NZQA

Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Scholarship Visual Arts 2025

93307 Design

OUTSTANDING SCHOLARSHIP EXEMPLAR

Brief

Title

Final

WHEN I FALL in the MIND FOREST

Support Characters

Main Character

Flash Cards

Loved
LOVE — WHAT
Examples
LOVE

ANGRY
ANGER — WHAT
Examples

JEALOUS
Jealousy — WHAT
Examples

SAD
Sadness — WHAT
Examples

RELAXED
Relaxed — WHAT
Examples

ANXIOUS
ANXIETY — WHAT
Examples

ANXIOUS

Double Page Spread

Oh no

It feels good to relax…

Are we back home?

LOOK!

IS THIS THE EXIT?!

Wind

stone

Bear!

It rained… and rained… and rained…

They walked pass the…

River of knowledge

AAhhhhh…

She walked around and found herself in a different world.

Oh no…

They walked and walked and walked…

The log came to a END. Bear STOPPED, they stumbled, and…

until…

LOOK there he is!

She opened it to see what was inside and all of a sudden…

They walked and walked and walked…

until…

Cover Page

WHEN I FALL INTO THE MIND FOREST

WHEN I FALL IN THE MIND FOREST

WHEN I FALL IN THE MIND FOREST

Final

When I FALL in the MIND FOREST

WHEN I FALL IN THE MINDFOREST

App

EX haLE

IN haLE

ELIO'S EMOTIONS

ELIO'S EMOTIONS

ELIO'S WORLD

Title

Support Characters

Main Character

Flash Cards

LOVE · LOVE · LOVE

LOVED · LOVE · ANGER · ANGER · JEALOUSY · Jealousy

SadNess · RELAXED · ReLaXeD · ANXIETY · ANXIOUS

Double Page Spread

Oh no · It feels good to relax... · Are we back home? · Look! · IS THIS THE EXIT?! · stone

Bear! · It rained... and rained... · They walked past the... · River of Knowledge

Ahhhhh... · Oh no...

They walked and walked and... · The log came to a END. Bear STOPPED, they stumbled, and... · LOOK There he is!

She opened it to see what was inside and all of a sudden... · they walked and walked and...

Cover Page

WHEN I FALL INTO THE MIND FOREST · FALL MIND FOREST · WHEN I FALL IN THE MIND FOREST

Final

When I FALL in the MIND FOREST · WHEN I FALL IN THE MINDFOREST

App

EXhaLE · INhaLE

ELIO'S EMOTIONS · ELIO'S · ELIO'S WORLD

Proposal

Problem

A lot of children find it hard to understand emotions and when these emotions are suppressed and is not seen it may cause issues such as anxiety or just genuine feelings of insecurities. This is a case worldwide; In the US 11% of children aged 3-17 experience diagnosed anxiety. In New Zealand with most children are developing well, 8% children aged 3-14 yrs show significant difficulties in social, emotional and/or behavioural area. I found myself a child who was quite sensitive about emotions and the things happening around me and this problem is something relatable to many.

https://mentalhealth.org.nz/statistics-on-schools-and-youth-mental-health
https://loneliness.org.nz/nz/facts/loneliness-highest-among-youth/
https://www.cdc.gov/children-mental-health/data-research/index.html#:~:text=10%25%20of%20children%20ages%203,and%2011%25%20of%20females).&text=4%25%20of%20children%20ages%203,and%206%25%20of%20females).

Concept

I want to create a picture book exploring emotions. The intention is to visually communicate what each emotion would look like, what could be done and the concept that all emotions are okay and is accepted. While the target market is children 5- 10yrs old I want the pages to be visually engaging for both children and people of all ages. I hope by creating a picture book, children could feel related to and possibly start the journey to explore, understand and accept the existence of each of their emotions.

Inspiration

I've grown up loving the outdoors and nature. The idea of camp and adventures had always excited me! I used to imagine myself going on adventures with my stuffed animals. I want to showcase these memories, this also got me thinking about surrealism as a way of presenting this as these memories would be at a core of what you might find in my subconscious. This is a initial idea of where the lost in a mind forest came from. I find many works of hayao miyazaki such as Howl's moving castle and spirited away deeply inspiring and entertaining. Most of his work involves the concept of exploration, adventure, acceptance and growth; very relatable to the theme I want to explore. Along with this, there were many other films, artists, book series that inspired me in different ways.
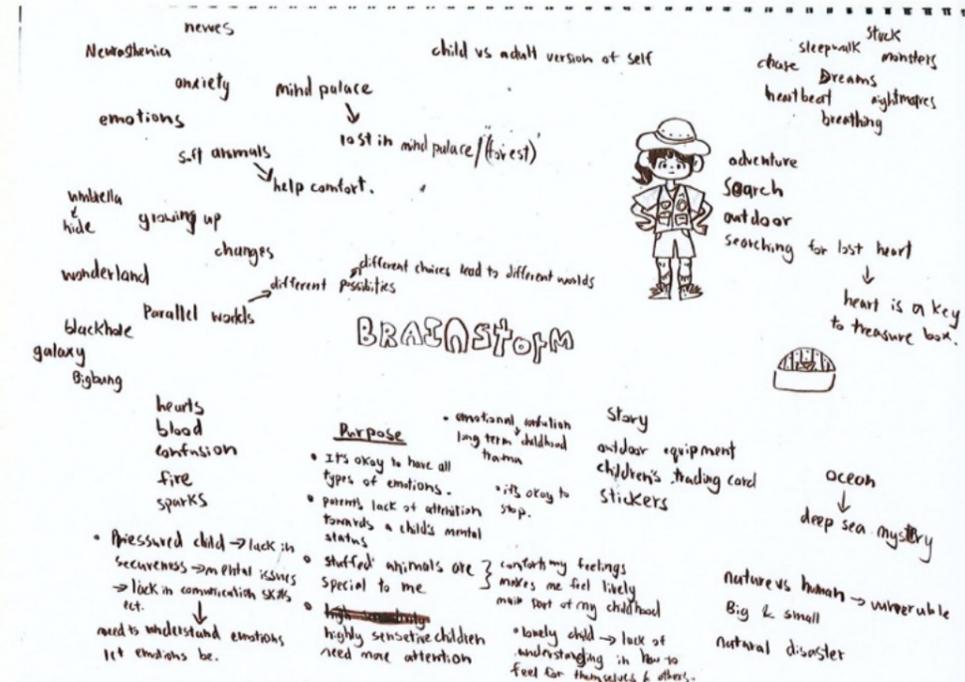

Initial brainstorm

Questions these are some of the questions that helped me research my proposal

- which is at the start of the book where the main character discovers anxiety when she gets stuck in this subconscious world?
- How would the appearance of characters showcase the emotions to the audience?
- What supporting products is most powerful for this subject?
- What needs to be included in the plot for it to be engaging?

