



# Licensing Collection

Sara Sandman

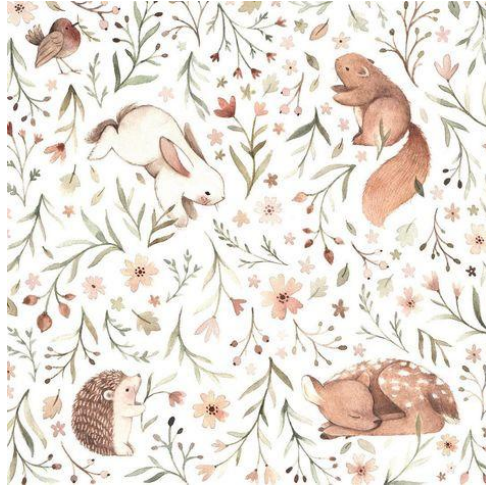
# My Thesis

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For my first semester BFA, I created a Surface Design collection. These patterns are created to be sold at places such as Target, Spoon Flower, Pottery Barn and more. For my designs, I wanted them to be delicate and detailed, representing various holidays and seasons with one being Christmas and Winter, one being for Easter and Spring, one being for Halloween and the Fall, and the last being timeless for a more mature birthday celebration. These patterns were created to be used on various products such as wrapping paper, gift bags, gift boxes, and other seasonal packages and products. An example of this would be using the pattern and illustrations from the Halloween collection on Candy Bags for Trick or Treating. I wanted to bring in aspects of realism into my illustrations and use specific color palettes to fit the seasons and holidays of each category. I looked to artists such as Fotini Tikkou for inspiration because of her use of texture in her pieces. I wanted to create cute, delicate patterns for consumers to use to bring some extra joy to their holiday or special occasion.

# Inspiration

- delicate
- Specific color palettes
- Pastels
- Happy
- Family friendly
- Colored pencil
- Texture



# Research

- Kitchen *Leasing*
- bedding
- gift/birthday
- holiday

Aim - American Greetings type company  
realism, cute, homey,

Artist inspiration - Sydney Hanson, Katharine Quinn

Looking at the market compared to last year at this time, and even beginning of summer the pillows seemed lack luster.

- more standard bedding, towels, bedding
- less creative stuff

olive & Ruby - for placement inspiration

Themes I'm seeing baby nursery *best room richard scary*

- star Wars
- floral
- Disney
- Dino
- butterfly
- shark
- elephant, fish
- ABC
- lemons
- lion, zebra, monkey
- bunny, fox
- beatrice potter
- whales
- cars
- plane
- unicorns
- mermaid
- mountains
- owls
- llama
- fox
- leaves

themes missing

- Dance
- princess
- nursery Rhym
- Camping type theme
- Dragon (flying)
- classic story themed patterns like: Alice red & blue
- strawberry
- frog

4 for 4  
 gift sticker sheets  
 gift stuff  
 gift card  
 character  
 seasonal

Going for: delicate, NOT cheesy, cute

market: New parents (Mon) 25-35

Birthday paper themes/elements

- comic
- balloons
- cake
- flowers
- Dino
- Dogs
- dots, strips, stars, "Happy Birthday"

Halloween -

- candy corn

bags  
 happy - ghosts, cats  
 pumpkins

christmas

- trees
- snowman
- Santa
- snow flakes
- Deer head
- Deer
- candy canes

ideas: christmas baking, christmas elves, penguin adventure, outdoor family christmas ornaments, ornament characters, christmas candy characters, gingerbread wonderland characters,

ideas: Halloween cards, animals dressed in costumes, dog & cat in costumes, leaves as characters with theme with broom, hot bats, autumn etc

# Inspiration

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# Inspiration

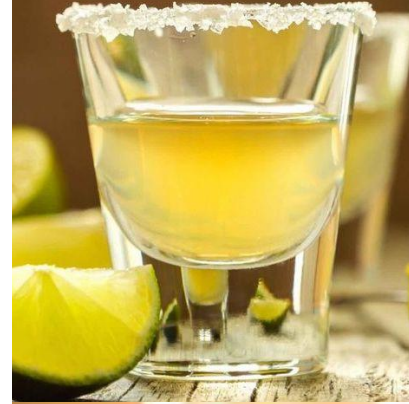
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the best sugar cookies  
with an easy frosting recipe that hardens



