
The Illustration Process

By Angela Iacono

Sweet Harvest Pumpkin

For my project I chose the tea brand Celestial Seasonings and I chose to redesign the tea called, Sweet Harvest Pumpkin. I was inspired to do a tea that was very fall inspired during the fall. I originally wanted to do the tea that was called True Blueberry however, the ideas weren't as strong as the ones I came up with for Sweet Harvest Pumpkin.



My Brainstorm

ILLUSTRATION

- Illustration for beverage company
 - ↳ CLIENT: Celestial Seasonings
 - ↳ Name of Tea: Sweet Harvest Pumpkin

BRAINSTORMING

SWEET

- Candy
- sugar
- Desserts
- Honey

↓

lollipops • lollipop

- kind/sweet acts such as
 - Hugs
 - affection
 - LOVE

HARVEST

- Thanksgiving
- corn / crops
- Farm
- scarecrow
- Ragdolls?

↓

Thanksgiving

PUMPKIN

- Orange
- Pumpkin Pie
- Halloween
- Jack-o-lantern

↓

Thanksgiving

IDEAS

- Pumpkin girl with plaid/flannel dress on Halloween goes around her farm harvesting candy

↳ Blue berry muffin houses with bear neighbors

Here is my brainstorm for Sweet Harvest Pumpkin. My brainstorm allowed me to stay within the theme. As I was brainstorming I realized that in the end this illustration could be Halloween inspired as well as an Autumn inspired one. This brainstorm helped me a lot and allowed me to get a good base for the upcoming thumbnails.

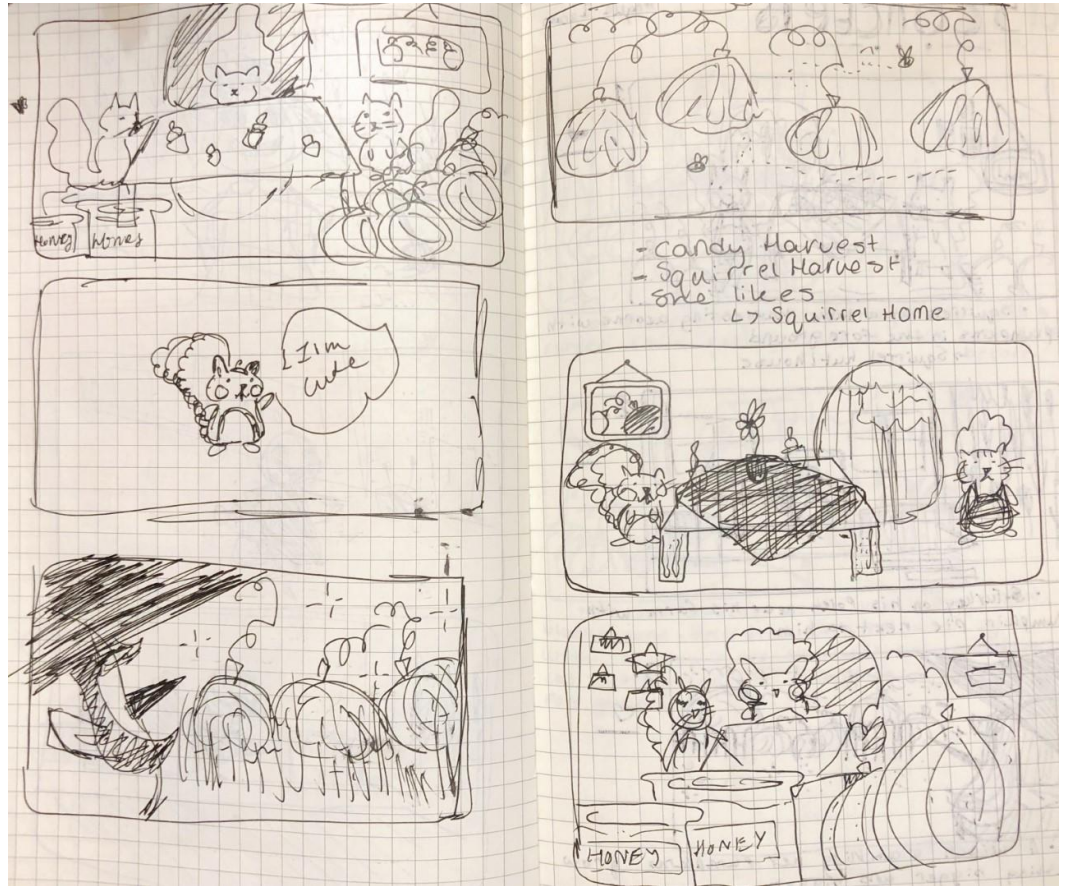
Thumbnails

These are very early thumbnail ideas. I drew these immediately after the brainstorm because I wanted to start sketching. As you can see I focused on this sweet pumpkin girl and played with that idea for a while. I also sketched out a turkey on his porch, along with some random thumbnails on the left side.



