

Zara's Literary Pattern Gallery: World Book Day Design Challenge

Learning objective: To explore how patterns, colour theory, and textures can represent the themes and moods of a literary narrative.

Zara the Zebra is curating a special exhibition to celebrate World Book Day. She believes that every story has a unique 'visual rhythm' made of patterns and colours. Your task is to act as the gallery designer. For each literary theme provided below, you must choose a pattern and a colour palette that reflects the mood of that story, then justify your design choices using artistic vocabulary.

Word bank: Geometric · Organic · Monochromatic · Complementary · Texture · Atmospheric · Symmetry · Abstract · Contrast · Vibrant

1. Imagine a story set in an ancient, enchanted forest. Describe a pattern and a colour scheme you would use to represent this setting. Explain why these choices evoke a sense of mystery. (3 marks)

2. If you were designing a cover for a high-speed adventure story about a daring explorer, how would you use 'contrast' in your colour choice to make the book stand out on a shelf? (2 marks)

3. Compare and contrast the use of 'geometric' patterns versus 'organic' patterns when illustrating a book about a bustling futuristic city compared to a book about a quiet meadow. (3 marks)

4. Justify your choice of colour palette for a story about a winter celebration. How do your chosen colours influence the reader's emotional response? (2 marks)

5. What might happen to the 'mood' of a book cover if you changed the colour scheme from warm tones (reds, oranges, yellows) to cool tones (blues, greens, purples)? (2 marks)

6. Explain why an artist might choose an 'abstract' style instead of a realistic style when designing a book cover for a collection of poetry. (2 marks)

Draw: In the frame below, design a 'pattern tile' for your favourite story. Use at least two different geometric shapes and one organic shape. Use a colour palette that represents the main character's personality. Add a label explaining which artistic techniques you have used.



Extension challenge: Zara challenges you to create a 'Book Mood Map'. Select a story you have read recently. Create a series of four small square illustrations—one for each chapter or key event—using only patterns and colours to show how the story's mood shifts from the beginning to the end. Do not draw any characters or objects, only the visual representation of the 'feeling' of the story.