

HALLOWEEN
GREETINGS



Variety
Greetings



Emily Foote

Halloween Greetings and Variety Greetings Artist Statement

Who says only children can enjoy cute things? My projects *Halloween Greetings* and *Variety Greetings* challenge the stigma that cute media is only to be consumed by and enjoyed by children, when in reality adults enjoy cute things just as much as kids do. There is a hole in today's market for cute stationary and surface design marketed towards adults.

When approaching my fall project, *Halloween Greetings*, my main objective was to create a licensing collection that fills the void for cute themed collections that are not exclusive to any particular age range. I noticed a lot of the Halloween merchandise geared towards adults is mostly horror themed and most of the cute halloween merchandise is reserved for children, when in reality adults enjoy cute things as well. After realizing there was a hole in the market for cute Halloween themed illustrations, I was determined to create an inclusive Halloween collection that is marketed towards no particular age. When approaching my fall project, I visited Target for research and was heavily inspired by the collections they produce which usually come with a variety of matching items, such as wall art, decorations and stationary.

For my spring project I wanted to create a stationary collection that tackled this same age inclusive idea, but was also consumer ready. Inspired by a variety box of greeting cards my mom had stashed away in her closet ready to go for any occasion, I chose to create my own collection of variety cards. Considering current events, online shopping has been more important than ever, and consumers will do anything to avoid going to the store. My project, *Variety Greetings*, aims to solve this problem and provide the consumer with a collection of cards stashed at home, saved for a variety of different occasions.

In my research I found a void for cute media for adults just about everywhere, including stationary, decor and licensing products. The goal of these projects is to fill the void in the market for cute illustrations marketed towards no particular age range, and can be enjoyed by children and adults alike. I wish to create works that make people happy, and invoke a childlike feeling for all ages to enjoy. My work is age inclusive and to be enjoyed by everyone

Thesis

- I researched different markets of illustration to create a collection of Halloween themed illustrations and a collection of cards for a variety of occasions and celebrations while utilizing handmade textures combined with my digital process to fill the market void for cute illustrations that aren't exclusive to a specific age range.



Who says only children can enjoy cute things?
There is a hole in today's market for cute stationary and surface design marketed towards adults, but when in reality adults enjoy cute things just as much as kids do.

Market



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HALLOWEEN GREETINGS



My Goal



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After realizing there was a hole in the market for cute Halloween themed illustrations, I was determined to create a Halloween collection that is marketed towards no particular age.