# Inspiration

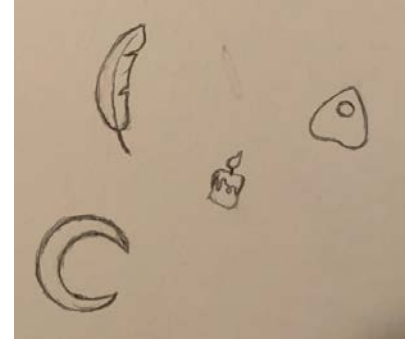


# Inspiration





# Sketches



# Fall/Halloween



# Winter/Christmas



# Adult Birthday



# Spring/Easter





# Greeting Card Collection

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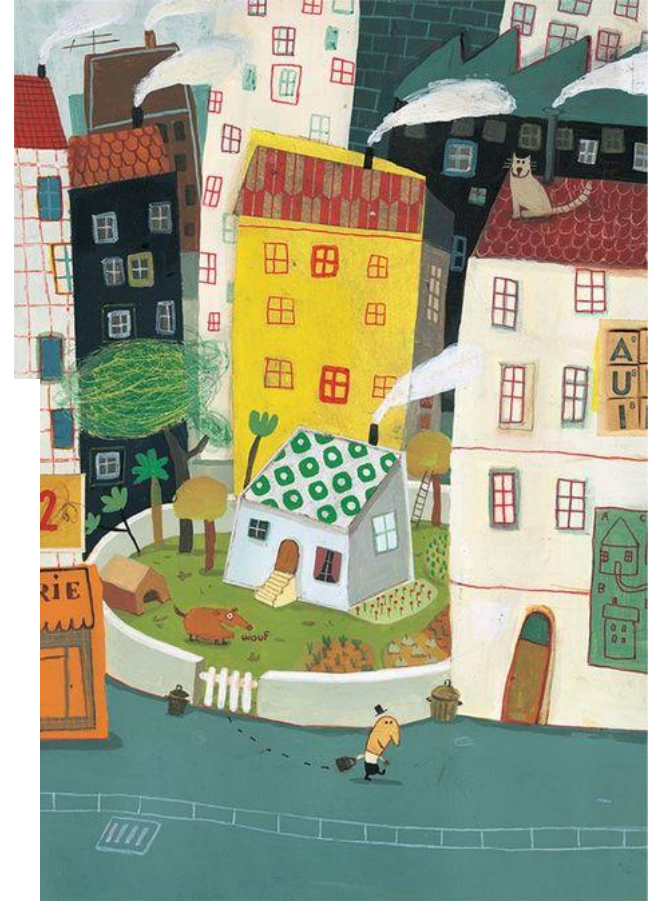
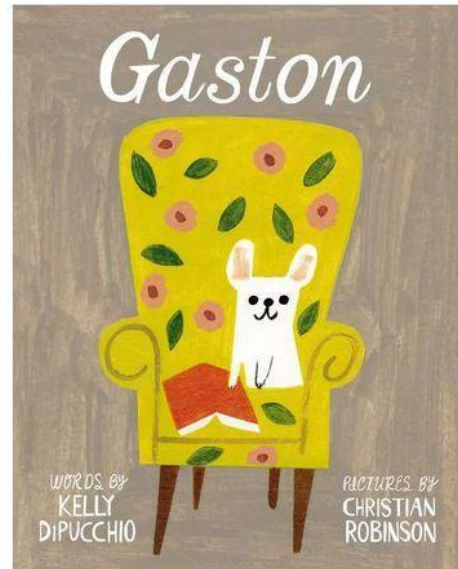
# My Thesis



For my second semester BFA, I created six greeting cards for my collection. With this project, I explored texture and shape to create various designs for this line of cards. I wanted the illustrations to feel warm and happy. These cards were intended to be used for various holidays and celebrations. I also focus on friendship and family throughout my collection when creating my illustrations. These cards were intended to be sold to or at companies such as American Greetings, Hallmark, Target, and other greeting card companies. My style, used in these illustrations, can also be used for children's books and spot illustrations as well.

