

Monsters, Marketing and Magic
Senior Thesis Defense
by Madeline Ames

Over the course of senior year given the unique circumstances of the academic year, I used the rare opportunity to work on two independent projects that culminated in my overarching thesis:

The Unfamiliar and Unknown are filled with limitless potential, and it is my intention to explore those reaches and bring a new wave of in-human intrigue to the public consciousness.

Beginning in the fall, *Maelstrom* is the name I gave to a series of monster themed licensing collections I had planned as an on-going project to continue post-graduation. Myths and monsters are a timeless subject that keeps its place firmly rooted in the market. In my personal research, I've seen a distinct lack of variety in the commercial depictions of the recognizable creatures. In creating *Maelstrom*, I seek to introduce a new and diverse selection of mythical creatures that appeals to a wide audience looking for outlets of self expression. My intinial collections featuring the Celtic deity: Cernunnos, The Korean Hu Li Jing trickster spirit, and the twin wolves of Ragnarok: Skoll and Hati are each tailored to appeal to personality archetypes through the chosen color and shape language.

Along with focal subjects, I also wanted to include different levels of product accessibility depending on the extent a consumer wishes to express themselves. Clothing and home goods for bolder individuals, and smaller accessories like enamel charms and pins for those who prefer keeping their interests closer. This leveling was also done for financial accessibility as well. In the future, I plan to expand the collections to further mythologies that are less familiar in the public consciousness, like the African Tokaloshe, Australian Bunyip and Scottish Nuckelavee to name a few. Even some fan favorites like the North American Mothman will appear in future works. *Maelstrom* is formatted to be added to at any point in the future so that it can be both diverse and relevant to shifting interests and markets.

For my spring BFA I set my goal on a subject both opposite and parallel to Maelstrom. The concept of monsters and magic resonate deeply with me because the archetypes are, by nature, beyond human. They are an expression of a type of freedom from human limitations and by extension: human expectations as well. The *Harakran Family Archives* is my interpretation of a bridge that spans between the two poles, as well as an opportunity to showcase a world that is entirely self generated and developed. The entire collection of work is presented as a high-fantasy journal authored by a single father recording the world around him for his daughter, whom he fears his time with is short. All too often, the focus of fantastical settings is on the grandeur and scale of the unfamiliar world you are thrust into. I intend to provide the same experience through a more intimate setting by introducing The Lands of Ourois through the eyes of someone much smaller. It is meant as an interactive journey in which the reader gets to know the world intuitively through a human eye.

As a part of the journey, tarot cards are used to enhance the perspective we have on Nesreddin as a character. Why begin with Justice? The archetype of the 9th house was not only the clearest image in my mind when considering the depictions but also fit perfectly for the narrative. The card, when drawn upright, stands for justice without bias that cuts to the core of the given issue. It seeks the fairest decision untainted by outside appearances and influence. When drawn in the reversed position, it stands for dishonesty, lack of accountability and the inherent flaws within a legal system. Nesreddin is the victim of injustice doled out by a corrupt official set on choking the flow of information. As a result, the act destroys a family and robs a little girl of her childhood. Using the visage of a regaled wild boar was inspired by medieval boar hunts. As the ultimate test of a hunters skill and determination, if one did not respect the strength of a boar the encounters were most often fatal. Boars will sniff out hubris and punish the prideful. Standing as a stark contrast to the laws of man's morality, the law of beasts is far more absolute.

The best way to get to know people is to hear their stories - this is the idea behind the constellations that decorate the skies. Stories are an integral part of being human that connects us across all obstacles, therefore it is only fitting that we be introduced to the Land of Ourois in the same manner. I wanted to emulate a faux woodblock print in order to keep a rustic feel to the illustrations. With no further rendering past linework, any secondary forms and textures were suggested by the hatch marks to both solidify the feel, and to establish a style principle that will

make it easier to incorporate future stars into the greater cosmos. Along with the circular arrangement of the constellations, the feeling of standing under the dome of a planetarium was very important in the development of the piece. The resulting animation is intended to be viewed similarly to looking up at the actual night sky, maybe on a nest of blankets with friends to share the experience with.

As it stands, The Harakran Family Archives is incomplete and will continue to grow along with its narrative to act as an inclusive portfolio piece to show the range of skills I am able to bring to the table. Its story is still being written, and it is the adventure of it that will make it all the more satisfying when this particular tale comes to an end.