'The Feelings Series'

As a child I found reading and drawing a way of expressing and feeling connection with this world. This series made me feel understood when reading picture books exploring emotions. A feeling I really want to create when kids read my book!
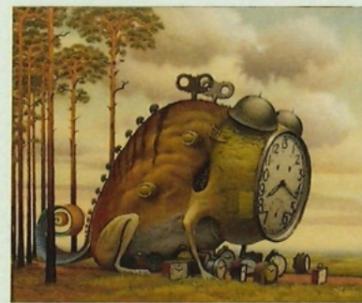
Alex Alemany

This painting interested me because of the exaggerated scale of this monstrous creature accompanied with illogical features attached to it. The sense of weirdness and harmony could be incorporated into my work, however I didn't end up going so out with weirdness as my target audience is 5-10yr olds.

Salvador Dali

Many works of Dali's interested me, he was one of the first artists that introduced me to surrealism.

I was also inspired by Anthony Brown and his use of his own style incorporated into traditional artworks in one of his picture books "Willy the Dreamer". These 2 artists got me thinking I could make a connection between reality and subconscious by incorporating the same objects on the desk in the mind forest world, but enlarged. The melting and distortion of the objects is a indication of the start of this journey.

Anthony brown

"Daniel the tiger"

This is a TV series that explored Daniel's life, recognizing and exploring solutions along the way.

I watched a few episodes and found it pretty straightforward and easy to follow for young children.
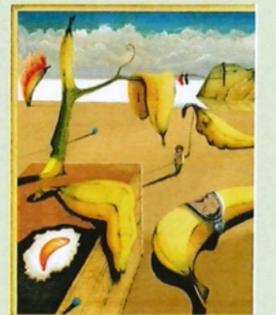

'Howl's Moving Castle'

Miyazaki has been my favorite animator and director. I especially love the way he creates a magical world in a child's perspective, the subject matter he paints is always full of imagination and is portrayed in a mythical atmosphere. I wanted to incorporate the way he uses illogical objects, colour and imagination and hit the audience in a emotive way.

Emotions, plot & Title

Emotions & research

In response to reacting to emotions I wanted to know the reasons children may grow up becoming emotionally unstable. How much does family contribute to this, what other results unsolved or unexpressed emotions may lead to as well as how to create a solution most approachable for children?

I went into some research about this at the same time had a chat with our school counselor asking some questions surrounding this:

Common reason behind children needing emotional support and how family contributes to this

There are many reasons behind this such as trauma, family dynamics, family breakdown. Family takes a big role in a child's early developments while they are still learning how to respond and express their emotions. **"Families hold a huge role in a child's mental well being. It is the main place where children can experience physical and emotional safety. When the needs in that area are not met to the extent a child needs it (and every child will have varying needs), it can have effects on their mental well being."**

How might this affect a child growing up?

"the lack of emotional safety creates a belief along the lines of: the emotions and thoughts I have are inherently wrong. And this belief can negatively impact the self chatter, self esteem/confidence of a young person." I looked into this further and found out it is common for children growing up who's emotional needs were not met in childhood or were not consistent and/or direct communication often did not mean positive outcomes to have these traits growing up:

- Individuals finding it difficult to form deep relationships
- Finding it difficult to pay responsibilities and commitment to things.
- Struggle to express needs and/or say no
- Struggle to express emotions
- Bottling things up inside them and shutting out when things get too overwhelming

How to create a safe and approachable way to support these children?

" If children are able to express their emotions and that is met with compassion and understanding, they will gain a safe space for their emotions and their thoughts. It offers a sense of belonging and acceptance for their emotions and how they express their emotions." The key takeaway I received from this chat was is to show the sense of acceptance and understanding for the child's experiences while exploring emotions; eliminating or minimizing the sense of judgement and shame they might feel with expressing emotions in a big way. This i find relatable, I would be more willing to open up if i feel understood. So I started thinking about developing the picture book in a way that tells a story that a child could look at and say "Yeah, something like that's happened before." instead of trying to navigate and teach how to deal with emotions.

This matched up with the research I did where most articles i read ehanches the idea of 'giving space, showing acceptance and minimizing pressure.'

Plot

The plot is basically the main character falling in her childhood journal and searching for the way out back to reality. On the way she meets her stuffed animals and they help her find the way back home. I find myself really attached to my stuffed animal friends, I feel really secure around them and it feels right to put them in the position of navigating the emotions in this book. While the animal friends represent the emotions in this book, I thought it was important for the main character to direct these emotions. I didn't want the story to be too flat but also understandable for my target market so I had only planned two emotionally impactful events one of which is at the start of the book where the main character discovers anxiety when she gets stuck in this subconscious world.

Title

With the main plot down I had an idea of what the title would be. It was very difficult for me to come up with a title. I was struggling to decide if I wanted it to be short and straight forwards or if I want to play around with the text. The style was also a struggle too, I found it hard to make a digital text fit with my style. I ended up deciding on using my hand drawn style which accompanied my illustrations the most.


These are some of my lv2 hand drawn fonts, I find these hand drawn fonts a lot more expressive and emotionally engaging while compared to the digital ones.

digital | hand drawn

Some of the more label looking fonts that I thought would fit the journal idea.

This was what I was thinking of when designing these labels.

Final

I ended up using the name "When I fall in the mind forest". At the time I was deciding between: A Day in My Mind, The Mind Palace and this one. I ended up choosing this one as it explains the storyline better and was more emotionally evoking.

