Analogue Interactive Project
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Design Narrative

Project Description

In this project I created a book illustration in black and white to be a children's coloring book. The book is 23 pages long, consisting of a colored cover and 22 pages of story plus illustrations. The final version of the internal pages were crafted using India ink and a brush. The cover coloring is a combination of India ink, markers, color pencil and acrylic paint.

Assignment Parameters

This project was a non-digital interactive project. The project could be a board game, a chose your own adventure book, a card game etc. as long as it was non-digital and involved interactivity. The assignment not only needed to be rendered complete but also have a play test completed. Results from the play test needed to be compiled and analyzed.

Research

Before crafting a hand illustrated book I took an illustration class through SCAD eLearning. The class was ILLUS 701 Illustration Techniques I. In the class we were guided through many traditional mediums and techniques in using them. This class laid the foundation to be confident in creating a children's book illustration. Beyond the class much time and research was involved in look development; characters and environments. references and sketches helped shape the final look of the project.

Target Audience & Competition

The target audience would be revealed through testing. While I assumed the target audience would not be any older than 8 or 9 years of age nor younger than 4, testing would reveal the truth. Through the testing stage of the project it was clear that the youngest subject (4 3/4 years of age) barely got through the 22 pages of the reading part of the story. The 4 yr old also didn't understand the theme of the story, friendship. The 10 year old read the story, liked it, but seemed a bit disinterested. The ages tested in between 4 and 10 were very receptive to the story and coloring.