochure design, as it incorporates the strongest aspects of my previous generations. I have once again followed layout of the inside cover from my circular brochure research, but have overlaid other components such as framing devices for type, as I found this was successful in my animation style brochure design. I have also incorporated the cheese/moon metaphor from my book for the outside cover of the brochure, and once again have used framing devices (the cheese's labels) for the type.



For this generation I have experimented with a die cut shape to allow for the inside cover of the brochure to be seen from the outside, like in the annotated rectangular layout seen above. I have also closely followed the type layouts on the inside cover of the brochure.



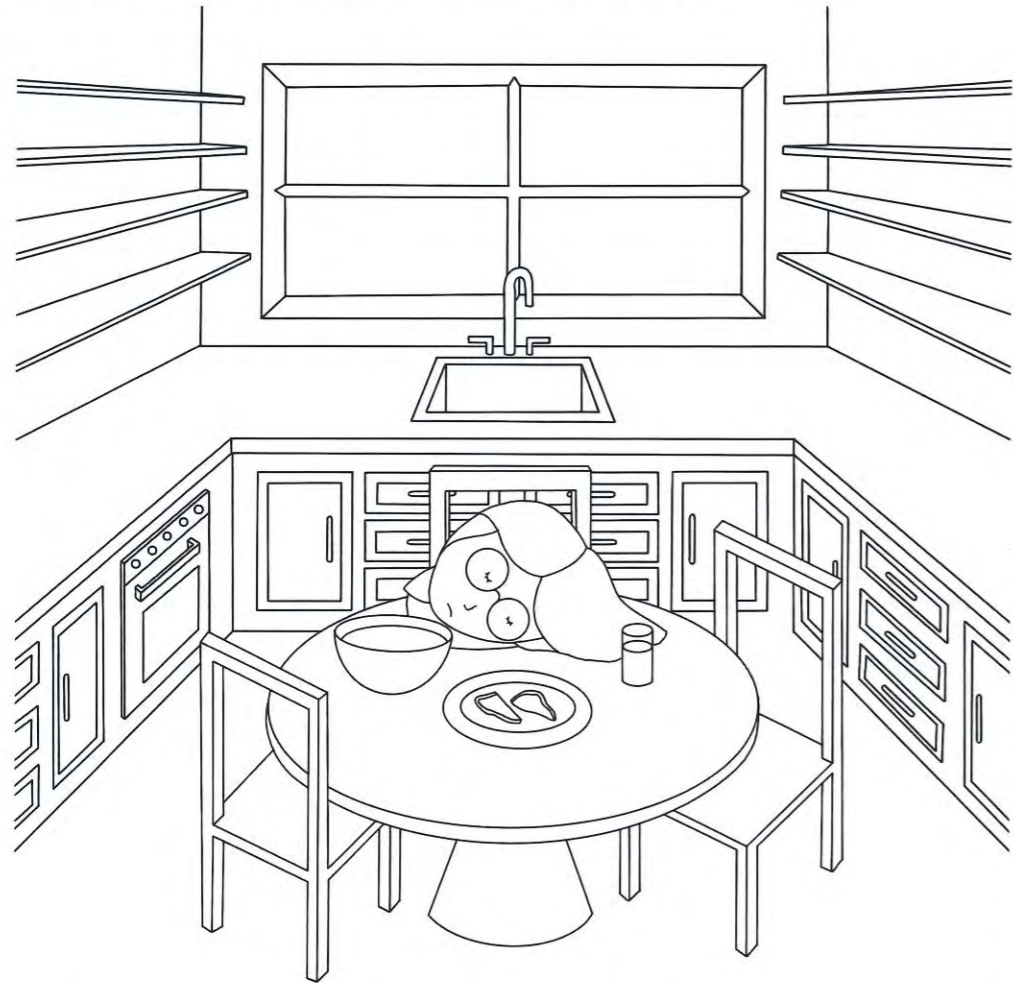
For this generation, I have created an animation style fold layout, so that as you unfold the brochure, the blueprint illustration progresses until the rocket plan is finished. I have also used various pieces of stationary paper as framing devices for the type on the inside cover. I feel like this is successful in presenting ideas from my children's book while also creating an attention grabbing journey through the "animation" as you unfold the brochure.



For this brochure, I have been inspired by the design above, which I found in a book on folded print outcomes. Like my animation style brochure, I find the journey created through the board game imagery across the brochure interesting, and have closely emulated it in my design to show Olive's journey to the moon.

EXTENDING IDEAS

COLOURING BOOK



PLAY SPACE ADVERTISEMENT



Above is a picture of a play space advertisement in Wellington. I like the idea of creating an event separate from the book launch, where children can build their own models of rocket ships, or potentially the book nook models I made for my board. I have mocked up a concept for a billboard advertisement of this rocket lab event above, inspired by the billboard in Wellington.



I have been inspired by children's book colouring sheets where they take illustrations of the characters or from the book to make colouring in pages. I feel like the natural next step after creating the book is to create a colouring book as merchandise, as a big part of the message of my book is creating things yourself. I would make a full colouring book with illustrations from the original book itself, and bonus scenes to gain engagement from my target audience - children. I have mocked up one potential page above.

SOFT TOYS



Along with the keychains, I could also create soft toys to be sold individually or with the book. I like the idea of making little cheese and olive plushies to represent my main character Olive and the moon. I use the olive and cheese motifs in my brochures and book.