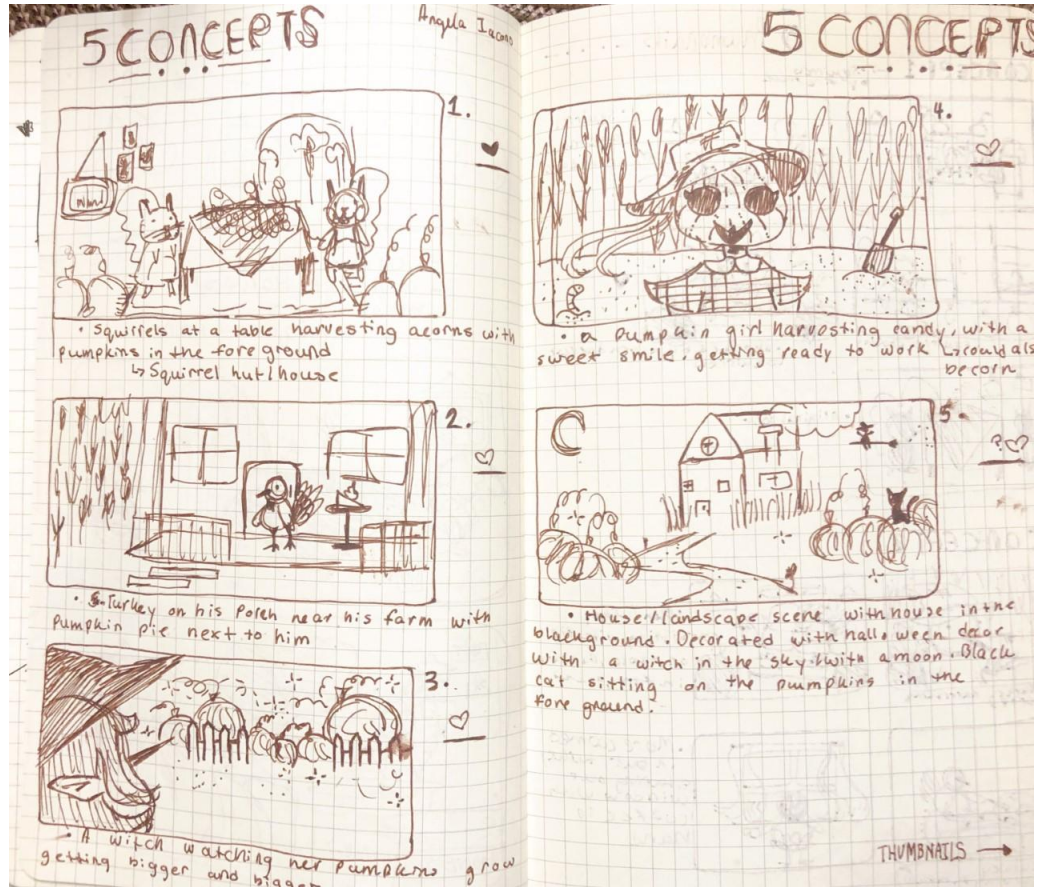
Thumbnails

For next class I further expanded on the sweet harvest pumpkin brainstorm. I fell in love with this squirrel idea and decided to pursue that for the most part. However, I wanted to push myself to come up with something else and came up with this witch looking at her pumpkins grow.