# Inspiration and Focus

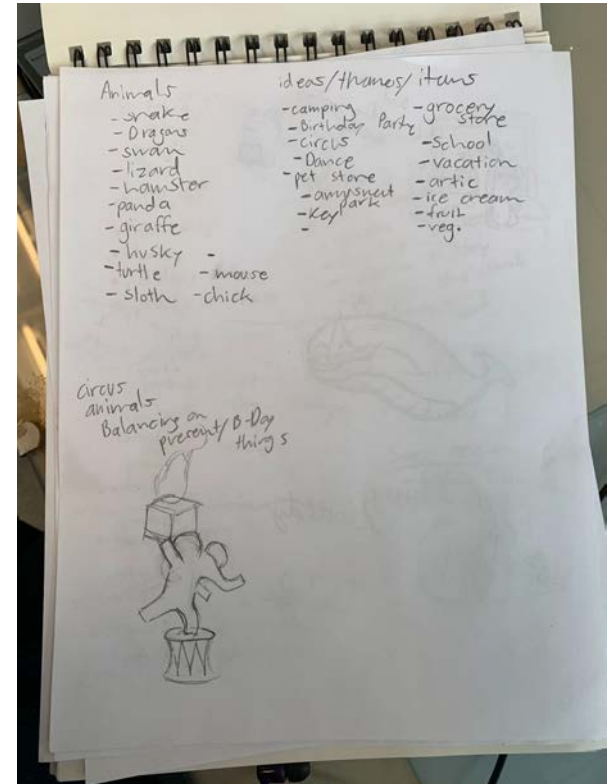
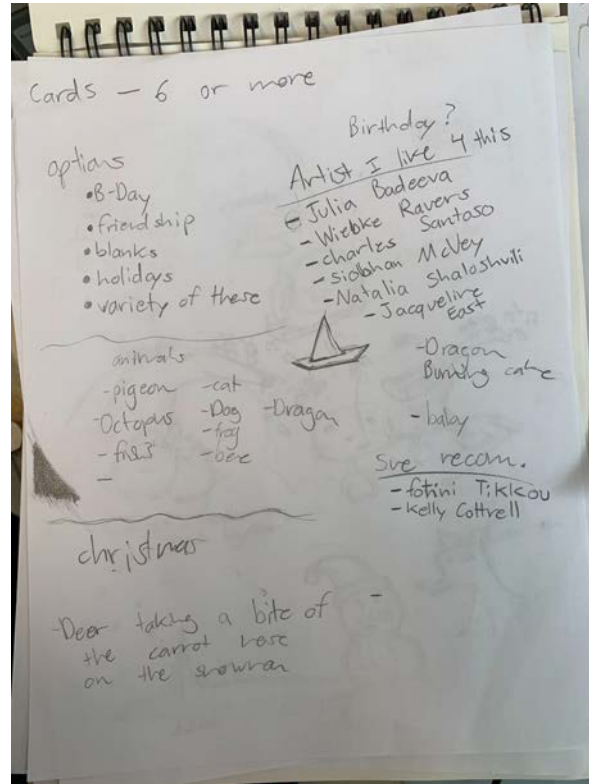
- Texture
- warmth
- Happy
- Family friendly