Madeline Ames

2020-21 Fall/Spring BFA Defense

MAELSTROM

Thesis Statement

The Maelstrom Series is an expansive collection of works intended to showcase world mythology and familiarize the public with myths and monsters. Each series is formatted as an Emblem, Patterns, Assets and Enamel Pin.



WILD HUNT

The Wild Hunt Collection features the mysterious horned god in celtic polytheism: Cernunnos. He exists as a sort of enigma within formal mythology due to the scarcity of literature that detail his role in the celtic pantheon.

Despite this, a narrative has still been formed around him.

Forest Lords Emblem

The focal image of the collection uses the most recognizable associations accredited to the Wild God.

Cernunnos stands as a God of Animals, Nature and Travel. Pop culture has also made him a God of Hunting, given his association to Stags, Horned Serpents and Dogs (In this case, Wolves).

He is a symbol of Mystery, Nobility and Danger.





Hearts Root Pin

The Hearts Root pin features a Golden tree of life growing from the viscera of a heart. Additionally, a serpent coils around the organ - tying the design to Cernunnos through animal association.

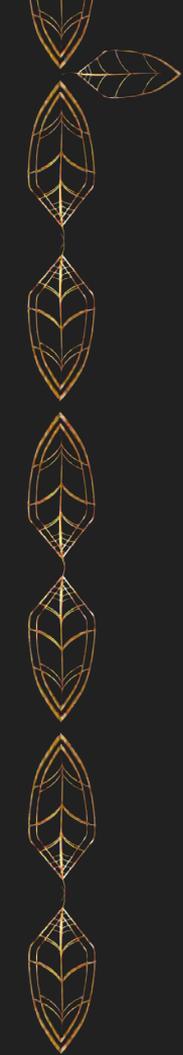
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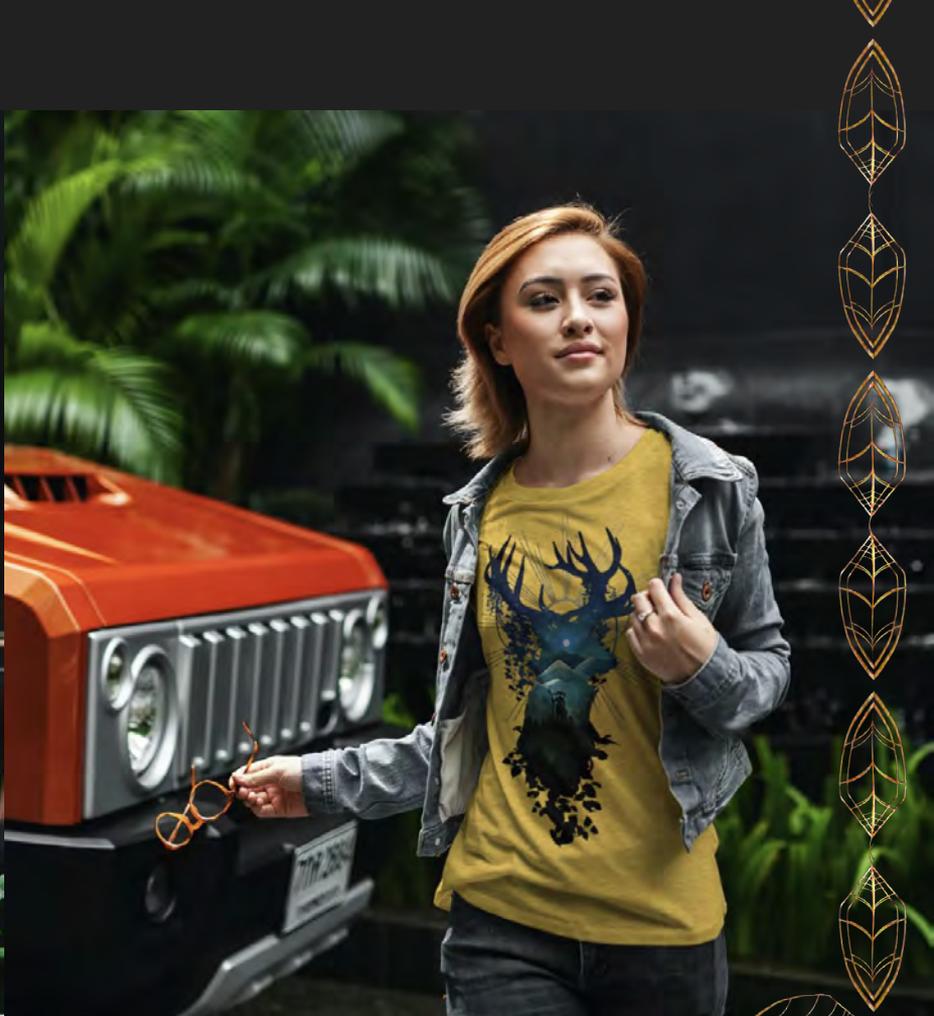
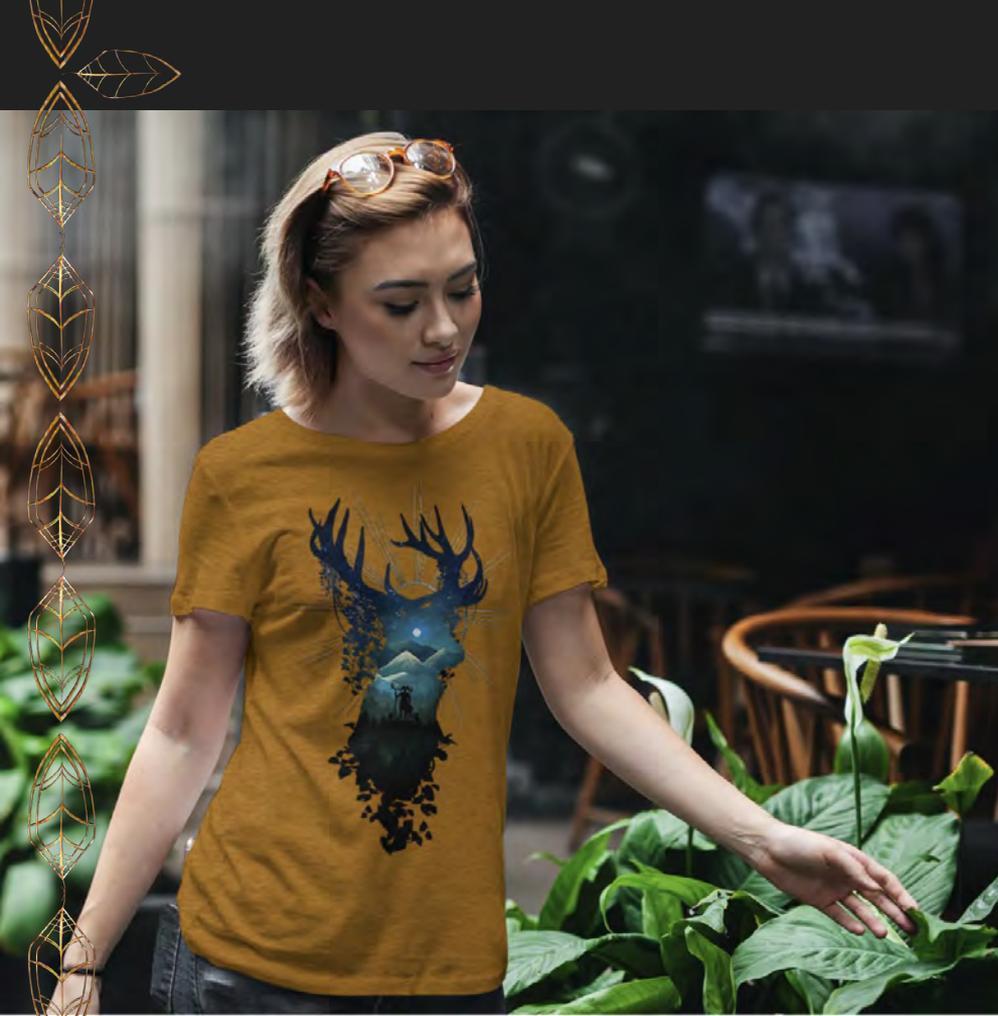


