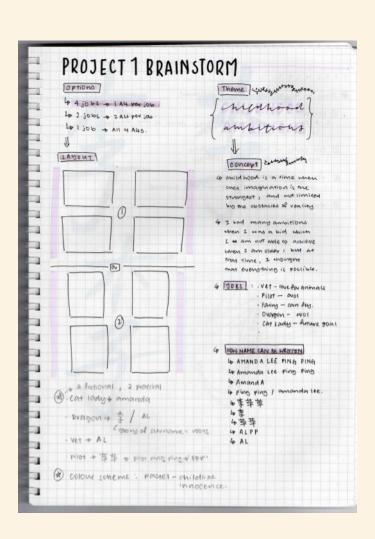
HELLO! My Name Is...

Amanda Lee Ping Ping

CONCEPT

CHILDHOOD AMBITIONS

BRAINSTORMING: CONCEPT



I decided to bring out the innocence of childhood and how our imagination is not limited to the reality that we choose to ignore when we were kids. This gives me the flexibility to consider fictional and non-fictional jobs, and widen my options.

MY CHOSEN JOBS

DRAGON
PILOT
VET
CAT LADY

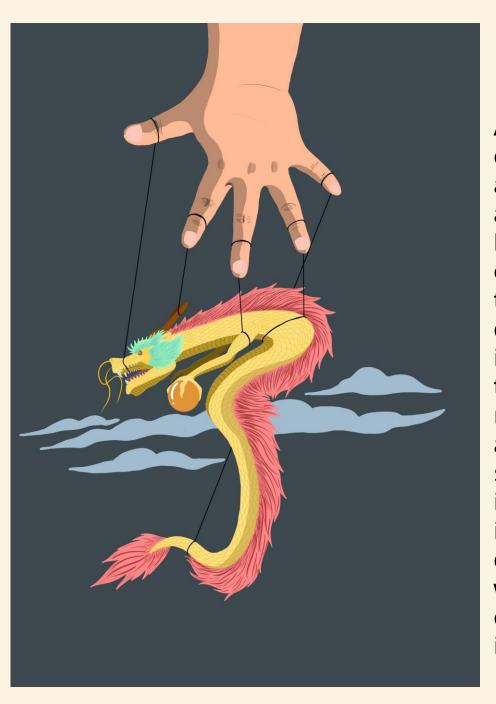
BRAINSTORMING: DRAGON



INSPIRATION

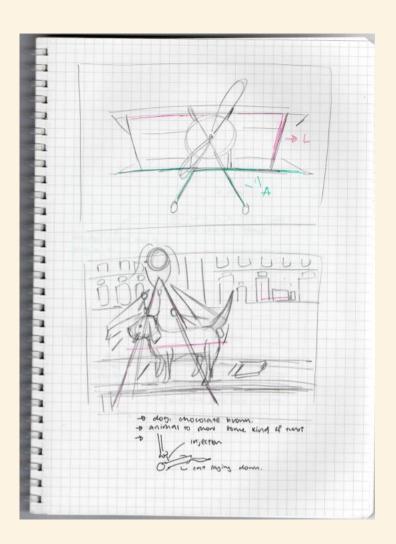


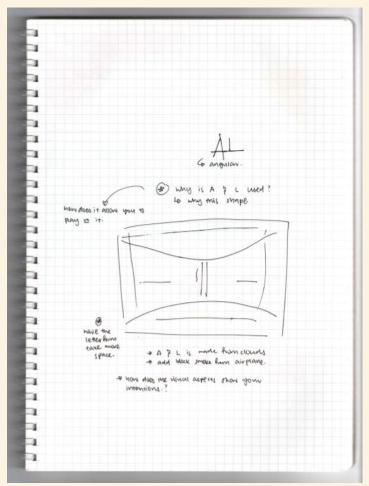
Using illustration within Chinese characters



As a kid, dragons were very cool creatures that could fly, breathe fire and had lots of treasures, and the me at that time wanted to be one as well. However, a dragon, being a fantasical creature, did not exist in real life, thus that impossibility of becoming a dragon is illustrated by the hand that is coming from above, tying me with the strings of reality and preventing me from expanding my imagination. It also serves as a puppetry tool as it shows how reality is controlling my imagination as well. I chose to illustrate my surname in chinese, as dragons are a symbol of power and wealth, when combined with the form of my surname "Li", it also shows that i want to bring glory to my family.

BRAINSTORMING: PILOT





DRAFT



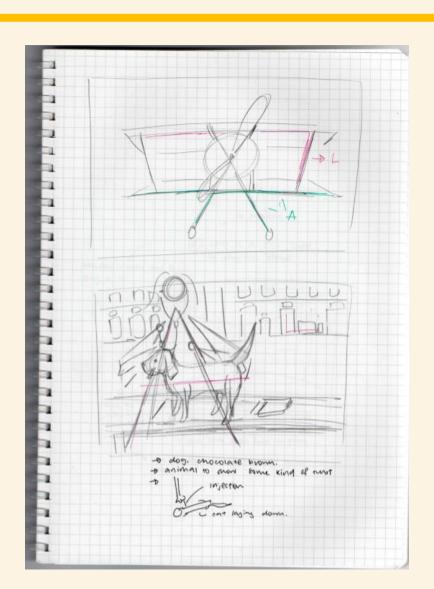
Comments from first consult from first draft:

- What is the purpose of using a cursive font for L?
- The dashboard is a little distracting (esp the flashing red danger signs)
- Zoom in more on window