After deciding on the name I experimented with many different type ideas and ended up with this one embracing the 'Fall' and 'Mind forest'. The sketchy hollowness, tree texture and branches was more relatable to the theme compared to the other ones.
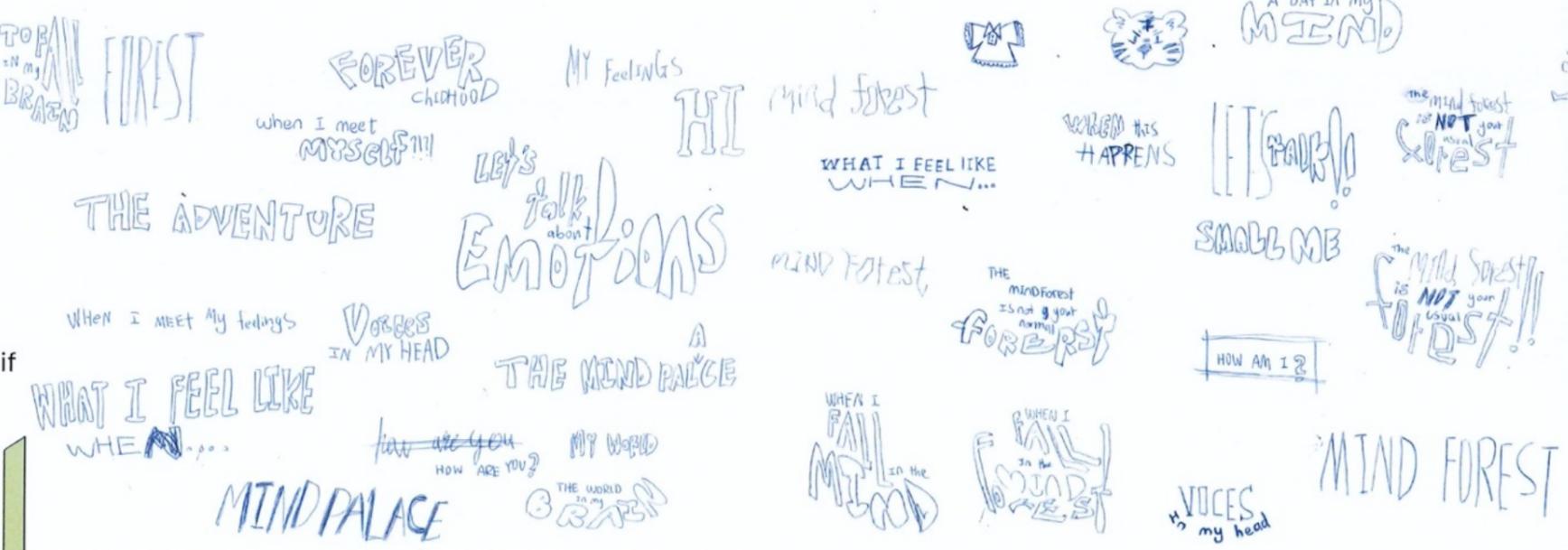
These are some of the titles and styles I had come up with at the start.
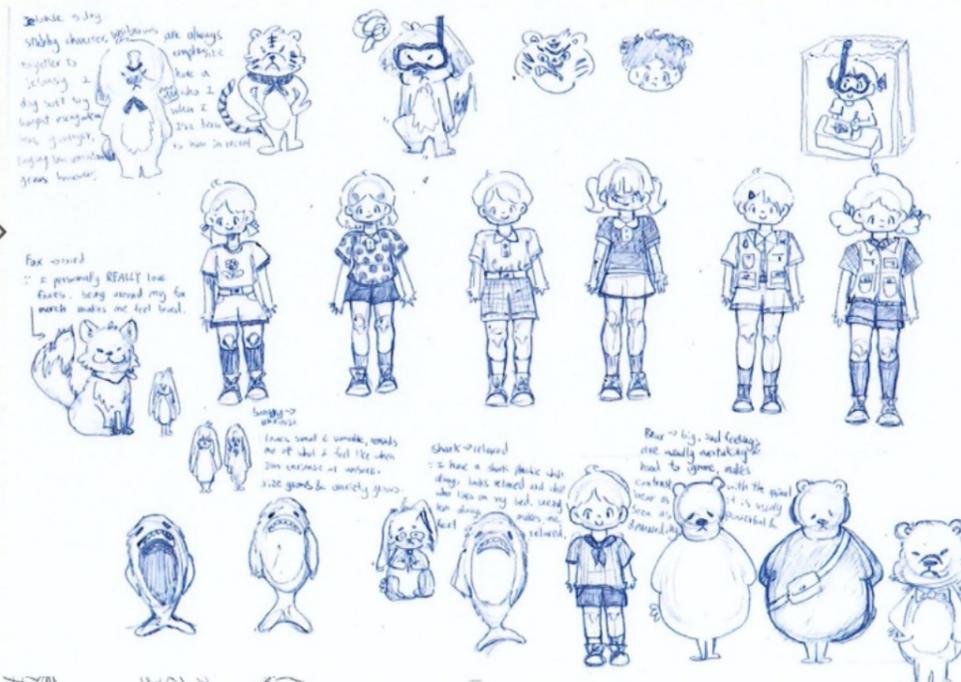
Characters

Elio she/her

Deciding on the name

It also took me a long time to settle on the name for Elio. I haven't been able to decide on the name until approaching the end of the board. I've wanted a name that was more neutral and gave a gentle, playful vibe. Some of the potential names I've considered were Mellow, Autumn, Willow, Lila, milo. Cleo, August. These are all unique and names which I think incorporate the proposal of the story well. But when I came across Elio, it just seemed right. When I thought about it, it would be the name I would want if my name wasn't what it is.

I've done many experiments and trials before deciding on what the main character would look like. I tried a series of styles from very simple facial features to more animated styles and found the style I've decided on more relevant and cohesive for a picture book.

The choice of the appearance for Elio was settled to make her look like a explorer or girl scout. This was done to embrace the ideas of adventure. The enormous backpack also resembles the emotional bagging she may carry.

I hadn't noticed this at the time but while my character was settled as female, she was not developed to have distinguishing female characteristics. Her clothing, facial features, body language as well as name is settled to be more neutral or androgyny. This is a way of visual communication to showcase Elio's personality as something that doesn't necessarily fit into the typical girl or boy stereotype. At the same time being neutral on the appearance allows a easier connection formed with a wider audience.