Autumn Sun

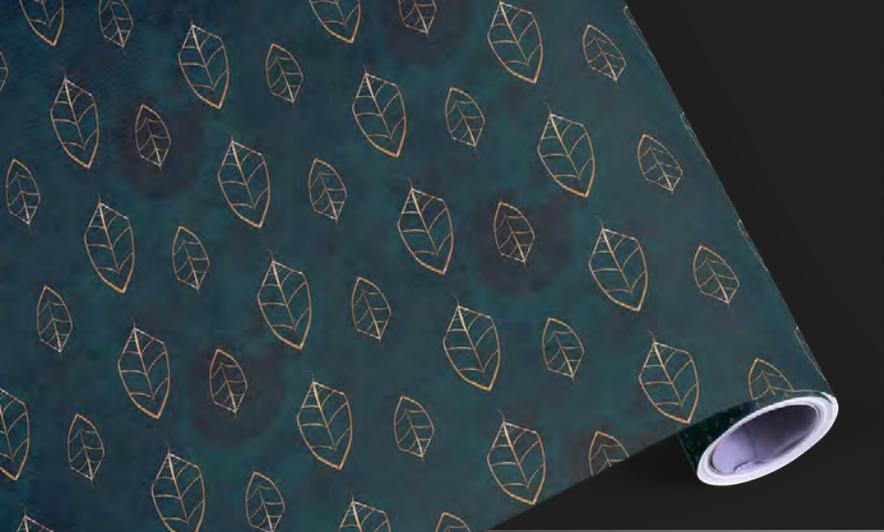


Gilded Leaves







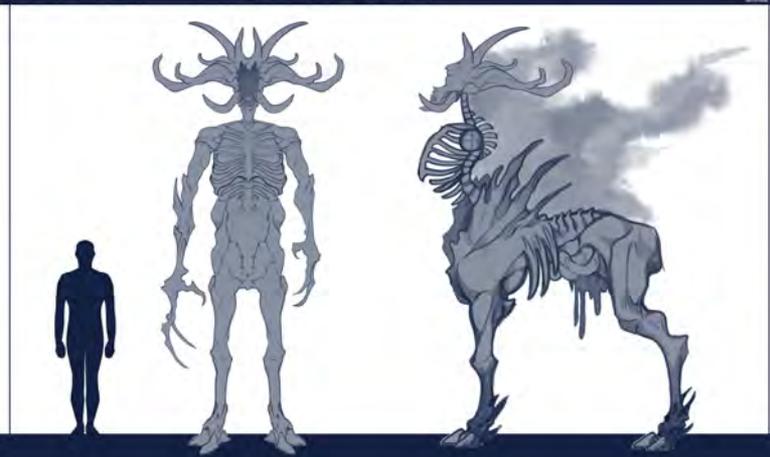




СЕРНУННОУ VER. #1 FOREST LORD



СЕРНУННОУ VER. #2 MIEN HUNTER





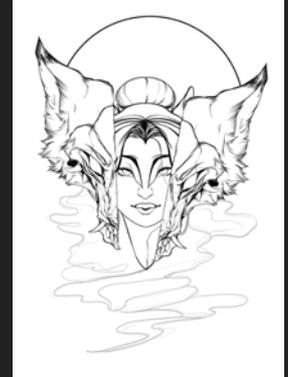
Laughing
Flames



The Fox Demon

A shapeshifter whose power grows with age, the Huli Jing is a traditional bringer of luck - both benevolent and otherwise. It depends greatly on the story being told. As a shared archetype, fox spirits appear throughout East Asia literature.

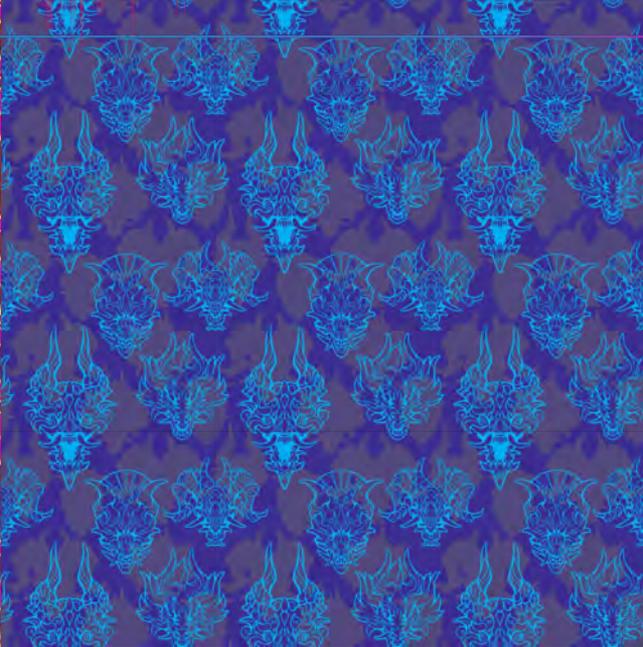
Japanese Kitsune - Korean Kumiho - Vietnamese Ho Ly Tinh