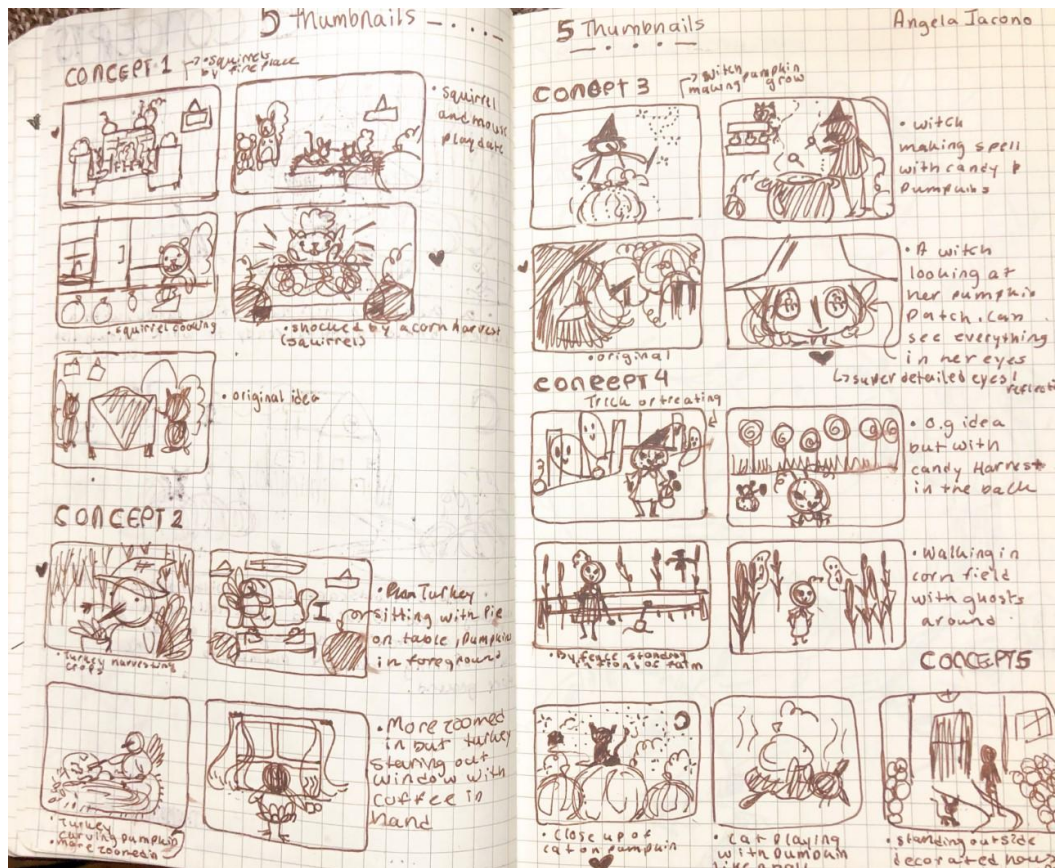
5 Concepts

For the next class we were instructed to come up with 5 concepts and then create at least 4 different thumbnails for each concept. This is where I had the most fun, I really loved elaborating my initial ideas and really fell in love with all of them except concept 5. I believe that these ideas were my best ones and I should have chosen one of these instead.



