

World Book Day Art: Creative Techniques

Learning objective: To understand artistic techniques used to represent literature, including character design, setting illustration, and cover layout.

Read the front of each flashcard to test your knowledge of how to create art inspired by your favourite stories. Flip to see the answer.

What is 'Character Design' in the context of World Book Day art?

Character Design is the process of creating the visual appearance of a story character, including their physical features, clothing, and unique accessories.

How can 'Perspective' change a book illustration?

Perspective creates the illusion of depth on a flat surface, making a scene look like it is stretching far away or looming close to the reader.

Define a 'Storyboard'.

A storyboard is a sequence of drawings that shows the main events of a story in order, helping an artist plan a comic or picture book.

What does the term 'Medium' refer to in art?

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

Why is 'Typography' important for a book cover?

Typography is the style and arrangement of the text (the title and author's name), which helps set the mood of the book.

What is a 'Colour Palette'?

A colour palette is the set of colours an artist chooses to use in a piece of work to create a specific atmosphere or feeling.

Define 'Composition'.

Composition is how the different parts of a picture are arranged on the page to make it look balanced and visually interesting.

If Pip the caterpillar wanted to draw a book cover, what is the first step?

Pip should brainstorm the main themes of the story and sketch out a rough layout before adding final details.

How can an artist show 'movement' in a static drawing of a leaping lion?

By using 'action lines' or 'blur' effects to show the direction and speed of the character's path.

What is the purpose of a 'sketch'?

A sketch is a quick, light drawing used to plan out shapes and positions before adding permanent ink or colour.