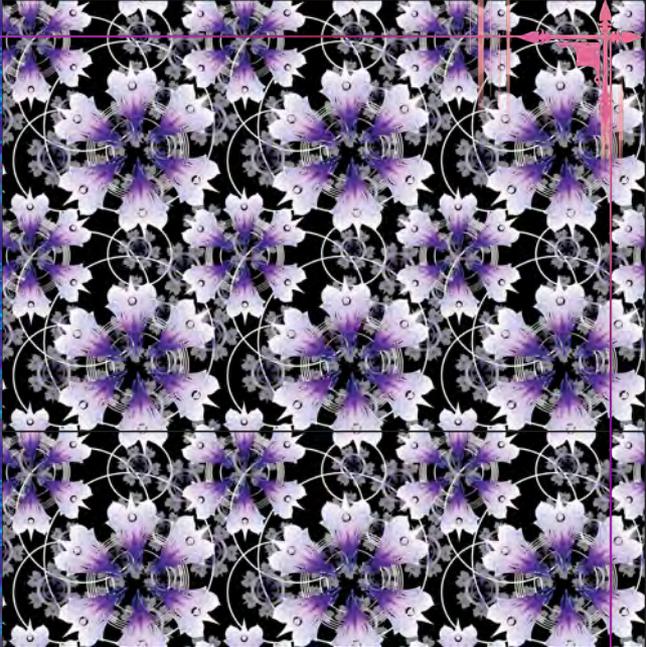




Sharp Teeth



Thing in the Shadows



Fox Flower

Oni's Guise Pin Set

A collection of 4 oni masks that each embody a different element and style





GOD EATERS

The Twin Wolves Dichotomy of Nordic Mythology

*Sköll heitir ulfr,
er fylgir inu skírleita goði
til varna víðar,
en annarr Hati,
hann er Hróðvitnis sonr,
sá skal fyr heiða brúði
himins.*



*Skoll is the name of the wolf
Who follows the shining priest
Into the desolate forest,
And the other is Hati,
Hróðvitnir's son,
Who chases the bright bride
of the sky.*

Skoll

SKOLL (pronounced SKOHL) is the first wolf mentioned in the poem as the one who chases the “shining priest” - the Sun, across the sky.

His name translates to “The One who Mocks”. While literature tends to agree that he chases the Sun, a clue in the poem suggests the opposite.

The noun used in Skoll's portion: “godi” also “priest”, is masculine. This suggests that Skoll seeks to eat Mani, the Moon.



Hati

HATI (pronounced HAHT-EE) is the wolf who chases the “Bright Bride”.

His name translates to “The One who Hates”. Like his brother, the noun his prey is given: “brudr” or “bride” matches the feminine Sol.

The two sons of Fenrir keep a tenuous balance by pursuing the celestial bodies.

When they succeed in their hunt and devour the Sun and Moon, it marks the beginning of the Norse end times:

Ragnarok.



