

World Book Day: Artistic Storytelling

Learning objective: To explore how artists use color, 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 favorite 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 colors, to make certain parts of a drawing stand out.

Medium

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

Perspective

A technique used to create the illusion of depth on a 2D 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 color 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 colors 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.