I find myself connected to this as I never exactly fitted into the stereotypical categories and things girls at my age liked as a child, and I guess this subconsciously influences me not necessarily considering gender roles or expected behavior while creating characters.
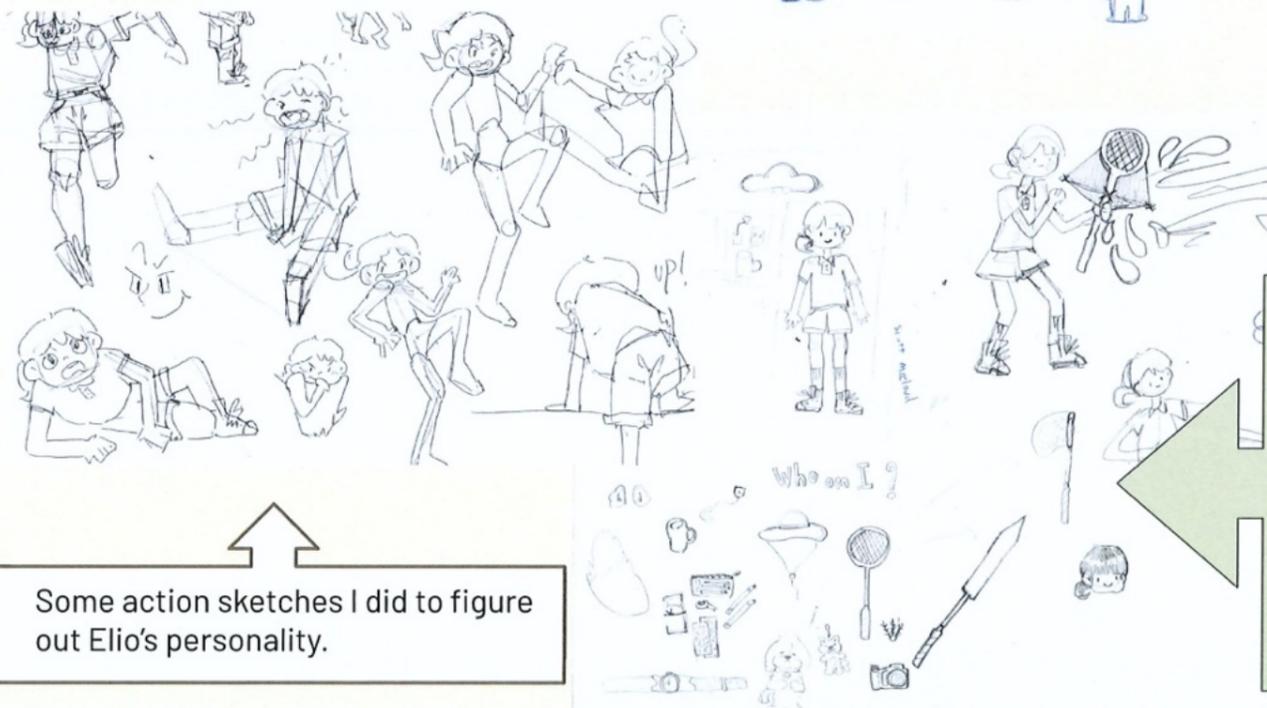
These were some of the initial ideas of outfit possibilities for Elio. I was also thinking about which emotions would be represented by each animal at this stage.

Some action sketches I did to figure out Elio's personality.

Bear - sadness he/him

I decided to use a bear to explore the feeling of sadness. The big, bulky body of Bear gives a gloomy, dreading feeling to the character. He is inspired by my enormous stuffed animal Tan Tan who has a occupation of looking miserable on my bed.

Joe - Jealousy he/him

Jealousy is symbolized with Joe. He is inspired by a stuffed animal who has accompanied me since I was 7. I've gotten many many more stuffed animals since then and the fact that he isn't my only one anymore reminds me of what I feel like when I'm jealous. His expression of scrunched eyebrows and pursed lips incorporate jealousy. I made him his collar as a child, in here it's a symbol of that feeling of suffocation when feeling jealous.

Hulu - Relaxed he/him

I decided to represent relaxation by this silly furry shark. He is also influenced by one of my stuffed animals. I feel very relaxed whenever I see him around. He reminds me that sometimes not doing anything and just relax is good and essential.

Nici - Loved she/her

Loved is represented by cheerful little Nici! I've always loved foxes and being around my fox merchandise makes me feel loved. A influence for this character is Nick from Zootopia, he has been my personal emotional support. I feel a deep connection with this character and I find the way he showcases love and care touching. It felt right for a fox to be this emotion.

Tiger - Angry she/her

Anger is represented by a tiger as they have always been seen as fierce. The big bulky arms and stiff tail showcases the tension of anger. The bottle she carries on her neck takes in angry energy everytime she inhales and makes a attempt to calm down before breaking out.

I wanted to communicate my characters to my audience in the best way possible, I want their personality to be obvious at first sight. And so I started thinking about who I am, things that expresses and represent me. I then started to think about what this would mean for each of my characters. I had an subreif idea to make small figures along with the representational objects of the character for each of my main characters. This didn't end up happening but these representational things ended up being included in their outfit.

Double page spread

Inspiration

There were many artists, animators, illustrators, authors and more who inspired the aesthetics, layout, text placement and more to the meat of this book - the double page spreads! In who are Salvador Dali, Anthony Brown, Tadanori Yokoo, paolo pibi, Mono Kubo and more. I also flipped through sections of this book and found many pages including this page useful, it explained the efficient ways of planning the story in the early stage.

'Illustrating Children's Books' Martin Sarlis.
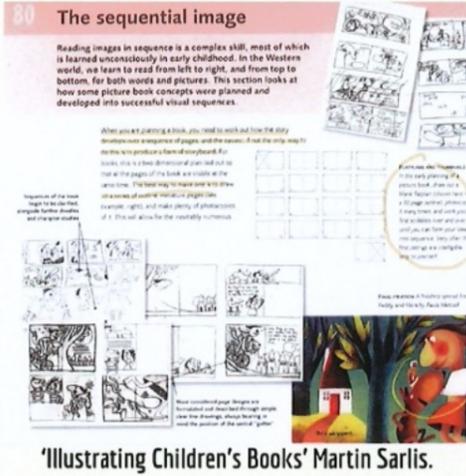
Layout and composition

For the layout and composition I involved very little use of dimension and perspective and mostly drew the scenery in a very flat manner. I found this was the case for most of the picture books I looked at. I did some research into this and it is shown that young children tend to focus on recognizability, creativity and often drew things on a conceptual view rather than focusing on realism and perspectives. Picture books that goes along with this may make it easier for children to relate and engage.

https://www.littlebigartists.com/articles/drawing-development-in-children-the-stages-from-0-to-17-years/

Setting

The location is important and is a key element of a successful story. *"A convincing sense of place is often a key element in successful illustration for children." - Martin Sarlis.* For this book pencils are a repeating motif across the story. The pencils and objects in the world of the mind forest is representational of what surrounds me in reality. These objects act as a symbol of my identity and love for creation and expression. These are also objects in which often interests and is part of a child's everyday life; helping to make the story more relatable to children. At the same time, the introducing of expressive material such as pencil and craft tools is a indication to the subconscious encouragement of emotional expression. Creative expression could be a way for emotional expression.