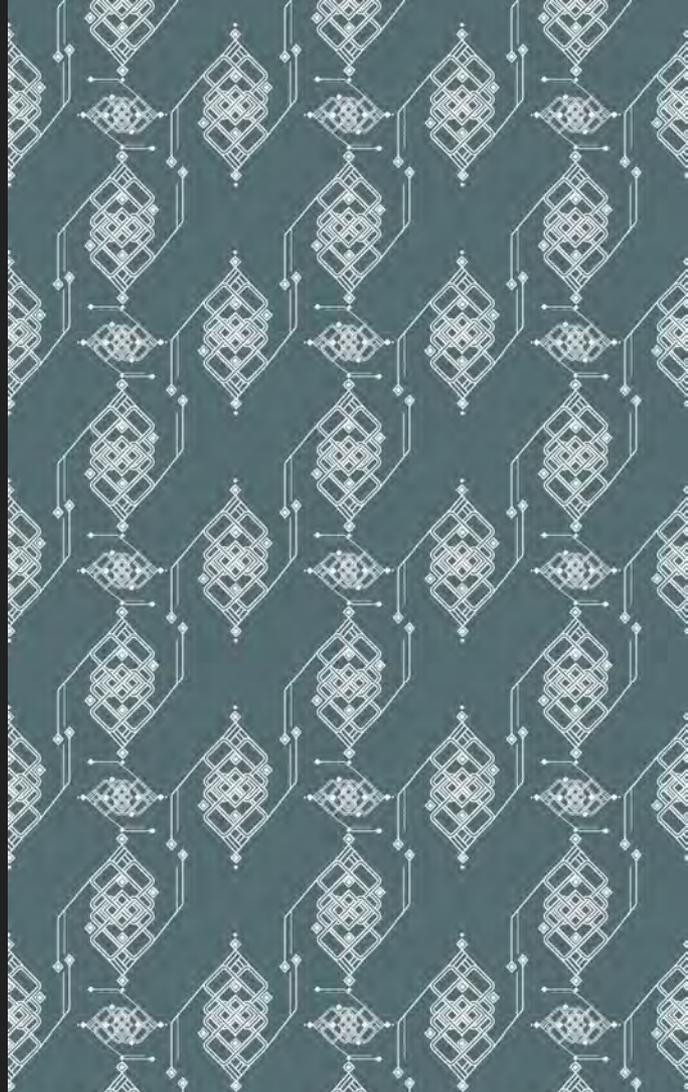


Frostbite and Flames

Sunbleed



Glacier Runes



HUGINN AND MUNINN

The two ravens are often referred to as the Eyes of Odin himself. They traverse Midgard each day to bring both knowledge and secrets to the AllFather.

Their names translate to “Thought” and “Memory” respectively. Odin cares deeply for the birds, yet he favors Muninn – as suggested in another poem:

“O’er Mithgarth Hugin and Munin both
Each day set forth to fly;
For Hugin I fear lest he come not home,
But for Munin my care is more.”

Translation by Henry Adams Bellows



Wanderers Cloak Pin

Etched copper disk depicting both Ravens surrounding the Norse Compass (Vegvisir) within Odin's remaining eye; finished with a patina treatment.

Displayed on Achillea Pashmina Shawl





Where do we wander next?



Obscure Creatures

- Scottish Nuckelavee
- Australian Bunyip
- Slavic Leshy
- African Tokoloshe

Personal Interpretations:

- Himalayan Yeti
- European Vampires and Gargoyles
- North American Mothman
- Roman Chimera



THANK YOU
AND
GOOD TIDINGS

The Hárakrán Fámlly Archivés

An Exploration in World Building

Preface

A Physical collection of short stories and observations.

Presented as a scrapbook/journal that the characters would have kept as a collaborative family heirloom to record their presence and unique micro culture.

Through their experiences, we the audience will be organically introduced to a world of magic, mystery and wonders beyond just one plane of reality.





Thesis

High fantasy media focuses on the hero and the unobtainable. In response, I'd like to provide a more intuitive and intimate experience where we learn about a living, breathing world through the eyes of single father trying to raise his young daughter.

“The *Harakran Family Archives* is a journey in the making meant to showcase the breadth of subjects that go into world building.



My Little Starlight,

I sincerely hope you never read this letter.

Where ever you are - whenever you are, I can only hope I gave you all that I could

I owe you the truth. I suspect you might've known for a while, but I could never be sure. I never wanted it to worry you.

Long, long ago, I angered some power officials back in Deneval when I learned something I should'nt have. They reasoned I would share that knowlege with our rivals and that power would lead to war. That's actually how I met your mother - she was sent to kill me. However, along the way, she and I decided to carve our own path instead. She gave me back my life, and a few years later she gave me you. I wish she and Abati were here for you now. I wish I could have protected her too...

There are things I have done that I look back and wish I had done differently. But I do not regret any of it. Everything I have done has been to keep you safe.

If you are reading this, then that means that I have failed you.

Whatever my fate is to be, I want you to remember one thing above all else: I love you, my little starlight and no matter how far I am from you, you'll never truly be alone. Just look to your mothers star - you know the one, right next to the Sleeping Bear - that's where I will be.

Keep Allegro close; care for him and he will care for you. Never stop dreaming, starlight.