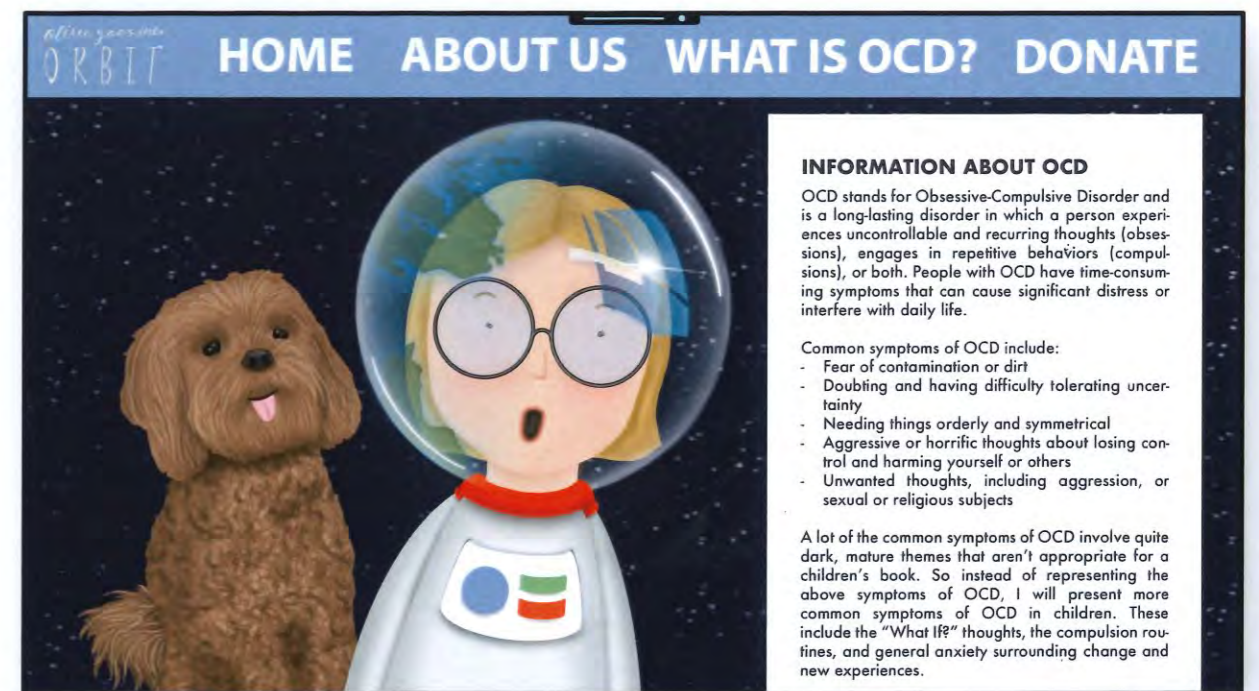
KEYCHAINS

As a kid, I had a bunch of keychains of my favourite characters from books and movies. I could make keychains of Olive and Cooper for kids to put on their school bags, as this would bring more engagement to the book.

The proceeds from *Olive Goes Into Orbit* merchandising could go to OCD and mental health related charities for children, to help make mental healthcare more accessible.



OCD INFO WEB PAGE



A big part of my book's message is its educating on OCD. I wanted to make information about OCD more accessible to kids. However, this meant simplifying a lot of the themes of OCD for the sake of the story and making it easily understandable for children. At the end of my book I link a website with more information about OCD that parents and their children could go to to learn about more complicated aspects of OCD. I have mocked up and info page from this website. The website could also include a donation feature for OCD related charities, and links to mental healthcare.

Outstanding Scholarship

Subject: Visual Arts – Design

Standard: 93306

Total Score: 22

Marker commentary

This Outstanding Scholarship Design illustration-based submission required the candidate to “design the graphic identity and promotional material” for the children’s storybook *Olive Goes Into Orbit*. Drawing on their personal experience of being neurodivergent and having a passion for aerospace engineering, the candidate developed an original storyline to unpack a parallel story through Olive, who also has OCD and lives in a world filled with worries, fears, and everyday struggles. Like the candidate, Olive has a companion in Cooper, the dog, to help her through. The briefs include event ID, book launch brochure, double-page spreads, a book nook (accompanying 3D model), a book cover, and posters for the book release.

An overarching modality of visual metaphors is employed throughout and cleverly utilised to communicate information, emotion, and ways of seeing. The candidate researched conventions thoroughly, providing a solid basis for intelligent experimentation and decision-making. They considered how they can draw readers into the story so they feel comfortable and reassured about the content. Editing decisions were made by understanding designs in situ and being open to change. Sketching out ideas played an integral part in the typography ideation and, similarly, in the generation of imagery. Photographs taken of hand actions and their dog were then transferred into character designs, maintaining a sense of authenticity. Stock imagery is converted into simplified line drawings that became compositional backgrounds for the storyline.

The story arc utilised conventions that relate situationally to the candidate’s personal journey. The workbook includes an analysis of Olive’s everyday life, along with storyboarding, that leads the reader through the trials and tribulations of the character’s journey to the moon. The delight of discovering the visual metaphors in all the briefs makes this submission conceptually and critically inventive. The details beautifully communicate emotion and a determined attitude: Olive’s half-filled glasses when she gets overwhelmed, her startled eyes, and her quivering mouth. This is matched by the dual narration of personal information about Olive: her dislike of olives, skipping cracks in pavements, and lying dreaming amongst the daisy typeface. Likewise, building empathy with the reader is achieved compositionally through scale changes to suggest vulnerability, bird’s-eye view, proximity, and isolation within the picture frame.

A strength of this submission is the candidate’s research into the design conventions of the media and formats utilised. The interactive aspects of the fold-out circular brochure and the bespoke book nook bring this proposition to life. You can imagine *Olive Goes Into Orbit* in a children’s bookshop along with all of the merchandise developed by the candidate for this submission, including future ideas.