Greeting Cards







Witch Design



Alternative “Harvest Witch” Color Palette







Inside card

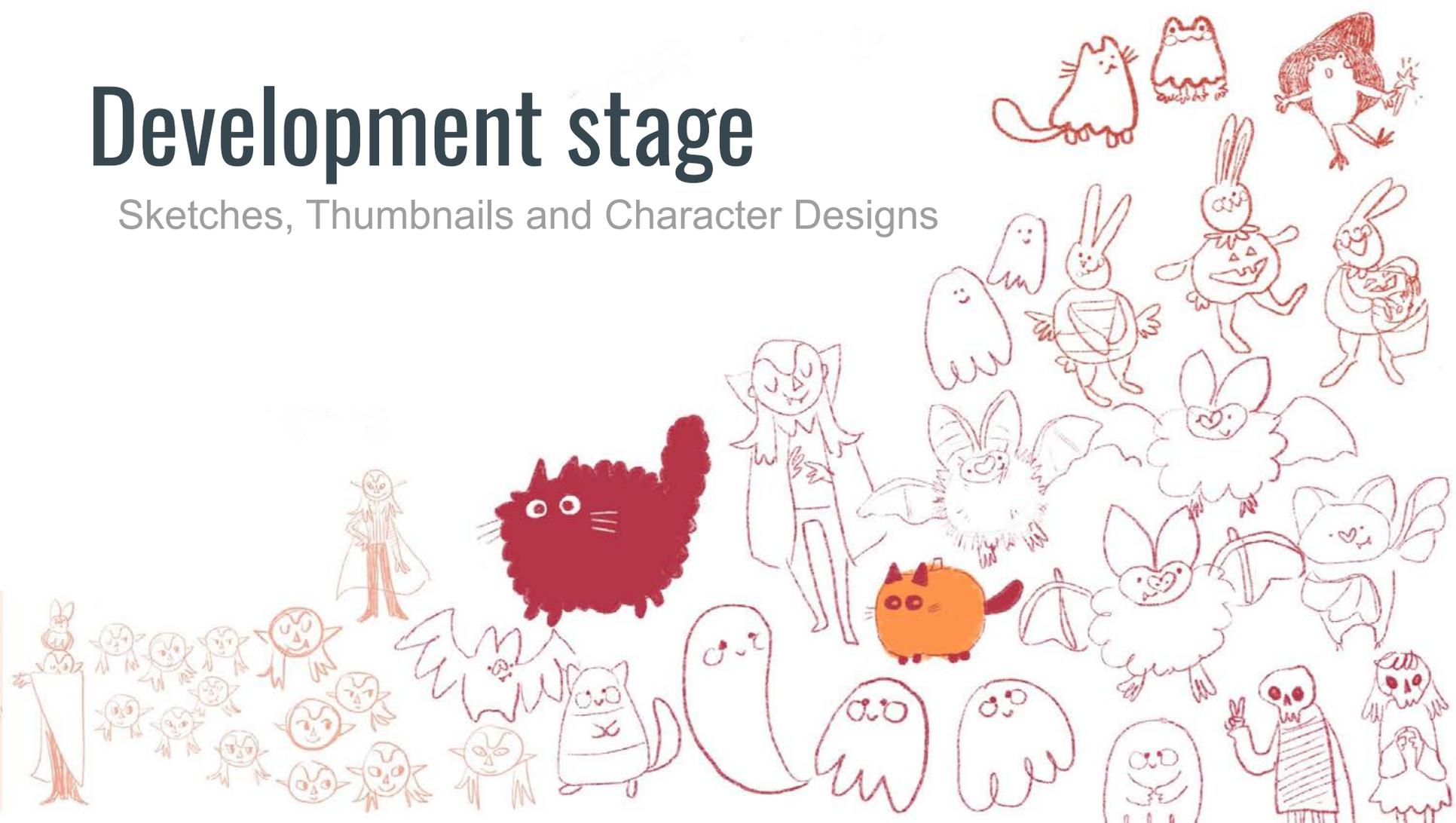


Vampire Design



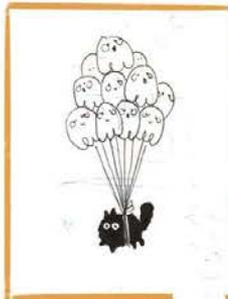
Development stage

Sketches, Thumbnails and Character Designs



Thumbnails

KITTY + GHOSTS



WITCH PROTECTING CAT FROM RAIN



GROUP DANCE PARTY



SHOPPING



WITCH PROTECTING CAT FROM RAIN



GROUP DANCE PARTY



CAT IN RAIN W/O WITCH



FLYING ON BROOM



FLYING ON BROOM



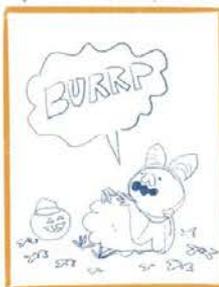
WITCH CASTING SPELLS



BAT W/ CANDY



BAT AFTER EATING CANDY



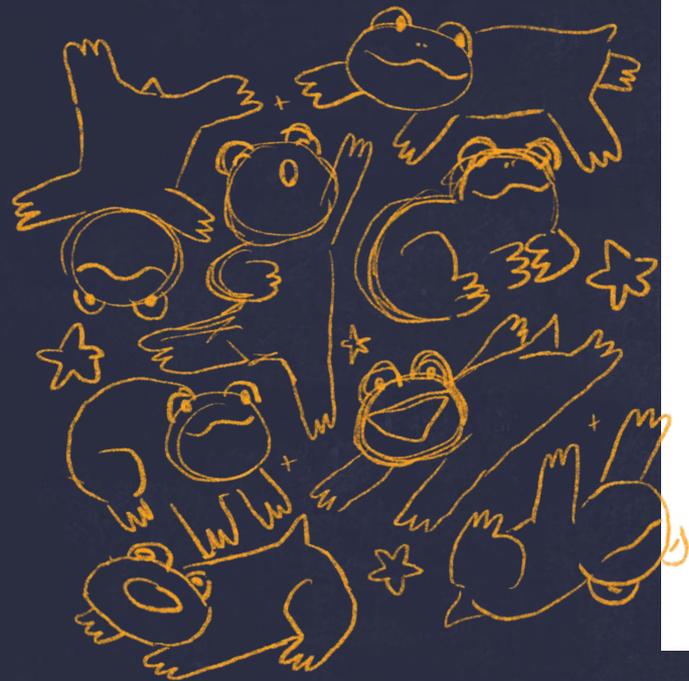
CAT RIDING ON BAT



EXPLODING CAULDRIN



Products, Surface Design and Extra Illustrations



















Spot Illustrations



Stickers!