With all of my love,
Baba





Wanted:

For the illegal possession of forbidden magic, flight from authorities, the retrieval and arrest of one Nesreddin Harankah has been ordered by decree of the Devall Council of 9.

The Raven and the Rogue

Once there was a Master Thief who roamed the lands in search of riches to steal. One day he happened upon a grand castle by the likes he'd never seen before. The Thief knew better than to rush forth without a plan. He spied a black bird, and from his bag of stolen goods he drew a scroll of magic. He cast the spell and the bird grew larger, its eyes became clear and clever, and the lingering magic seeped into its feathers.

Creature, I name you Raven, and for my gift you shall be my eyes. Fly now beyond the castle walls, and bring me news of my enemies.

And so Raven did just that, and returned to the Thief when the sun bowed low.

Sir, I have done as you've asked and I come to share what I have seen. The men dressed in metal dance all day long around the grounds. The ones high up in the towers watch the skies for birds just like I. In the courtyard are braying beasts of burden, pulling carts and shiny things. They wear silks and strings of gold, while they prance about like kings.

The thief heard this and could not believe his luck, to learn his quarry was so carefree. Excited but wary, the thief elected to wait and plan his scheme. He sent Raven once more; The guards still danced their dance, the lookouts kept looking, and the beasts still brayed under their burden. For three days and three nights, Raven returned each time to bring the thief the same news.

Confident at last, the thief saw fit to take the castle's fortune. He scaled the walls of the castle and dropped to the ground below. There, he realized his mistake.

The dancing guards had been busy marching their rounds.

The lookouts in the towers had in fact spied the thief in the days before.

The beasts had not been brought to ferry gold, but instead the marshall to lay in wait, clad in their shining coat of arms.

When he was thoroughly beaten and clad in chains, Raven returned to the Thief a final time.

Hoecid thing, why have you betrayed me? You told me I had nothing to fear of my enemies!

Raven's feathers ruffled with amusement at the thief's cry.

You bade me seek out enemies, and I found none. I saw what I wanted to see.

You heard what you wanted to hear.





Keshmaar

Deneval

Drolava

Narcosq

Salt Straights

Oknuar

Buvia

Tolyhia

Thundermouth

Lesq

Ouros

Justice

The 9th House

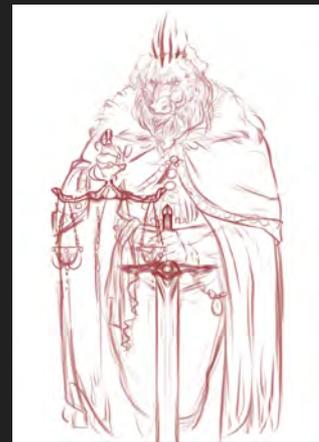
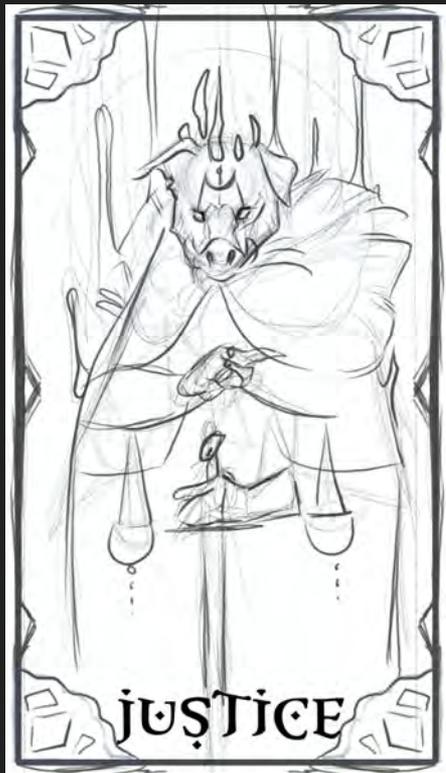
Every magician, one point or another will create their own deck of tarot cards to act as their conduits.

Representing both the fairness and lack thereof found in legal proceedings. As Nesreddin and his daughter are victims of injustice, it is fitting that the first card to be featured is the Archetype they need.

Inspired by medieval hog hunts, hunting a wild boar was the ultimate test of strength. If one did not act honorably and treat the animal with respect, the boar would snuff out both their hubris and their life.

The law of man is convoluted and corruptible. Nature is no such thing. The law of beasts is absolute, doling out fair judgement in a greater sense beyond us.





