

World Book Day Creative Art Flashcards

Learning objective: To explore visual storytelling, character design, and the use of colour and pattern in creating book-inspired artwork.

Read the front of each card to learn about artistic techniques used to celebrate stories. Flip the card or check the back to see the answer. Use these concepts to help Zara the zebra design a book cover!

What is an Illustration? An illustration is a drawing, painting, or print that explains or decorates a story or a piece of text.	What is 'Composition' in art? Composition is how an artist arranges the different parts of a picture to make it look balanced and interesting.
Why is 'Character Design' important for a book cover? It helps the reader understand what the character looks like, how they feel, and what kind of story they are in.	What is the 'Background' of an illustration? The background is the part of the picture that appears furthest away, behind the main characters or objects.
What does 'Texture' mean in an artwork? Texture refers to how a surface looks or feels, such as making a drawing look furry, bumpy, or smooth.	What is 'Contrast' in a drawing? Contrast is the difference between things, such as using light and dark colours to make a character stand out from the page.
If you want to draw a reader's eye to a character, should you put them in the foreground or background? You should put them in the foreground so they appear larger and closer to the viewer.	What are Primary Colours? Red, yellow, and blue. These are the base colours that cannot be made by mixing other colours together.
Why do illustrators use different line thicknesses? To show movement, weight, or to make important parts of the picture stand out more clearly.	What is a 'Sketch'? A quick, rough drawing used as a starting point to plan ideas before creating a final, detailed illustration.
How can you show a character's emotion through art? By changing their facial expressions, body language, and the colours used in the picture.	Who is the artist character that loves patterns and colours? Zara the zebra!