Extra Stickers



What's next?



I will continue to challenge the stigma of cute media being age exclusive. Just because someone is grown with responsibilities it should not mean they have to stop liking the things they once enjoyed as a child.

Thank you!



Variety Greetings



My Goal



Considering current events, online shopping has been more important than ever, and consumers will do anything to avoid going to the store. However, most people are used to going out to the store before an occasion to pick out a greeting card. My project, *Variety Greetings*, aims to solve this problem and provide the consumer with a collection of cards stashed at home, saved for a variety of different occasions.

Thinking of You - Greeting cards and mini cards



Printed Greeting Cards & Mini Cards



Final Thumbnails

THANK YOU / ~~GET WELL~~
THINKING OF YOU



CHARACTERS:

DOG, FROG AND MOUSE



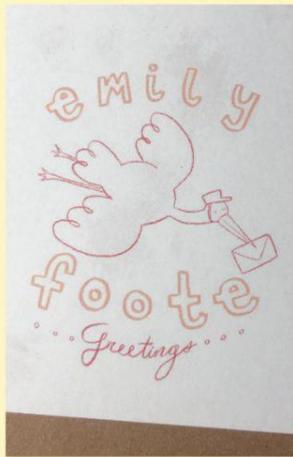
MINI CARDS !!



Sending Love - Greeting cards and mini cards

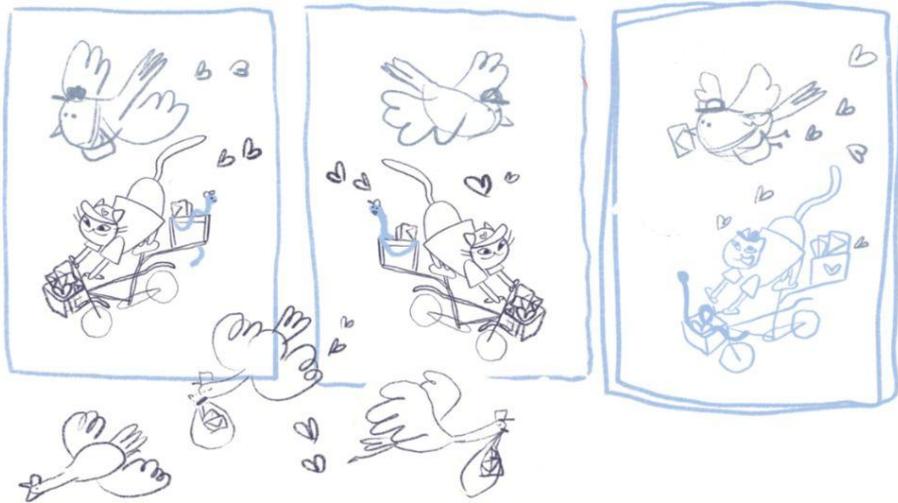


Printed Greeting Cards & Mini Cards

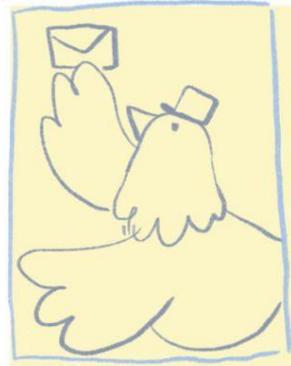


Final Thumbnails

SENDING
LOVE ♡ ANIVERSARY,
WEDDING,
VALENTINES DAY



CHARACTERS: CAT, PIGEON, SNAKE ♡



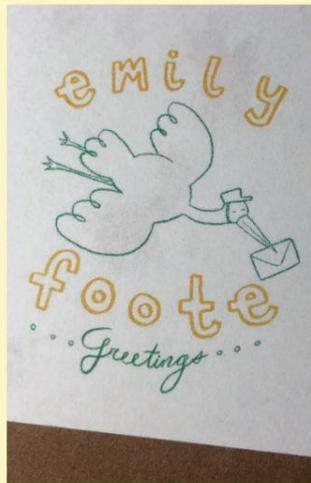
MINI CARDS !!



