My Alphabet..

Initial illustration brief.

Overview:

To create a bright, colourful and interesting spread for an educational children's alphabet book with some specific elements included for discovery and learning.

Style and style considerations:

The style is completely open and totally yours!

There is a **single subject matter** per double page spread - i.e. if A is for Apple - then it's all about Apples... Not just one, but enough to make the page interesting.

The composition is open too - i.e. It could be a branch with apples hanging off, it could be a big bushel of apples, or simply some fabulous isolated apples on the page.

In order to **support counting**, the aim is to create multiples of the subject - preferably between 3 and 10. I.e. 8 Apples, or 10 Butterflies. Now.... If that's literally impossible - one main element and several other directly related elements that can be used for counting is ok - (i.e. one moon and 10 stars!).

Within the composition - **it's critical to consider the placement of letters** - in capital and lower case - i.e. 'A' and 'a'. In some cases, we will need different letters - as separate layers or different files - for instance Apple in French starts with a P.

There's also **shapes and colours** to consider. Shapes are a compulsory include (see over page). Colours - while there's no set palette or requirement, consider asking a child 'Point out the red apple' or 'Show me the Green Apple'...

Compulsory includes:

1. LETTERS
The **capital and lower case letter** of the subject matter. Drawn matching your illustration - not as a font. These can be located anywhere within the main illustration. Note : There may be more than one letter due to languages - work these on different, toggle-able layers (or separate art).

2. SHAPES
Somewhere within the illustration, you need to work in: **a circle, a triangle, a rectangle and a square**.
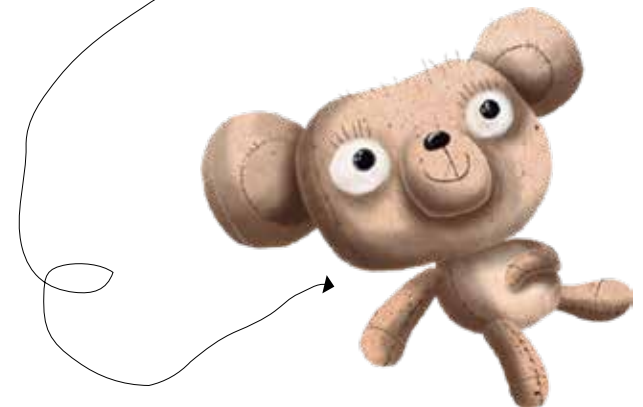This can be part of an illustration - i.e. a the moon is a circle - or it can be simple shapes within or worked into your image. These don't have to be in-your-face obvious, but they want to be identifiable by a 2-6 year old - so don't make them too tough either!
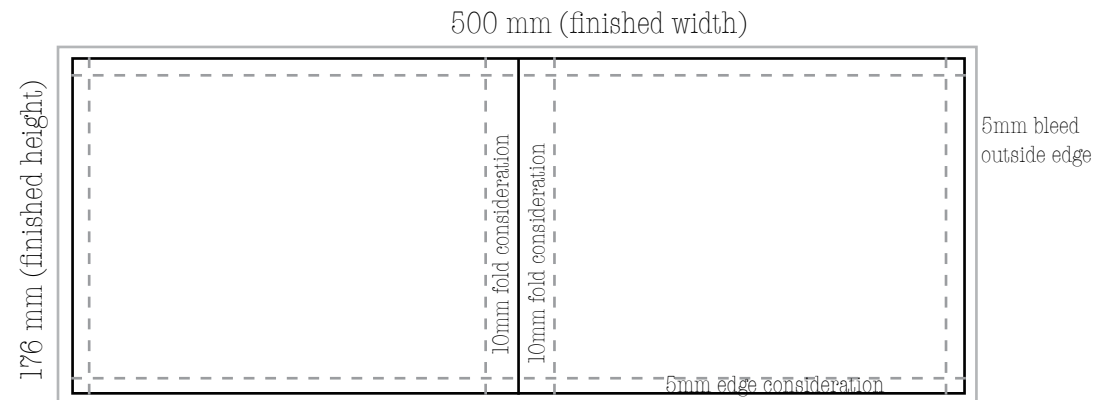
3. TEDDY
As this is a collaborative illustrative effort - there's going to be one element to tie all the pages together. We're going to use **this teddy.**.... Please hide him or work him into the image in some way. He can be small, it can be just one eye and an ear that sticks out - but somewhere within your artwork, you'll need to include the Teddy.

4. YOUR SIGNATURE & COUNTRY
As we're aiming to make this a collaboration of different illustrators and illustrations from all over the world, and intend this to be something you're proud of - please sign your work! Somewhere near **your signature** - include **the country you're from**.

500 mm (finished width)

176 mm (finished height)

10mm fold consideration
10mm fold consideration

5mm bleed
outside edge

5mm edge consideration

Size:

- B5 landscape double page spread.
- Finished art size = 500mm wide x 176mm tall.
- Add 5mm bleed to all outside edges
- Keep main subject matter - i.e. letters, shapes etc within 5mm of all edges and 10mm of the fold.
- Beware of the fold! Ok for the illustration to run right through but don't have anything critical in there.
- Art is for print so ensure resolution set appropriately.

Output

1. Full res .jpg
2. Working files - High res Layered files (if possible). Bonus for naming your layers... !
3. Your favourite item as a separate isolated image - i.e. one Zebra on it's own.
4. Letters as separate isolated image.