I started planning the plot after learning from the book and looking at some drafts from authors.
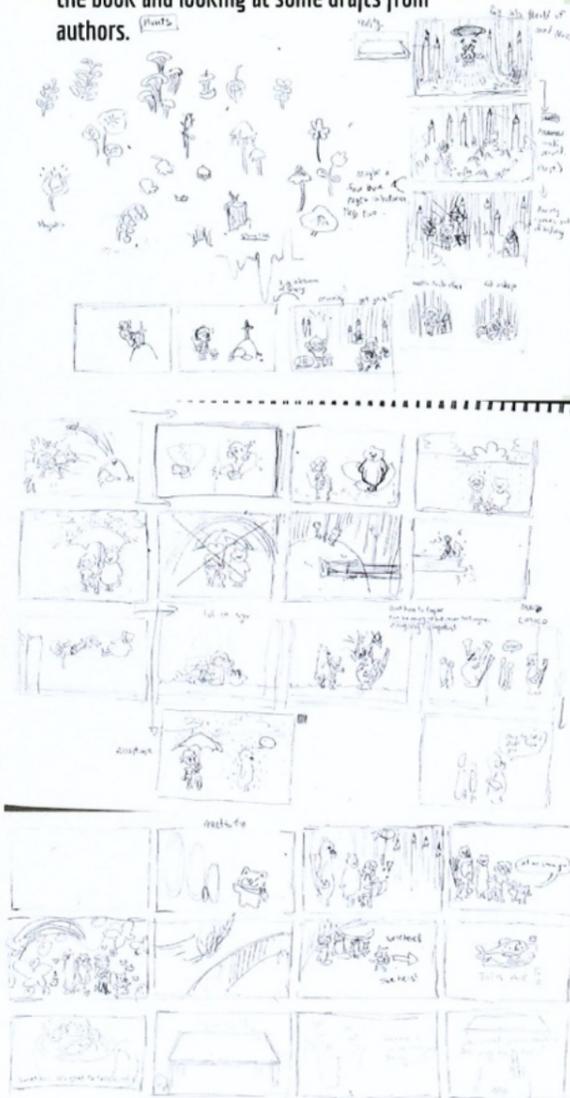
Stream of consciousness from **'Inside Out'.** In the movie this was a visual representation of the constant thoughts in Riley's mind. I thought of this movie instantly when I was thinking about the stream of consciousness and how crossing this river could be a visual representation of overcoming anxiety and the unsettled, chaotic thoughts. .

In the start, the background was too light and did not make enough contrast with the character. After increasing the contrast, the character as well as the emotion was a lot more bold. I did a lot of play with the type and ended up doing a big hierarchy on certain words such as 'stone' to enhance the anxious feeling.


She didn't know why, but it was as if there was a big stone over her heart.

She didn't know why, but it was as if there was a big stone over her heart.

This was a page in which heavily explores Elio's anxiety and insecurities when first lost in this mind forest. It is a key scene in moving on in the story and has gone through some changes in both athletics and type. I didn't end up putting it as a final as I thought the text and background art still needed development.

She didn't know why, but it was as if there was a big stone over her heart.

She didn't know why, but it was as if there was a big stone over her heart.

felt as if she was carrying

stone
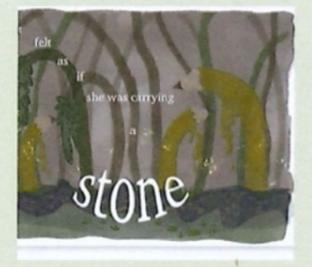
This page was the very first page I drew for the 2pg spreads. This scene is where Elio walks over the river of knowledge, otherwise also symbolizes the stream of consciousness and overcomes her rushing inner thoughts. At the start I had planned multiple characters crossing with her. However I thought it made more sense for her to do it on her own earlier in the story as sometimes internal conflicts need to be faced alone.

They walked pass the...

river of knowledge
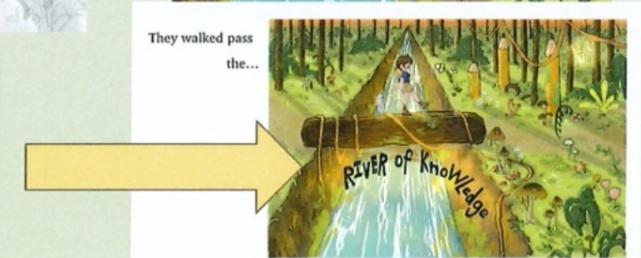
RIVER of Knowledge

The type of this also went through a few versions and landed on normal text on the side leading towards the hand drawn 'River of Knowledge'. This was best as it leads the audience to engage with the centre of the page where the story is happening at the same time builds consistency with the direction of movement following the character.

Surrealism

Inspiration and research

Surrealism is a cultural movement that began in paris France, it originated from dadaism which was a reaction to the senseless slaughter of the trenches of the trenches from WW2. Surrealism is a visual approach to showcase change, chance, unpredictability and randomness, it is what defies logic. It is considered to show what goes on in one's subconsciousness and intuition, it depacks dreams and the mind's deepest thoughts.

I want to communicate the inside of my world, the inside of thoughts. The unpacking and understandings of emotions. This surreal approach is perfect for me to communicate this in a symbolic way.

I came across this quote of Freud's and found it reliable to my theme. 'Unexpressed emotions will never die. They are buried alive and will come back in more ugly ways - Sigmund Freud. If emotions are not dealt with and accepted , although it may look alright they will definitely build and grow in your subconscious and may result in problems such as anxiety.

Symbolism

The pencil is a symbol for creation and expression. This is something that makes up a big part of who I am. Most of the objects found in the mind forest was also scattered on the table in the first scene, they are a link to reality and a indication that the mind palace is just a visual representation of Elio and her deeper thoughts.

The river of knowledge is also just a visual representation of the thoughts that rushes through the mind, the stream of consciousness and the roots representing the unseen, the unconscious.

The rain represents the soaking of emotion and the umbrella is a indication of avoiding this. Initially I had planned a page where Bear rejects the use of the umbrella. This suggests the acceptance of sadness, being sad is okay. I didn't get to doing this though as I had already too many finals for the 2pg spread concept.


I found many works of Anthony Brown deeply inspiring. His technique in altering famous paintings and making his own, the use of juxtapositioning of subject matter and setting causes a illutional, surreal sense. At the same time his themes often explored imagination as well as relation dynamic in childhood. This fits well with my theme and the unconscious world of the mind i'm trying to create.

Surrealism was also a topic i explored in my painting board. There it's a presentation of self discovery while in design I've approached it as an attempt to create a solution to help others in a visual communicative way.

At the start I also wanted to incorporate hearts in my design work as well. However the heart didn't seem appropriate for my target audience at the same time wasn't necessary as the already had the journal being the passageway to the subconscious.


Some of my initial plans for the 2pg spreads while I was researching about surrealism.