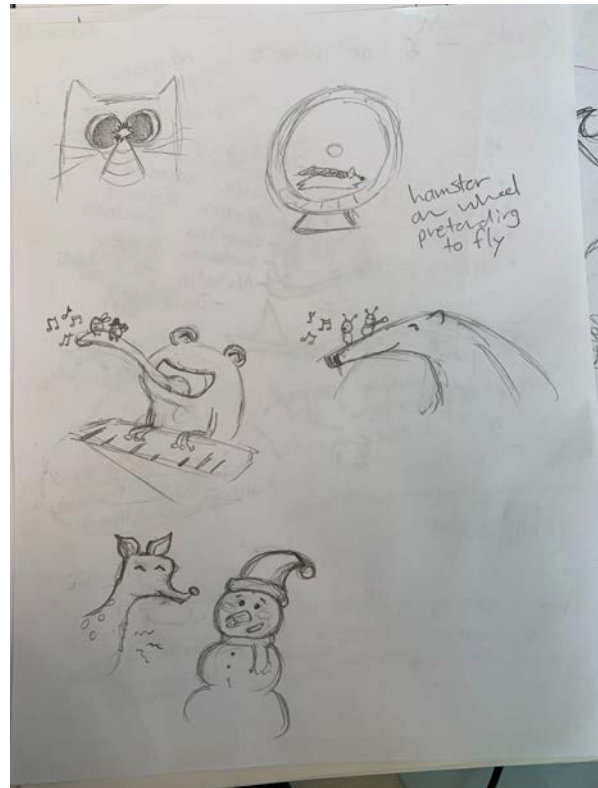
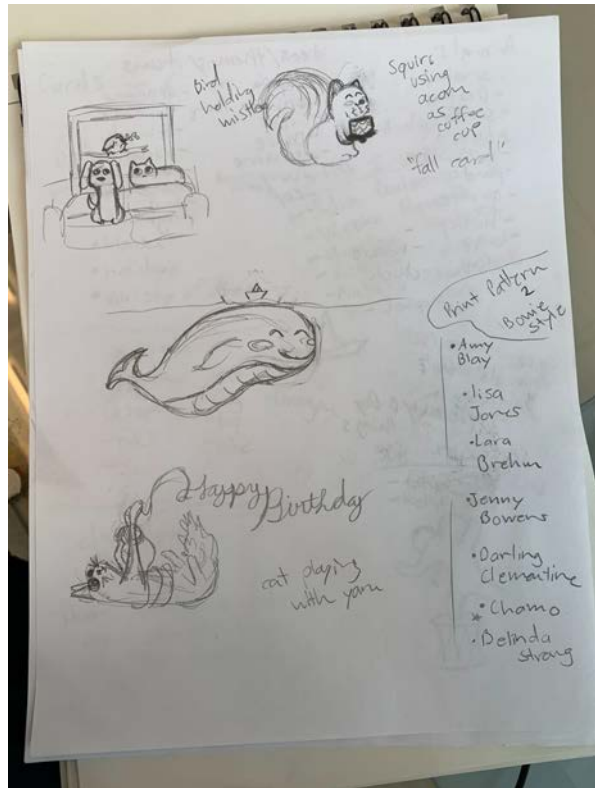


# Research

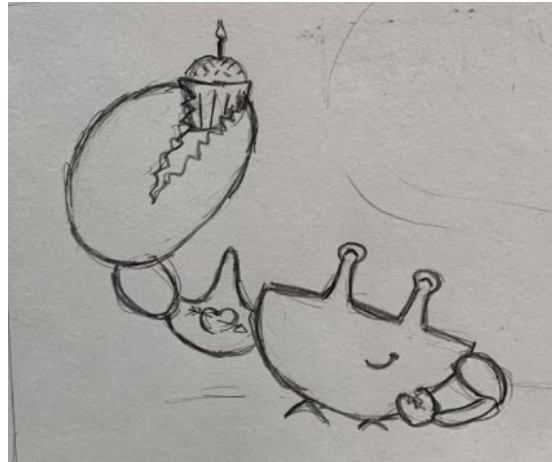
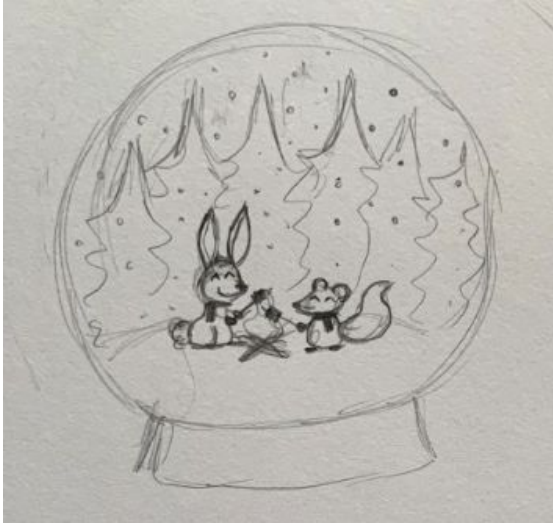
- Market
- Animals
- Card design
- Card companies
- Artists
- Color palettes



