Artist Statement

Flower Buddies is my fall BFA that is a seasonal licensing about seasonal mascots. These mascots are personified animals that have a flower head that corresponds with their season. For this BFA I did two seasons, Summer and Spring. Summer’s mascot is an orange cat named Sunny with a sunflower head, and Spring is a pastel yellow dragon named Panini with a peony flower head. I wanted this collection to be cute and playful while holding a specific sophistication that looks kid lite but it also something everyone can enjoy. I illustrated two calendar illustrations, two birthday cards, two easter themed cards, two notepad designs, a tote bag illustration, two spring patterns and two summer patterns. I chose a seasonal mascot collection because I wanted to show that I have the ability to create an entire original brand and design product for said brand. Licensing collections are popular and stay in trend. There is an endless market for licensing collections which is why your collection needs to be able to stand on its own. By researching what kind of product is popular, building my collection was easy. Designing them was a whole different mission. Keeping specific color palettes on trend with the seasons and having simple yet fun shape language is what the goal of my style is. Travel With Us is a licensing collection that is about capturing small moments in time throughout the globe. Instead of drawing fully illustrated pieces, I wanted to capture scenes that were sophisticated enough to be cute and fun, but not aiming at a specific target audience. The locations I chose to illustrate were; London, Rio, Amsterdam, Seoul, Daegu, New Mexico, Tokyo, and Venice. Said locations feature personified animals that are native to the regions, with some recurring characters throughout some of the illustrations to make it feel as though you are also traveling with them. I created eight main illustrations, four spot illustrations, and two patterns. To be able to achieve my goal, I needed to research these places. Looking into the history, popular tourist attractions, how the architecture looked, the general colors of different areas, among various other factors. I specifically chose to do locational themed licensing because I love traveling. Granted, I personally haven’t been able to travel much, only when I was little did I travel more so. The farthest I’ve been is to Daegu, South Korea. My mother was born there and moved to the US with my father, so all of my korean family members still live in Daegu. We visited twice, once at the age of three and the other when I was about ten. I was too young to appreciate being there, and long to go back. So even if I’m not able to travel, at least this way I’m able to virtually travel and learn about places I could only dream of visiting. With this, I want my project to be able to also convey these same feelings through my illustrations. Perhaps you visited one of these places and never found the right souvenir for yourself, friends, or family. My collection can fill that gap.
For my BFA I wanted to create something that would allow me versatility since I don't enjoy creating the same types of work over and over again. Eventually, I thought of doing a licensing collection! But in making a licensing collection you need to create something that stands out from the other collections. Something that’s eye catching and makes the audience want to consume more.

Hence, my seasonal licensing collection! My collection varies from season to season, with each being it’s own little collection. Summer, spring, autumn, winter; each has their own cute, little animal mascot with a flower head that blooms during said season. I designed kid friendly illustrations so it can be enjoyed by all ages. I chose color palettes that represent their said season. My goal is to create a portfolio worthy series that reflects my brand. For this semester, I have summer and spring to present.
There’s always a market for a licensing collection. Being able to create a variety of illustrations for different products. I’ll be able to send my work to agencies such as Bright, Lilla Rogers Studio, Cat Agency, and more. The age range for my audience does lean more kid-like so I would say from 4 - 13 but it is more than welcome to be consumed by any age!
Development
CHARACTER DESIGN

- SOMETHING SIMPLE
- A DESIGN FOR ALL AGES (I.E. PUSHEEN)
- SOMEWHAT SHAPE LIKE

THANK YOU

COLOR DESIGN

1. ORIGINAL
2. ORIGINAL
3. SUMMER

- EGG
- HEAD & THICK
- CIRCLE
- ANGLED

- ORIGINAL
- ORIGINAL
- ANGLED
Sunny!
FINALS
Happy Easter
Thank You!!
Travel With Us

By: Jessica Gray
My thesis for this semester is to use simple shape language with handmade textures to create a stationary line that is cute and fun while being sophisticated enough to appeal to all ages. My collection is a locational stationary line that features personified animals that are native to said location. Cute animals are something that will never go out of style, and traveling is something that many people love being able to do. By researching various cultural aspects of these locations, my goal is to show that my illustrative abilities can create a collection of illustrations that appeal to no specific target audience.
Licensing collections can either be produced by companies, or the artist can design and produce all the product themselves. Just a handful of places that allow you to sell these works include Etsy, Patreon, Rifle Paper Co and Lilla Rodgers Studio. Creating such things as postcards, prints, notepads, mugs, shirts, you name it! For this particular collection I created travel based mock up products.
Development
Make way for the double decker bus! A staple among those who traverse through London. This cute and compact bus will take you to any place you may desire!
AMSTERDAM
Ring ring! Here comes the cute mailduck!

With unique buildings sizes and shapes, Amsterdam is full of unique sites all around. Tulips are also quite the popular flower so don't forget to pick some up!
Stop by Tokyo to try some of their street food! Tokyo is filled with a variety of outdoor shops, stands, and stalls. So take a break from all that wanderin and stop for a bite to eat!
SEOUl
Korean BBQ is not only popular in Korea, but these dishes have made it’s way to the U.S! Bring your friends and share upon this large array of food.
VENICE
Get whisked away on the gondola ride in Venice! The beautiful sites, the beautiful buildings, what more could you ask for? Just look for the gondolier and their uniform!
MEXICO CITY
Dia De Los Muertos, aka, Day of the Dead! A Mexican holiday to celebrate and welcome back souls of the deceased. The ofrenda is the altar with a collection of objects placed on display. The objects usually being said persons favorite foods/memories.
Come one come all, Daegu has an annual flea market that tourists love to visit! While they do have stands and stalls, most flea markets are in vans!
Carnival! One of the most popular events around the world! Carnival is Rio’s biggest parade. Full of fantastic costumes, one of a kind homemade floats, and lots of alcohol.
A *Travel With Us* poster that includes all locational main illustrations! Now you can have the whole collection on one poster!
Get your hands on the exclusive *Travel With Us* mugs!
Wake yourself up with a hot coffee while waiting for your 6am flight!
Store your makeup essentials with *Travel With Us* makeup bags! Choose between signature patterns or a locational illustration!
Luggage tags so you never lose your bags! Enjoy a cute flying pattern for when you take flight, or one that has cars zooming to their own destinations!
Need somewhere to write your shopping lists? Or maybe a place to write down a vacation to-do list. Use the *Travel With Us* notepads!
Cute and stylish tees to wear while napping in the back of the car during your long trip!
What's Next?
Thank you!