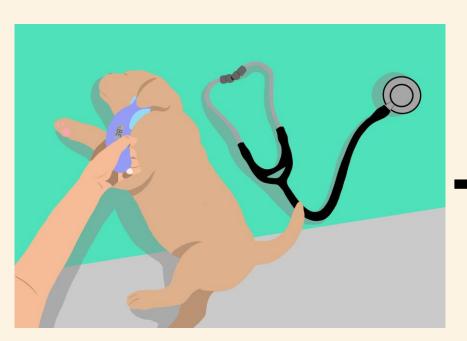


i wanted to be a pilot, reason being the same as the dragon, as it was extremely cool to control a vehicle that could fly. Also, i really loved the peacefulness of cruising on the skies. However, i did not have the academic abilities to fly a plane, thus giving up on this job. I managed to combine my love for the sky and my academic limitations in this illustration, by showing a very tranguil sky combined with a hectic control board and a crashing plane. For this illustration i used my initials, AL, shown through the mountain combined with the black smoke from the plane, and the windscreen wiper (shows a flipped capital L). I chose capital A and L because of its geometric shapes, which is easily adapted to the mountain and windscreen wiper.

BRAINSTORMING: VET



DRAFTS



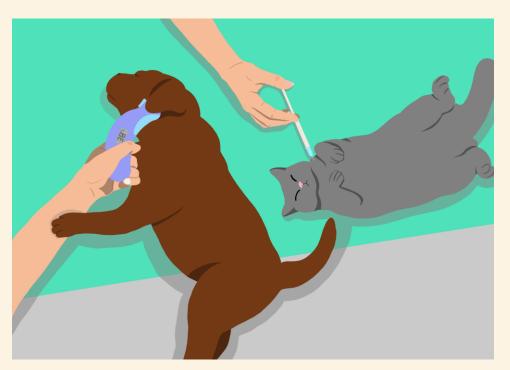
Comments on first draft:

- Make the dog a darker colour to contrast with the hand
- The stethoscope does not really relate as well in this illustration, maybe put an animal instead?



Comments on second draft:

 Put dog's right paw under the hand so less distractions



Similar to my second illustration, i had academic limitations, which was a dislike for biology, that prevented me from taking on this job. Also, i used capital A and L, as they allowed me to portray my likes and dislikes of this job through its strokes, specifically my love for animals and my limited knowledge of how to treat them properly. The animals in the illustration show trust through a paw on my arm and lying with its belly up, both looking very calm, which also reflects communication between animal and human.

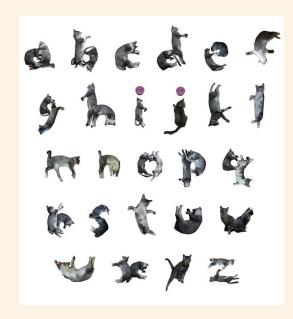
BRAINSTORMING: CAT LADY

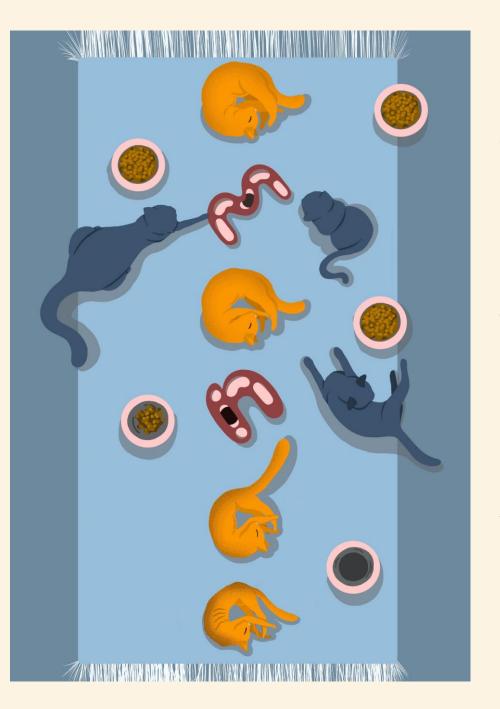


INSPIRATION







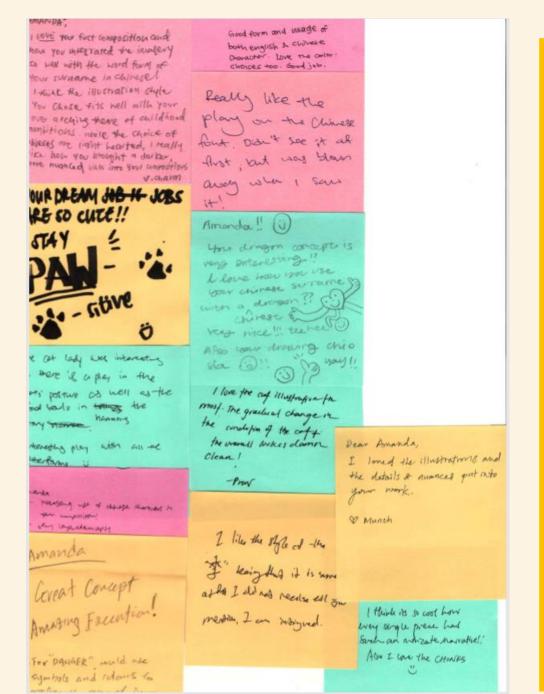


I wanted to be a cat lady as I had a very strong love for cats. However, my financial ability limited me from maintaining this job in the long term, thus shown through the state of the cats as it progresses down, from healthy looking to a very thin and weak looking cat. This is also shown through the food bowls and the number of cats in the surrounding. For this illustration I used my first name on small letters, as I realized that the letters all contained curves and most of them almost circle, which matches the curved body of a sleeping cat perfectly. The letter m and n reminded me of cat toys that consisted of a ball or a toy mouse in a tube like structure which the cats could claw on.

CRITIQUE







PF EE EFRD

THANK YOU