

THE DESIGN PROCESS

VINTAGE KITCHEN PRINT SERIES

JOY LENORA DESIGN

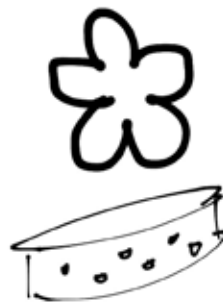
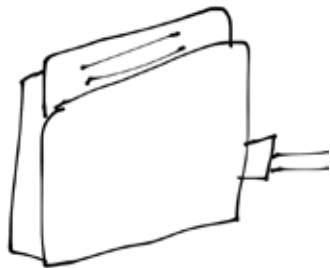
RESEARCH

I began this project by thinking about what I would like to illustrate, what would be interesting to illustrate, and what would feel personal for me to illustrate. Finally, I decided to create a series of digital prints based on my most coveted vintage cookwares and kitchen accessories- things I have always loved and collected. I went to my kitchen and looked through all of my pieces: Old Tupperware, Pyrex, and Fire King dishes as well as my vintage Osterizer blender and Thermos collection. I chose a few of my favorites, and looked up other colorways and collections for inspiration.



IDEAS

I decided to do a series of four prints: A Crazy Daisy Pyrex casserole dish, an atomic-era Kenmore toaster, a set of 70s Tupperware cups and pitcher, and a vintage Osterizer blender. I did rough thumbnail sketches of each before deciding on colors or details.



PROGRESS

I fleshed out each drawing and added color. I did this digitally using my iPad and Procreate. I decided to give them a vintage illustration look by using a pencil tool with a slightly low opacity to highlight certain parts of each drawing, for example, the flowers pattern on the Pyrex dish.



REVISIONS

I decided to add backgrounds to each of the drawings. I went with era-appropriate wallpaper designs for the toaster and Tupperware set, and a solid color background with a few stylized embellishments for the blender and Pyrex, such as flowers and vintage starbursts.



FINAL

With each design finished, I put them into mockups to show how they could be displayed. In this particular case, they are being shown as sets of coasters.