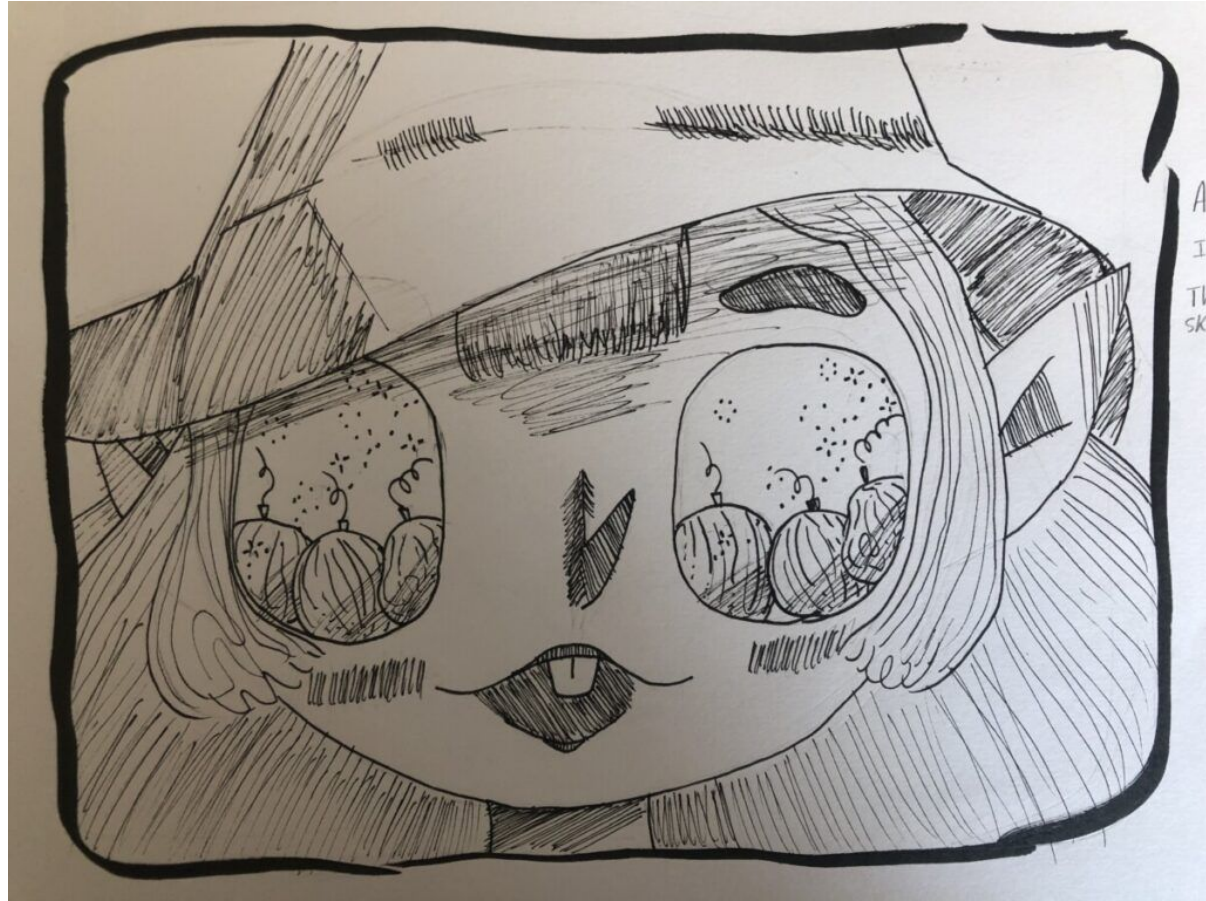
Thumbnails for Concepts

For this part I found it rather difficult to come up with four different ideas from the concepts. I really stretched out everything I had and really tried not to be cliché or make it look like the original artwork. I believe my strongest thumbnails were in concept 2 and concept 3. Eventually I had chosen the last thumbnail from concept 3.



Sketches

Here is my first initial sketch I did for the chosen concept. I was really excited at first to make a close up drawing of this witch character I had drawn. People suggested that my witch character looked like a rabbit and even though they said that I didn't change her design because I liked it. In this sketch you're supposed to see the reflection in her eyes of the pumpkins glowing and growing. I would struggle to further elaborate on this idea in the future.



Sketches

After our breakout rooms one of my classmates suggested that instead of a reflection in her eyes of the pumpkin I could make her pupil the pumpkin. I thought this was a really clever idea so I stuck with it. I decided to give her a new eye shape to avoid any confusion that she was an animal and thought the pointy ears and buck teeth wouldn't hurt me anymore because of it.

I had a lot of fun sketching this out!



Tight Sketch

For my final outline I took out the grey and really focused on the lines and making this pure black and white. I was worried about the way this looked because I felt like the grey really helped push this character and didn't make her so flat looking. It was at this stage that I realized that maybe my concept didn't fit the Sweet Harvest Pumpkin idea very well.



Value Study

Here is my value study, I only did one because I thought this was good enough and I could stop here. I should have done more and played with lighting more however, I really liked this one and even considered it to be my final illustration.



Color Comps

When we were allowed to use color I was really excited because I hoped that the colors would convey the theme better than the black and white. I first tried out two monochromatic concepts, one being green and the other being purple. As I thought more about color I realized that I wanted to go with a triadic color scheme. Those colors would be orange, green, and purple. I thought those colors would help me convey that she is a witch, and help convey the sweet harvest pumpkin theme.







What Would I Do Differently?

Although I loved how my final illustration came out with the colors and all, I think I should've chosen a different concept to pursue. I was so focused on staying far away from the original concept that I think it hurt me a little bit in the process. I think my illustration doesn't really say Sweet Harvest Pumpkin because it was so zoomed in and there wasn't much I could do once I changed her eyes. I think I could've pushed myself harder through the thumbnail process and I should've chosen Concept 1, the first one I came up with.