Book cover
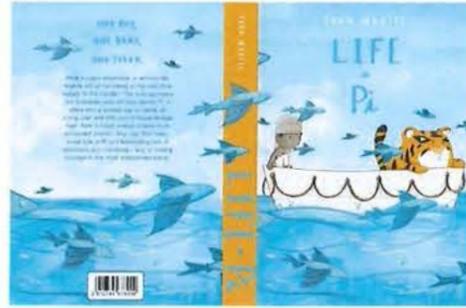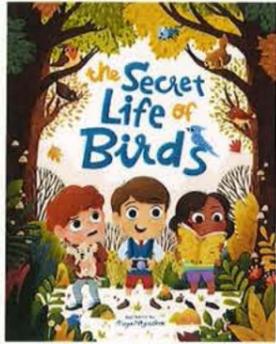
Both of these covers use centre composition, placing the subject matter in the middle and surrounding it with Text. The left one had the environment combined in the front and back of the cover. I also did this with most of my covers. This saved me a lot of time at the same time made the cover more cohesive.
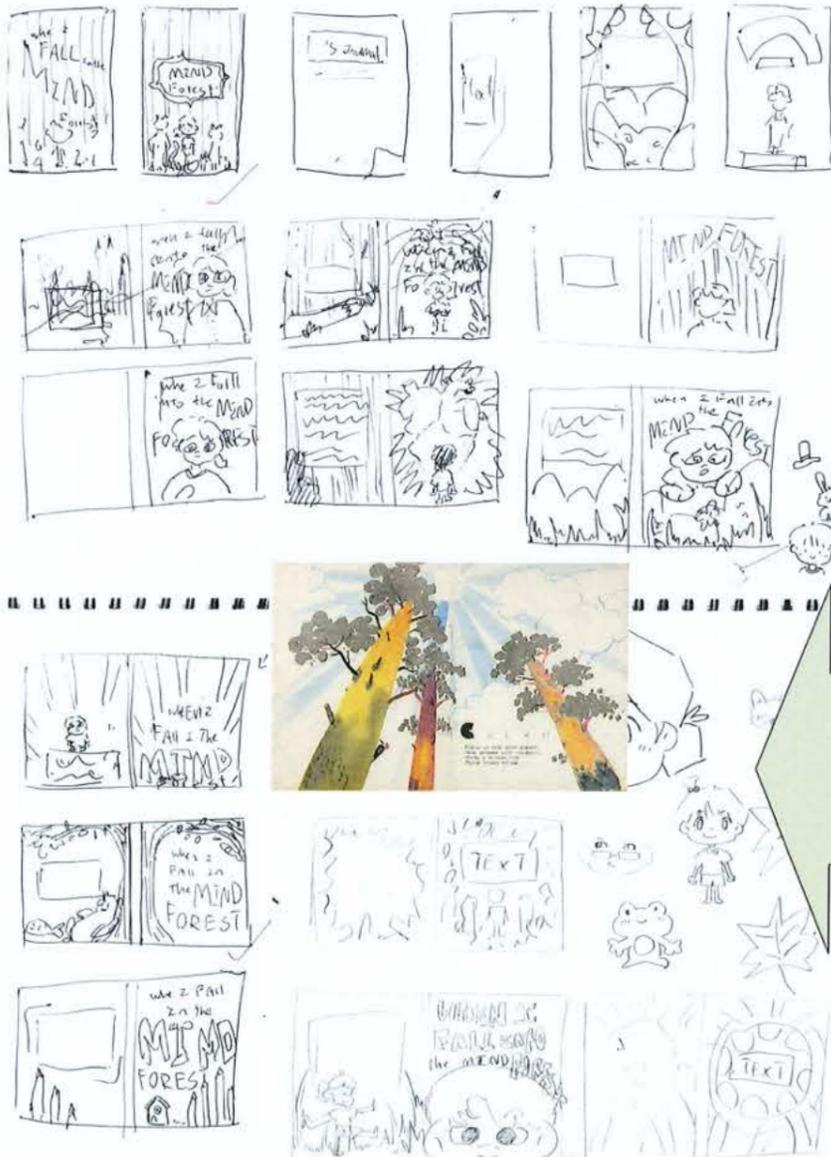
Inspiration and research

At the start I had multiple ideas around composition as well as subject matter to show in the cover. As I learned about compositions that catches the eye I realized it was easiest to use the centre composition

Some of the inspiration for **3.** I wanted it to look like a journal binded in a old fashioned way.

This was the worms eye view perspective i was going for **1.** However I found this made the character slightly submissive and ended up using more of a looking down perspective in the Final: **4.**

At the very beginning of brainstorming I quickly jotted down some thumbnails. Some of it was intended to look like a cover of a journal to link it to the context. Some of it I made the text extremely large to prevent myself from filling the entire page with illustration as that's what I did a few times for the 2 pg spreads.

I ended up further developing the ones which included the setting, character and clear title space. I decided on the final one of Elio looking down and into the mind forest, it was the one that most clearly conveyed the message of discovering and exploring. It introduces the setting, some of the main aspects such as pencils and the river as well as the main character. I also find this composition and glow ekokes curiosity and enough emotional resonance for the audience.

Setting
I wanted the reader to get a sense of this magical world of mind forest the second they see the cover page. With most of my covers I tried to convey the forest idea and had trees as the background or the bush as a foreground.

Character
In the start I thought about including all the characters on the cover as a introduction to the book. However it looks a but messy and is less eye catching with so much happening. I ended up only using the main character, the way she is exaggeratedly on such a large scale compared to the scene suggest the mind forest is just a reflection of her subconscious. At the same time, the direction of view encourages the reader to follow it and engage with the title.

Text
For some of my concepts I used the text I had developed earlier in the year. For **2.** I had to change and wiggle it around a bit. However this did not turn out very well and looked a bit messy. For **3.** I used one of the label designs as I attempted to make this one look more like a binded journal along with the yellow bind on the side. This turned out okay but the first section of the title looked out of place on the top. **5.** Was the first concept I came up with. I quite liked the expression and character on the back of this one, however the face took up so much space it was very awkward for the text to be placed. There wasn't any space to place the author name so it had to be on the very top. This didn't make much sense and could be easily mistaken to be part of the title. For **4.** I drew a new text separate from the ones I had designed earlier. I did this in the same hand drawn style and this one fitted well with the background and character, it was simple and eyecatch in a cohesive way. This ended up being the final one I used. I also used this one for **1.** But slightly altered it to suit the perspective, this concept also worked okay but the imagery did not contain enough continent

APP

Elmo's world

Breathe

Focus friend

FeelU

Inspiration and research

- I like the layout the bedroom looks, I also wanted to set my main page in a bedroom.

- I downloaded and played this app, the main continent is getting the child to breath, think, chose solution and repeat. It's targeted at 2- 5yrs so the content is pretty simple.

- I like the art style of this game, the small objects and details are entertaining to look at and adds a sense of familiarity. I also added small objects in my bedroom scene.

- This app explores emotions and teaches them how to handle them. It also provides other activities such as mindfulness, mini games etc. Similar to what I want to do. This is also what inspired the journal page.

purpose

At the start of this sub brief I wasn't sure where to begin. What I wanted was to develop an interactive game where children could explore each emotion, showcase, discover, understand and accept their existence. This was relatively different to most of the existing apps in the field. Most of the research I found involved simulating emotions and the solution they gave was either breathing or recording the emotion. I incorporated some of this into the interactive activities in a way that kids playing could explore together with Elio.

