

Research Week Abstract

Title – Cinderella Pattern Collection

Program of Study – Graphic Design

Presentation Type – Choose one of the following: Juried Art

Subtype: Graphic Design

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Abstract example: This project was made as part of an assignment for my Vector Illustration Class (Arts 332) in which I was tasked with creating an original pattern collection that included a hero, secondary, and blender pattern. The project was to be created in vector format using Adobe Illustrator. The patterns had to be repeat patterns. Being quite new to Illustrator, I had to learn how to efficiently use the tools and features of the program to successfully execute my vision. From the beginning, I knew that I wanted to make a fairytale themed pattern collection, and I decided to choose the story of Cinderella, which is my favorite princess fairytale. Once I had decided on a theme, I had to choose a style. I have always loved Scandinavian folk art designs, so I chose to emulate that style in my pattern project. Once the theme and style were decided, I researched different elements of the Cinderella story, looked at the art from the classic Disney movie, and gathered images of traditional Scandinavian folk art.

My communication objective for the Cinderella pattern collection was to make designs that would go on children's products, such as bedding sets, clothing, and art. I wanted this pattern collection to be a product that both moms and kids would love to have in their home décor and wardrobes. The pattern collection needed to be fun, elegant, nostalgic, whimsical, and clearly communicate the theme and style. My visual solution to this communication objective was, first, to include recognizable elements from the Cinderella fairytale into my collection.

These elements included pumpkins, glass slippers, white horses, mice, bluebirds, and magical sparkles. Secondly, to achieve the Scandinavian Folk art style, I researched the common motifs and symbols used in that style and implemented these in my designs. Scandinavian Folk art uses a lot of floral motifs, and decorated animals. Thus, I designed about 14 different flower illustrations, and added complex designs to the horses and mice. To make a pattern collection that would interest both kids and moms, I chose a muted pastel color palette and simple/elegant forms. I used these patterns on several mock-ups, including baby onesies, posters, bedding, and clothing.