The Pursuit of Justice - Sketches



The Astrology of Ouos

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THEOSTALLIS

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Life and Death.

PENELOPHI, THE SACRED MOTHER

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BUULA, THE VOID UNFETTERED

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THE GATEKEEPER

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THE SLEEPING BEAR

You can always tell when winter comes early because you can see The Sleeping Bear in the sky at night. Visually it's only her cub frolicking among the stars, playing to its heart content. But it's mother always returns when the winds turn cold, and she'll appear to swaddle her baby through the winter months.

Visually, The Cub is the group of stars that are visible year round. The Mother is marked by a single bright star that makes the hump of her back as she curls around her Cub



Periphei,

I saved this one for last - I know it was always your favorite.

Your mother and I used to joke about all of the close calls back in the day. Believe me when I tell you some of the situations she'd find me in were ones you'd expect to read in comedies. There was one time on a fishing vessel in a black port. The fact that her familiar cannot stand the smell of eel is probably one of the reasons I am alive... and why I don't eat eel anymore.

Every magician has their own type of magic - hers is divination, but not like anything I've seen back home. She was the only hunter who could ever find me because she had the literal stars on her side after all. Who would have guessed a barred fish could get in the way of the heavens?

Maybe we should pick out our own stars someday, there's got to be a comfy spot somewhere in the sky.

- Goodnight, my little starlight

The Lion and the Hare

A long time ago, in a land far away from here where the sun burns in the sky, there was a mighty Lion. The Lion was the best hunter her pride had ever known. She was the lightest of steps, the keenest of sight, and as swift as the wind itself. There was never a hunt where she missed her kill, and her pride grew strong under her rule.

One day, the Lion saw a Hare running around her kingdom. She knew it was not one of her pride, for the Hare ran without fear. The Hare did not know on whose land he traveled, so the Lion saw fit to teach him. She chased the Hare over hill and through canons, past rivers and through all the trees of her kingdom. Soon, the Lion forgot why she chased the Hare, and their chase became a game. Neither of them were tired though they had run for days, and they only laughed harder as they kept running.

One day, The Hare thought himself clever, and dug beneath the dirt and soil into a hole to hide. He planned to dig his way behind the Lion and pop out of the ground to trick her. He heard the Lion looking for him above the ground, but then he heard nothing at all. That is strange,' he thought. 'A lion cannot possibly disappear into the air'. The Hare poked his head out of the ground to see, but a great paw caught him by his long ears.

The Hare looked into the victorious eyes of the Lion and was enchanted. 'I have never met one who could catch me before', the Hare said. 'I have never met one who could give me such a challenge', said the Lion. 'Should you allow me, I would love to chase you again and again, Hare', to which the Hare replied cheekily: 'Should you have me, I would love to be caught again'.

With that, the Lion let go of the Hare's ears, and once more they ran across the land, laughing each step of the way.





The Glass Desert and Oasi

A vast desert of glass where the only escape from the sun is on the floating islands that hover in the sky. The only way to reach them is to find the right reflection to phase through.



The Dream Gardens

A mysterious realm shaded in a perpetual night. The rift between Ouros and the Magic realms is weakest here, and is the most expensive realm due to its rapid expansion outwards.

Home to the Root Brides - faceless creatures who appear to lost travelers. Brides will grant wishes if a gift is given in return - as noted by the childish braids that can be found in their manes. Most encounters have been recorded by children speaking about their imagined friends.

Such records from adults are exceedingly rare.



Where to next?

What Not to do when Being Hunted

- More details to how Nesreddin evaded countless pursuers, and how he learned to survive the hard way.

Bartering Across Borders

- A look into the economic structure of Ouros, trade routes, and regional specialties.

Among the People:

Becoming a Chameleon

Delights and Delicacies

- Reviews of culinary tendencies and customs throughout the lands of Ouros, as well as the most...interesting morsels Nesreddin has come across.

Cartography Between Dimensions:

- a) The Stalks, and Those Who Stare Back
- b) The Hunting Grounds

The Art of Bottling Lightning

- A step by step guide on how to channel storms and contain lightning in a safe, usable form.

Buying your life back over Tea:

The Value of Charisma

- Recollections of the times when Nesreddin and Krephusa crossed paths during the bounty period.

Remembrance

- Periphei begins to continue the book where her father left off.

Q & A