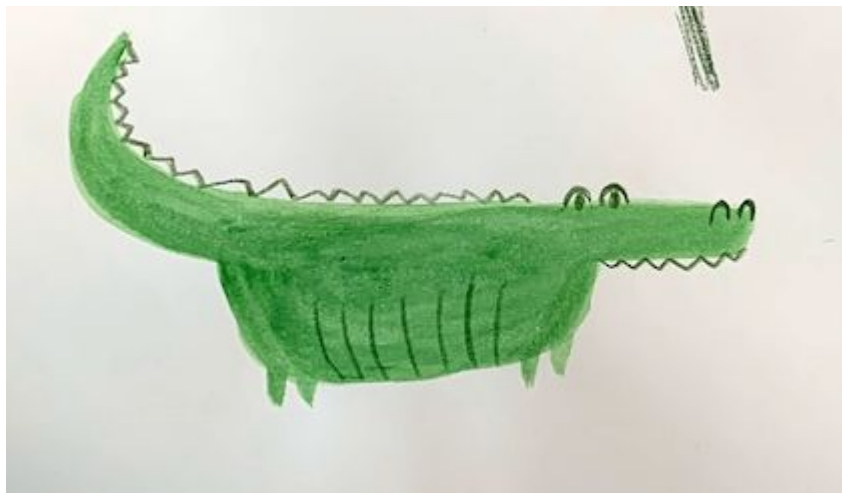
# Sketches



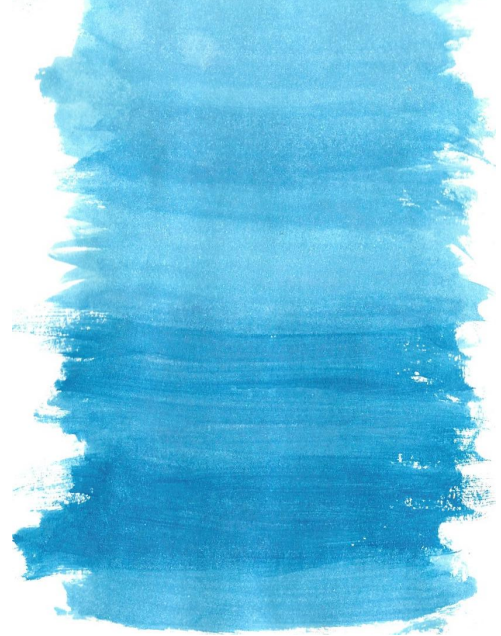
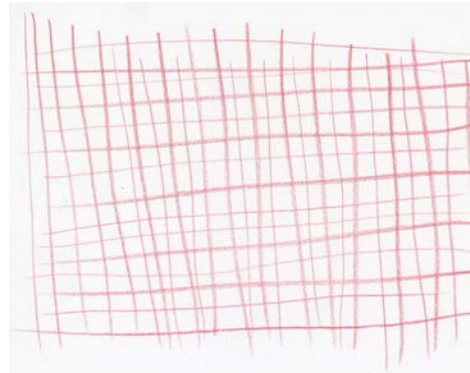
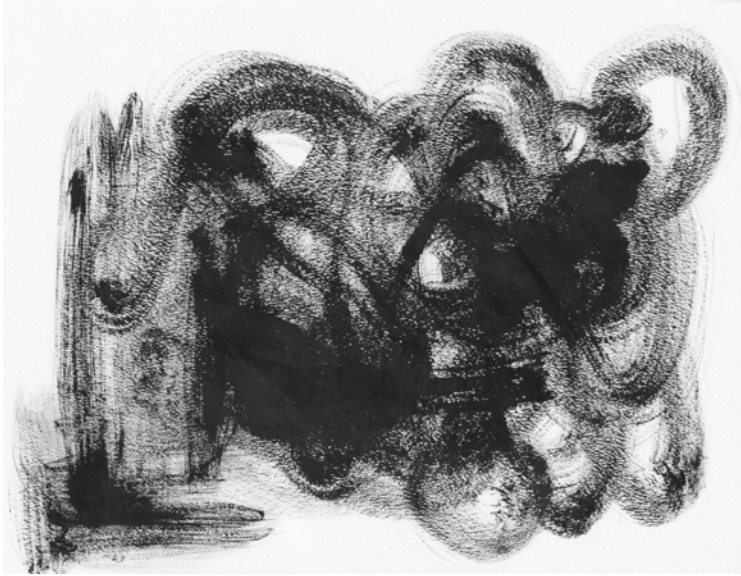
# Refined Sketches



