



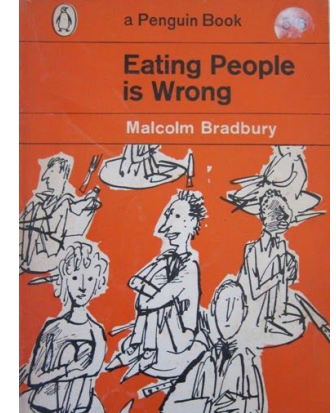
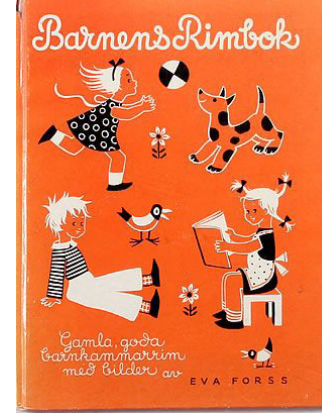
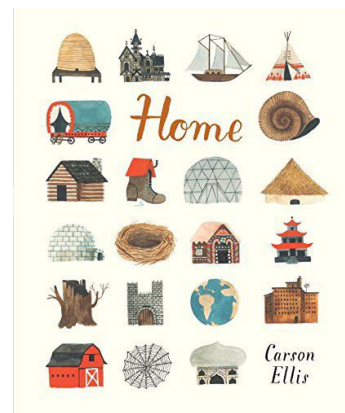
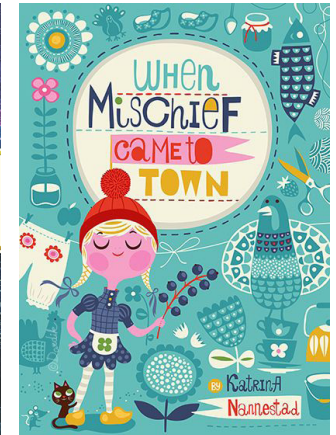
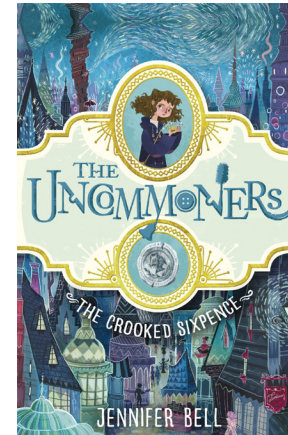
Capital Yarns

Book cover illustration
Concepts – Stage 1

SEPT 2018

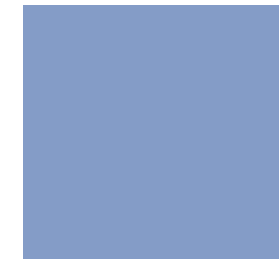
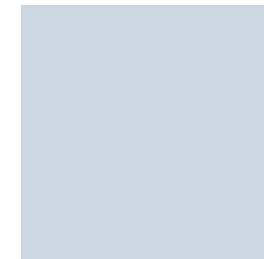
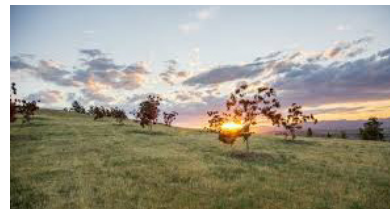
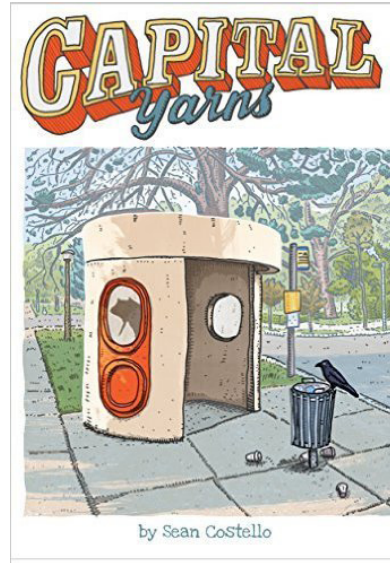
Research

- Book covers
- Editorial Illustrations
- Mix of styles, mostly with a retro /nostalgic feel
- Organic, hand drawn or traditional printing styles – have more personal feel which ties in with the idea of local stories
- Minimal colour palette works well for many objects (eg 2-4 colours)
- Title to sit over shape or solid colour background for clear visibility



Colour Palette

- Based on colours of existing Capital Yarns title logo
- Earthy, organic
- Retro, warm, nostalgic, friendly
- Inspired by sunsets, autumn leaves, Canberra seasons, mix of urban and bush landscapes



