



BA

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Flowers in
Your Hair
Illustrated Book
Process Book

TABLE OF CONTENTS

3-4.....	RESEARCH
5-7.....	IDEATION
8-10.....	COMPING
11-16.....	FINISHED PRODUCT
17-18.....	SHOW THE WORLD

RESEARCH

The first step in my creative process is always research. From Behance to Pinterest to my trip to Barnes and Noble, I started looking for inspiration and didn't stop until my idea had a solid foundation inside my head.

OBJECTIVE

The objective of this project was to create a portfolio-worthy, illustrated book using copy from another artist or writer. The style was open-ended, allowing for creative liberties and the opportunity for exploration within the design process.

INSPIRATION/CONCEPT

With an open-ended subject matter, style, and size for this project, the concept was an idea that could be personal to myself. The idea of cottagecore was calling to me - I wanted a theme that was soft and whimsical. I found inspiration from dreamy photos of cottages, picnics, and fields of millions of flowers.

Mood Board

After picking a theme, I created a mood board to reference throughout the illustration process to keep every page cohesive.

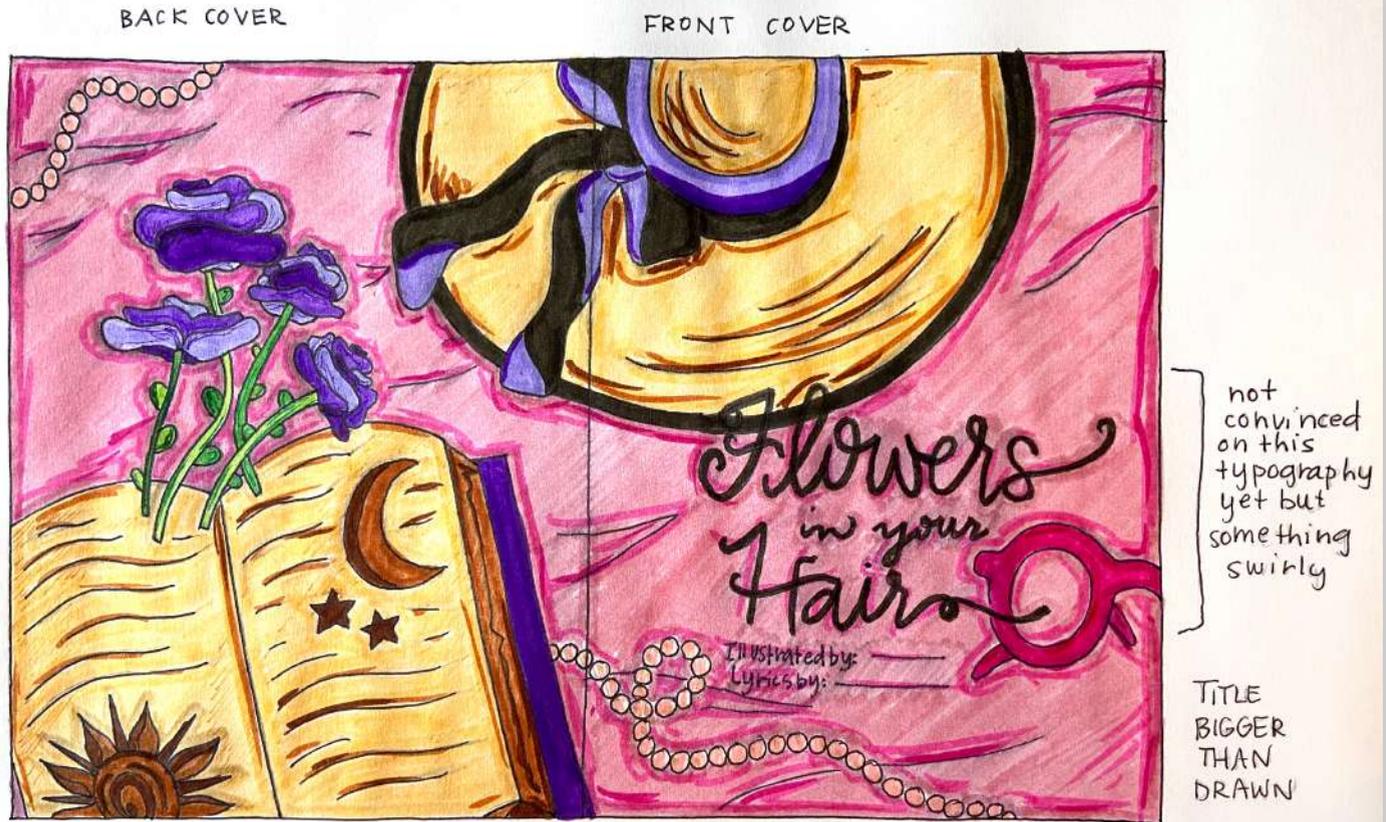


IDEATION

The ideation process for this project started a little differently. Through researching, I found my theme, color palette, and a solid concept for what I was aiming. However, a book has to have words. I scoured Spotify for hours listening to songs and picturing exactly how I could tell their story. A few options were "i saw you in a dream" by The Japanese House, "Cleopatra" by The Lumineers, and "Flowers in Your Hair" by The Lumineers. The final decision was "Flowers in Your Hair" by The Lumineers, as I felt the lyrics could be interpreted easily in book form.

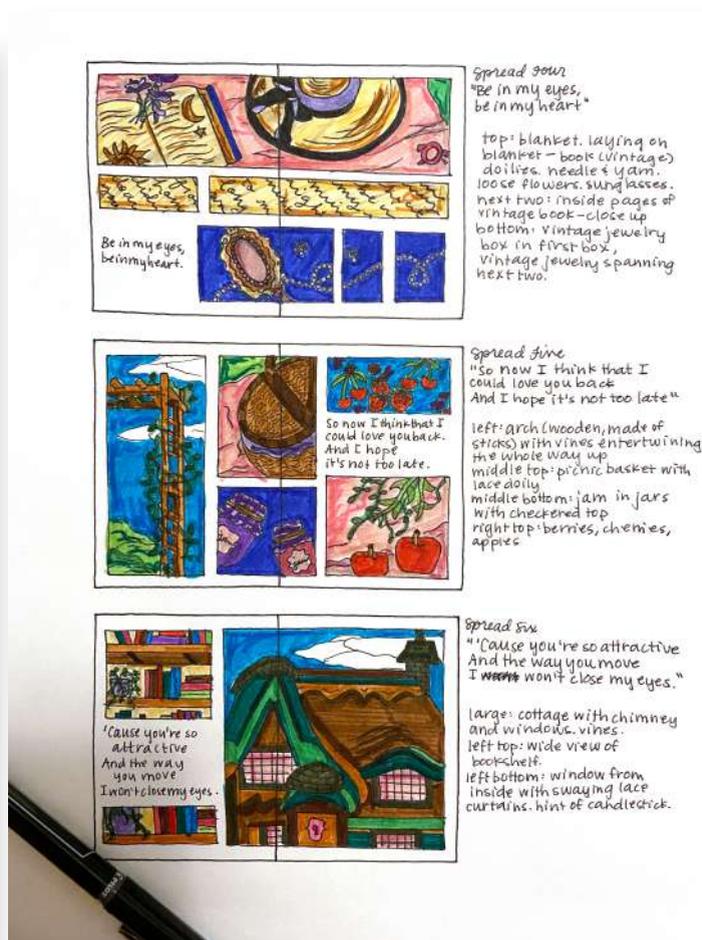
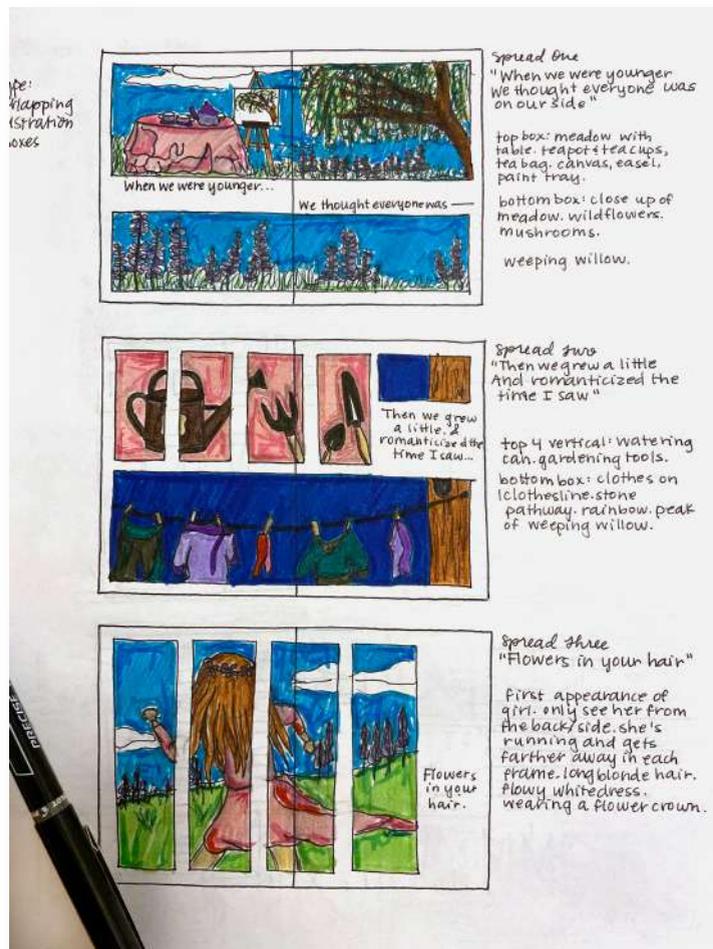
Sketches