Birthday - Greeting cards and mini cards

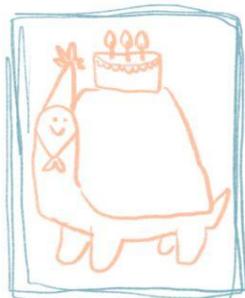


Printed Greeting Cards & Mini Cards



Birthday Thumbnails

BIRTHDAY MINI CARDS !!



LION



TIGER FAT BIG



BIG CATS
CHEETAH



PANTHER

Final Thumbnails



REGULAR SIZED CARD

BIRTHDAY THEME

CHARACTERS: BEAR, BIRD & TURTLE



MINI CARDS!!

New Baby - Greeting cards and mini cards

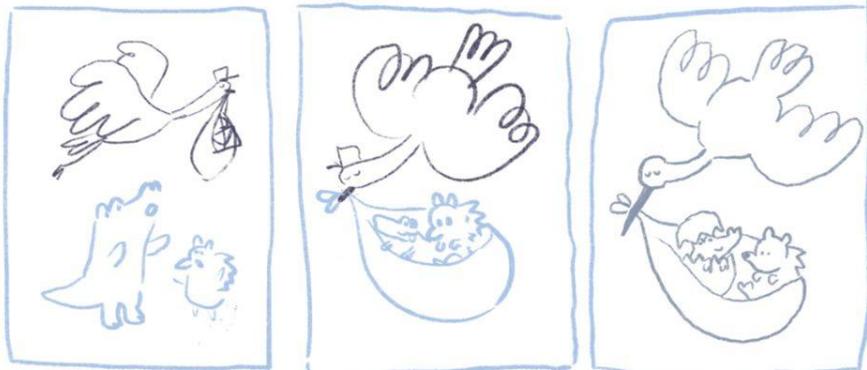


Printed Greeting Cards & Mini Cards

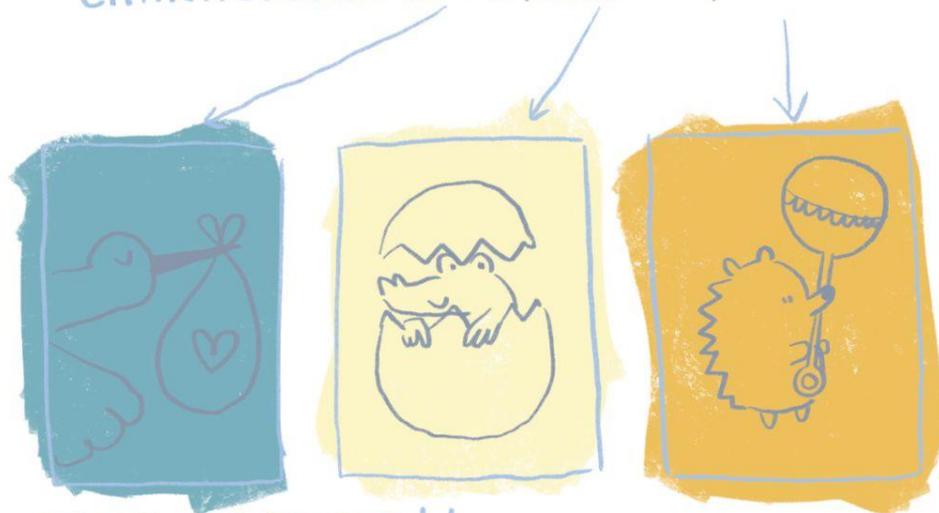


Final Thumbnails

NEW BABY



CHARACTERS: STORK, ALIGATOR, HEDGEHOG



MINI CARDS!!

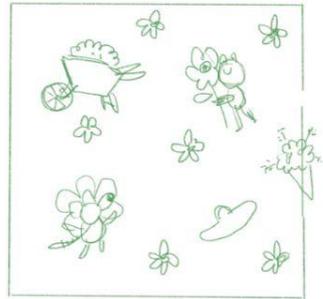


Sending Love - Tissue Paper Patterns



Pattern sketches and inspo

THINKING OF YOU



BIRTHDAY



SENDING LOVE



NEW BABY



PATTERN EXAMPLES



Beginning Thumbnails



INSPO
↩



SCRAPPED DESIGNS



FINAL THUMB-NAIL



What's next?



I wish to add to my collection and create an even larger variety of greeting cards, for occasions such as graduation, Mother's Day and Father's Day. Also possibly sell this line on my own independent shop in the future!



Thank you!