Preliminary Sketches

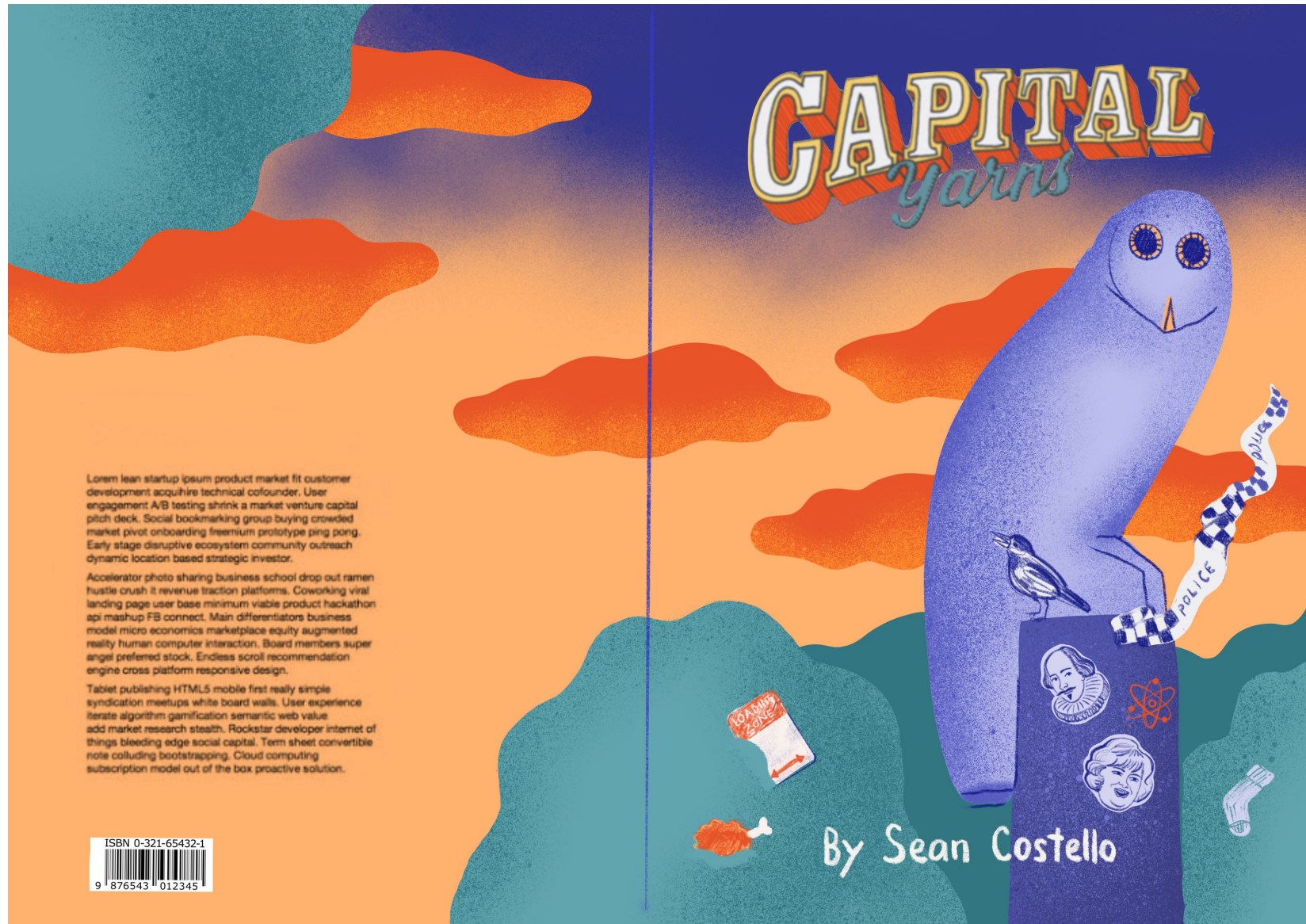
- Based on list of key items from each story
- These can be used as basis for chapter 'icons'



Concept 1: Belco Owl

- Focus of composition is Belconnen Owl
- Sunset and trees in background
- Hint of other elements from throughout the book are included in the form of grafitti, paste-ups and nearby litter
- Playful jab at the vandalism the owl receives on a regular basis (penis drawings etc)
- Soft abstract illustration style, flat shapes with shading