# Experimentation



# Textures



















Sara Sandman

### Artist Statement

For my first semester BFA, I created a surface design collection. These patterns are created to be sold at places such as Target, Spoon Flower, Pottery Barn and more. For my designs, I wanted them to be delicate and detailed, representing various holidays and seasons such as Christmas, Spring, Halloween and Fall. I also created one for a mature birthday. These patterns were created to be used on various products such as wrapping paper, gift bags, gift boxes, and other seasonal products. I wanted to bring in aspects of realism into my illustrations and use specific color palettes to fit the seasons and holidays of each category. I looked to artists such as Fotini Tikkou for inspiration because of her use of texture in her pieces. I wanted to create cute, delicate patterns for consumers to use to bring some extra joy to their holiday.

For my second semester BFA, I created six greeting cards for my collection. With this project, I explored texture and shape to create various designs. Using these textures I created traditionally, I then scanned them and took them into photoshop to create my finished illustrations for this line of cards. I wanted the illustrations to feel warm and happy, to help them connect with the potential buyers. These cards were intended to be used for various holidays and celebrations that focused on friendship and family, which I kept in mind throughout creating my collection of illustrations. These cards were intended to be sold to or at companies such as American Greetings, Hallmark, Target, and other greeting card companies. My style, used in these illustrations, can also be used for children's books and spot illustrations as well going forward after graduation.



Sara Sandman

BFA Thesis

3 May 2021

## BFA Thesis

Illustration can be seen all over the world, in various markets and on various products. For my BFA, I decided to explore surface design and greeting cards. These various licensing opportunities can be found at various companies through working at studios or through freelancing. I have always had a passion for greeting card illustration and pattern design. Growing up I'd always make cards for my family and friends. I also loved looking through all the cards and fabrics at the stores with my mom and grandma. Because of this, I decided to explore these two categories more in depth for this project.

For my first semester BfA I decided to start with surface design. For this project I wanted to explore my colored pencil work, along with creating delicate, detailed illustrations. I wanted to focus on color and the texture through my colored pencil work. I wanted to bring in aspects of realism into my illustrations and use specific color palettes to fit the seasons and holidays of each category. I looked to artists such as Fotini Tikkou for inspiration because of her use of texture in her pieces, and researched the market and what it had to offer. I decided for my patterns, I would create 4 collections. These various collections were for specific seasons and holidays being Halloween, Christmas, Spring, and for an adult Birthday. The illustrations for the categories were designed to be used for various products such as wrapping paper, gift bags, gift boxes, and other seasonal packages and products. These products could be sold at companies such as Target, Spoon Flower, Pottery Barn and more.

For my second semester BFA, I decided to create a line of greeting cards. For this project, I wanted to break off from my first semester style and focus on illustrations based on various textures and color, hand made and then used in a collage style. I wanted to bring a warm to my illustrations so that the customer can feel more of a connection to the design, which is important in illustration but especially card illustration. I looked at various companies when researching that market such as American Greetings and Hallmark. I viewed the different holidays and seasons to see what the market currently offered. I then took off running with various ideas and brainstormed, breaking them down further into more detailed illustrations as I went along throughout the whole process. These cards were designed with family and friends in mind. I decided to create a variety of cards, instead of just picking a single holiday or theme. To keep them cohesive I stuck with the same style overall, so they would all fit into the same collection. These cards were designed to be sold at or through companies such as American Greetings, Hallmark, or Target, through freelancing or in studio work.

Through this project I learned a lot about the two markets I explored along, what it takes to create a large body of work for one specific assignment. After creating these collections I now have a good idea of what to expect going forward, when being hired for larger jobs that would mimic this. Also, most importantly, I learned a lot about myself as an artist. Through exploring these various styles and taking the time to experiment, I learned what my strengths and weaknesses truly were with different mediums and methods of working. Because of this, I feel more confident going forward in my career as an artist and illustrator. With the help from my teachers and exploration, I have learned how to create well designed illustrations and to then push them even further, to



connect with my audience on a personal level. Through these projects, I have developed a personal style that really works for me, and works for the types of illustrations I would like to make going forward after graduation.