The entire app is structured in a way that it feels like the players are exploring a world with Elio as a friend and they are making decisions together. The main mini activity I wanted to explore was the scenario play. This was closest to my intention of supporting children with the understanding and acceptance of emotions. Players would go into the stages of observing the scenario, aa twist would happen, 3 emotion icons would pop up and the player would chose which one fits the senario the best. Then Elio would navigate the child to choose a solution what they might do when this does happen.

Elio does not teach or guide the player in any way, instead the entire experience is a process of learning and exploring together. The scenario activity is pushed forward by phases such as:

'How would this make you feel?'
"When I see mum and dad spending time with my baby sister all day I feel like there's a knot pulling tighter and tighter in my stomach. I don't know what it is, could you help me figure it out?"
"That's right! That's the weird, twisted feeling I get when I feel jealous!"
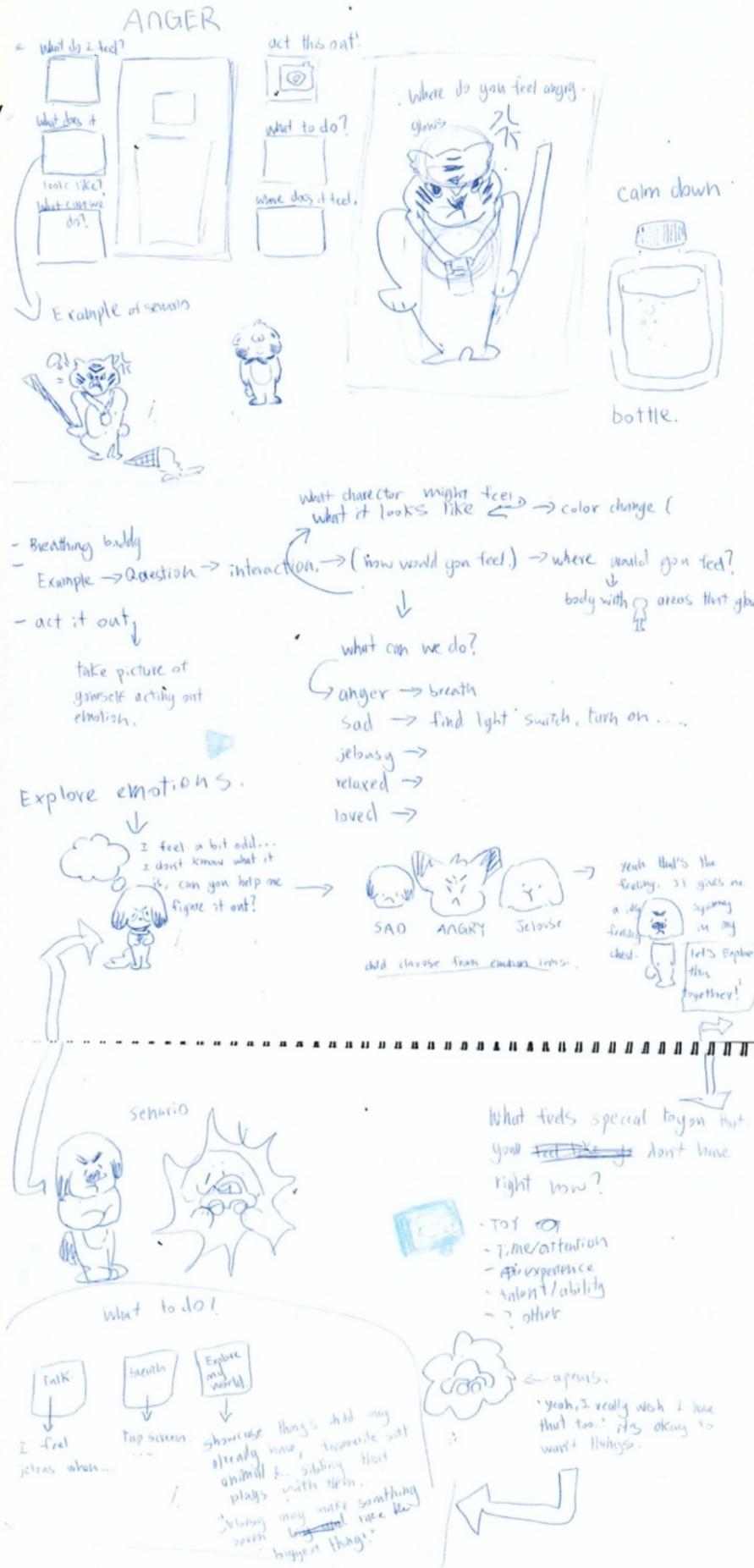
Further research

At this point I also did some more research surrounding how childhood communication and emotional needs contribute to children developing into different attachment and communication styles. While developing a secure child and the ability to express and understand their emotions is a goal, children with different styles of communication would need activities with different forms of expressing their emotions in order for them to feel safe.

Mindful colouring & journaling

Journaling is a way I record the things in my life. When I find things overwhelming or confusing it also acts as a way I get these thoughts and emotions out and expressed. To children, colouring and sketching out their day is a easy to approach way and may be easier compared to other interactive activities. Especially with children who have autistic traits, have a avoiding communication style or in general just enjoys quiet activities.

Breathing buddy

While breathing doesn't seem like a big solution to any problem. However the action of exhaling or blowing is shown to relieves stress. This is a easy action to take when facing intense emotions such as anger or fear.

Act it out

This activity engages children by getting them to act out what each emotion looks like to them and developing their own digital emotion film roll. Each emotion may be presented differently to each individual. This activity draws the attention and recognizes the way of expression the child may have. When I was talking to the school counselor this is also a activity he does with younger children, he also gets them to act out what their parents look like when feeling certain emotions such as anger as well as when this might happen. This is a great example of the process of understanding differences and practice empathy.

Dress up

This activity lets children custom their own version of Elio. They get to use up their coins gained from playing the mini games and buy new cloth and accessories for her. This makes the process more engaging as well as adding a sense of accomplishment.
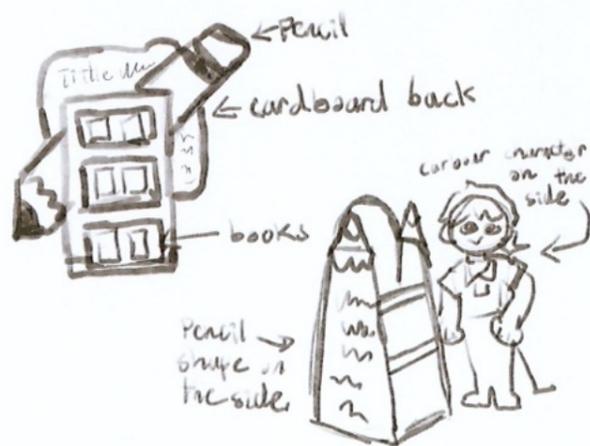
What next?