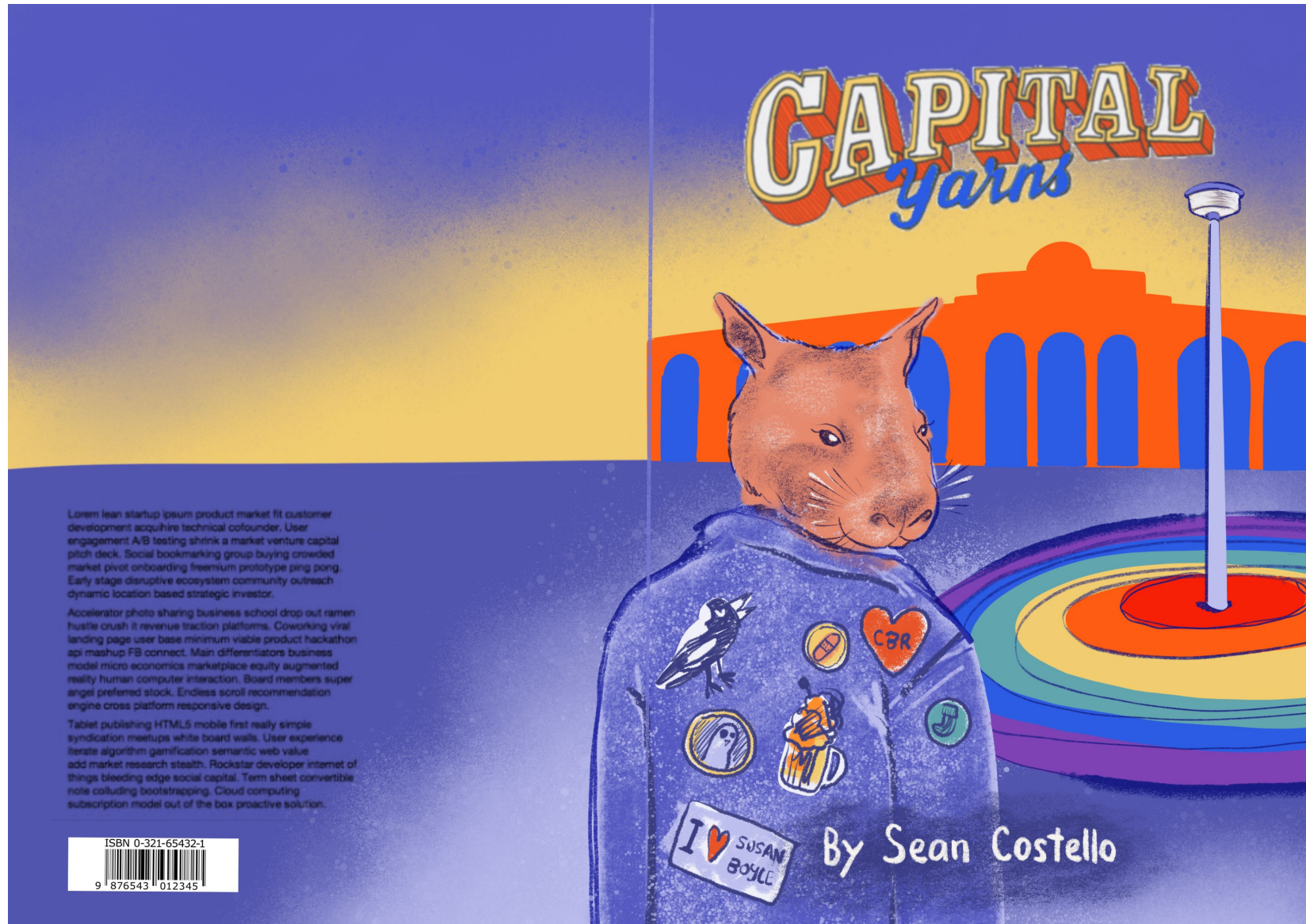




Concept 2: Rainbow Roundabout

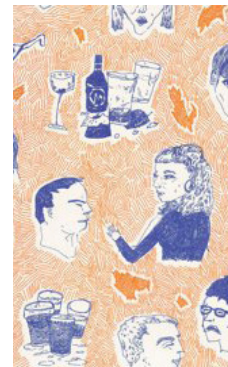
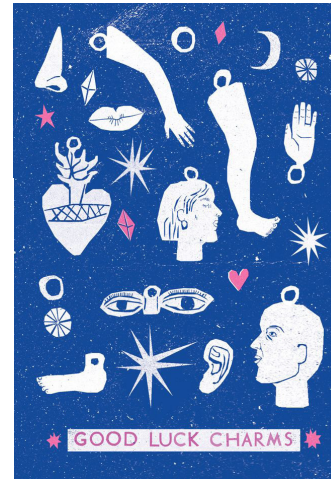
- Rainbow colours slightly toned down to match colour palette
- Inspired by Braddon's 'hipster' stereotype
- Combines hairy nose wombat + rainbow roundabout
- Incorporates other elements in the form of patches and pins on the wombat's denim jacket
- Streetscape can continue onto back cover
- Style could be more linear or flat shapes (can try different options)





Concept 3: Montage

- This concept includes many objects/items rather than focusing on one or two
- Minimal colour palette creates cohesion despite there being many elements
- Shape behind title helped to give structure/balance to the layout and provides clear legibility
- Style is based on risograph, letterpress, and screenprinting techniques where there is a deliberate slight offset creating interesting overlapping colours. Mix of solid colour and rough 'chalk' texture







Thank you



M: 041 061 7411
hello@poyostudio.co