With lyrics to guide me, I began the sketching process. I detailed a front and back cover sketch, as well as six spread sketches that kept to the correct size proportions as the final book size.



Sketches

These sketches were roughly drawn using pencil, and then outlined with a black pen and colored with markers to help convey the color palette as shown in the mood board.



COMPING

To begin the process of illustrating this book, I created art boards for each spread of the book. I placed the mood board beside each art board to reference as needed, and then detailed out a complex color palette for every illustration. I stuck mainly to the same five colors, but I used a large shade range of each to allow for shadows, highlights, and further detailing.

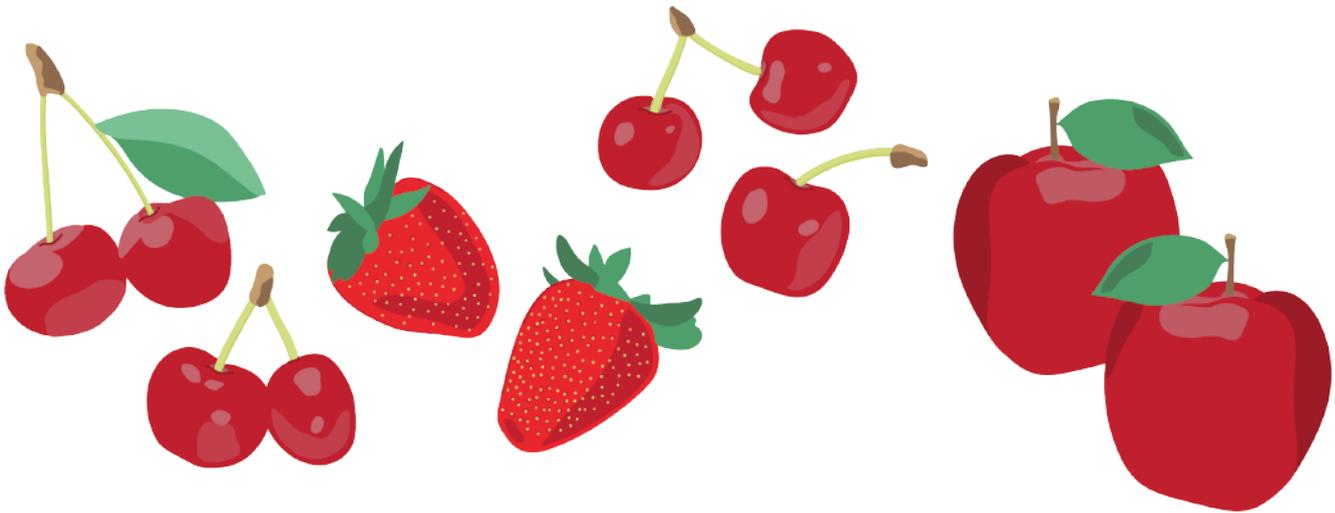
I used the brush tool to begin outlining each element on the page. After I outlined every color of each element, I joined the strokes and filled them. This helped bring life to the pages. Once the whole page was filled with color, I went back and added smaller details that would give depth to the illustration and the story as a whole.

Work-in-Progress/ Revisions

Throughout the entire process, there were work-in-progress discussions with fellow colleagues to talk through changes and how to improve upon the work.



Highlights



FINISHED PRODUCT

The finished "Flowers in Your Hair" illustrated narrative is meant as a coffee table book. The combination of soft colors, dreamy lyrics, and an easy flow gives the book an elegant feel. Showing the flat pages in mock-ups helped bring the story to life.

Flat Pages

Front & Back Cover



Title Spread



Flat Pages

Spread 1



Spread 2



Flat Pages

Spread 3



Spread 4



Flat Pages

Spread 5



Spread 6



Mock-ups



SHOW THE WORLD

Once the process came to an end, it was time to show the world the hard work and effort that was put in to create this book. I uploaded the finished product onto my professional Behance page.

Behance