Possible sub briefs

If there was a fourth board I would have made a comic strip series. Each comic strip would explore a emotion and showcase an example of when it may happen. These short strips of comic are easy to approach and enhances my goal of guiding children with understanding their emotions.

Some existing solutions for a book standee.

Some sketches of possible ideas for book standee.

Beyond the board

If i were to continue this project outside of the folio board, first of all I would want to finish all the pages of the 2pg spreads and make the book complete. In the start I really wanted to complete the story but realized it would be way too much to fit in the folio board and I would have to cut off my other briefs. This could also become a book series where I could then introduce each individual support character in separate books. This would give more space to tell the discovery of each emotion.

I would want to make an animation for the app brief to more clearly showcase the dynamics and movement of the characters. At the same time add in background music and a voice over as the character speaks.

Promotion for these books would also be necessary. Because my target audience should cover both adults and children it would be essential to create different forms of advertisement. More text and context based advertisement would include posters, book standee. For the engagement of children a short animated add would be best but would also involve more cost and time.

Coming back to my initial goal of wanting to provide guidance for children to explore, understand accept and express their emotions. Have I met these goals with these subreifs?

The storybook and comic surrounds the 'Explore, understand and accept' part. The app and flash cards mainly surrounds the 'Explore and Understand' part whilst the mini game of colouring and journaling as well as 'Act it out' touches on the express. I think there could be more to be done with especially the 'Express part.' This could include a whole new project on planning a festival where parents and children could take part in activities together; cosplaying certain characters and experience a day in their life, acting out what it would be like when they feel certain emotions and even do some mindful journaling or art therapy together. This is similar to the scenario game in the App but more interactive and gives a opportunity for quality family time. This is essential for a child's development in the feeling of securities which is the starting point for emotional expression and communication.

Reflection

Tittle
Although this was a bit of a rough road to start of with, it took almost a term for me to find the style, set on name, experiment with text, research and finally set on the Final. However do find the final name *'When I Fall In The Mind Forest'* successful in representing the theme and effectively conveying the message of adventure and unrealistic world.

Characters
I'm pretty happy with this brief, the main character is well developed in detail and showcases personality. The support characters were developed with different shapes and sizes. If I were to make any changes to these characters I would exaggerate the expression to further indicate the emotion they represent as I do think it's not a first look tell away what they represent.

Double page spread
I enjoyed doing this sub brief the most. I came up and finished the first 6 pages in a relatively short time frame. However while I were drawing I didn't think about where the text would go or the sizing. So I had to size down in order to find space for text. For others I had a lot of different play with digital typography but ended up going with mostly drawn text for the expressive, bold lines.

Flash cards
This brief started of as a post card merchandise idea but i passed that out as it did not support my initial goal. It progressed to be definition cards and finally settled on flash cards, this could be useful for counselling space where it could support the counselor guid the child express what they might be feeling.

Cover page
I didn't do that many concepts for the cover page and did not incorporate too many details for them. If i were to add anything to the final I would add more pencil textures and details as well as add in a mockup of the book standing to visually understand the volume of the piece.

App
I ended up briefly introducing each of my concepts for each individual mini activity. If I could improve I would want to reinforce the scenario activity and include more of the scenes i had planned in the brainstorm. At the same time I only provided one leading character: Elio. To make the app more relatable to a wider audience a male or non-gendered support character could be added. Or a brother app could be developed with a male leading character like Tom the cat series.

Outstanding Scholarship

Subject: Visual Arts – Design

Standard: 93307

Total Score: 21

Marker commentary

This Outstanding Scholarship portfolio demonstrates a sophisticated understanding of the central proposition, beginning with extensive research into how children experience emotions, trauma, and resilience. Research for the brief "When I fall in the mind forest" informs every phase of decision-making and underpins the clarity of purpose and audience. The candidates' analysis of conceptual and visual language demonstrates perceptive insight as they consistently reflect on how young children engage with imagery, narrative voice, and learning tools, thereby shaping outcomes to meet these needs authentically.

Throughout the workbook, the candidate systematically evaluates and reforms ideas, returning repeatedly to refine typeface design, character development, and narrative structure. This iterative process sustains both core concepts of emotional expression and storytelling, as well as subsidiary ideas such as developing tools that support positive behaviour and resilience.

The candidate's performance demonstrates independence through the creation of a self-made image bank, hand-built typeface, and character iconography representing diverse emotional states. Lateral thinking is evident in their ability to shift between outputs, including storybook spreads, flashcards, and an app, while exploring imaginative possibilities and maintaining conceptual cohesion.

Research drawing on child development, illustrative practices, and visual communication informs a coherent and multilayered project. The candidate integrates knowledge from educational, emotional, and design contexts, resulting in outcomes that are both conceptually rich and visually engaging.

The candidate moves beyond a single outcome by developing the project into interconnected formats, including the illustrated book, flashcard system, and interactive app. Each extension is informed by research into how children learn and process emotions, demonstrating strategic and purposeful lateral expansion.

Illustrations, typeface, layouts, and app interface design show skilled and confident handling of media and production values. The candidate continually produces new illustrations in direct response to narrative developments, resulting in original and expressive visual language suited to young audiences.

Research into children's emotional development, alongside investigation of relevant visual models, informs shifts in direction across the workbook. Each phase shows the candidate repositioning their inquiry, moving from storytelling approaches to game-like interaction and app design while sustaining the core concept.

The candidate demonstrates understanding of how design formats influence meaning, adjusting layout principles for different platforms. Their integration of text, image, and interactive elements shows thoughtful evaluation of how each process supports emotional education and audience engagement.

Work across the Portfolio is cohesive, confident, and stylistically unified. The candidate's voice remains consistently clear, and the intent to help children understand and express

emotions is evident in every outcome. Independence is reinforced through original illustration, self-directed research, and confident handling of a distinctive visual language.

Playful, illustrative iconography, a hand-built typeface, and atmospheric scenes together construct a compelling, child-friendly visual language. This language is applied fluently across formats and remains aligned with the project's emotional and educational aims.

The candidate demonstrates strong refinement decisions as they move from investigation toward polished final spreads, cover design, and app screens. Their ability to filter and synthesise ideas ensures that final outcomes appear resolved and original.

Typography, composition, sequencing, and character design are investigated through a conceptual lens focused on how children perceive emotion and narrative. These considerations inform formal design decisions and strengthen conceptual clarity.

The workbook clearly articulates the candidate's reasoning, documenting how each design choice supports the central purpose. Critical commentary demonstrates awareness of audience needs and a reflective approach to refining the emotional narrative.