

# World Book Day: Artistic Storytelling

*Learning objective: To explore how artists use colour, composition, and texture to bring narrative scenes to life, and to apply these techniques to book-inspired artwork.*

Read each flashcard carefully. Consider how Zara the zebra would use these artistic concepts to illustrate a scene from her favourite book. Use these terms to critique your own World Book Day illustrations.

## Composition

The way an artist arranges elements within a frame to create a balanced or exciting image for the reader.

## Focal Point

The part of the artwork that grabs the viewer's attention first, often the main character or a dramatic action.

## Contrast

The use of opposite elements, such as light vs dark or bright vs dull colours, to make certain parts of a drawing stand out.

## Medium

The specific material used to create art, such as watercolours, charcoal, oil pastels, or digital drawing tools.

## Perspective

A technique used to create the illusion of depth on a flat surface, making things look further away or closer to the reader.

## Texture

The visual quality of a surface in a drawing, like making a lion's mane look fluffy or a dragon's scales look rough and spiky.

## Mood

The feeling or emotion a piece of art creates, achieved through the choice of colour palette and lighting.

## Illustrator

A professional artist who creates drawings to accompany or tell a story within a book.

**What might happen if an illustrator used only cool colours like blue and grey for a scene about a sunny beach?**

The mood of the artwork would feel cold, sad, or stormy, which contrasts with the usual expectations of a warm beach scene.

**Justify why an artist might choose a 'low' perspective (looking up) for a character in a book.**

To make the character appear powerful, heroic, or larger-than-life to the reader.