



# Manifesto

Caroline Hoy 491532 Sustaining your practice

I, *Caroline Hoy*, promise:

- to only make work that benefits the world that I live in.
- to do no harm, to people or the planet.
- I will not sell things that I don't believe in to people who don't need them.
- I will not knowingly make work that is designed to be immediately discarded.
- I intend to use illustration to share knowledge and open eyes.
- I will strive to continue to explore and experiment, embracing new techniques and technologies.
- Using old fashioned drawing combined with digital technology I will explore visual, interactive and tactile ideas to make important information stand out and to entertain my viewers, even if the piece is intended to be educational or instructive.
- I believe in using illustration to make complex ideas and concepts more accessible and understandable and to reveal the seen and the unseen.
- I will look for different perspectives and novel solutions and take my viewers and clients with me on my voyage of discovery always attempting to give them my best work.

I am in the fortunate position of being able to pick and choose the sort of work that I make and who I make it for. I can afford to be idealistic, but I am not unrealistic. I will not undermine other illustrators who rely on commissions to earn a living, I intend to always charge fairly for my work, unless the client is a charity which deserves my support. I expect to be paid promptly and in exchange will meet all reasonable deadlines and keep my clients informed of my progress. I will also work in collaboration with my client, offering alternative versions, listening to their needs and making appropriate modifications as required. I will always attempt to bring a different perspective to the work required, as an illustrator, artist, scientist, nurse, and recent student.

I believe that illustration is a powerful tool which crosses barriers of language and culture to reach a wide and diverse audience. The internet makes the distribution of images more economical and accessible than ever before.



# Visual stories

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For this project I propose to investigate narrative. How to best capture the interest of an audience with stories that they maybe weren't looking for. How to find stories that are waiting to be told.

I am an illustrator creating mixed media images which evolve from drawings on paper. I have some experience of making illustrations for science and education.

A variety of practitioners influence me, including:

- Merlin Evans, for the diversity of her practice.
- Roisin Cure, for the simplicity of her work.
- Andrea Joseph, for the stories that she tells and the way that she engages her audience.
- Luke Adam Hawker, for the sensitivity of his storytelling

## Aims and objectives

I want to use this opportunity to learn to:

- make drawings which communicate.
- use a small number of images to tell a story.
- leave in some ambiguity so that the viewer does some of the work to complete the story.
- select scenes and subjects that are narrative.
- find a narrative in a simple situation.

My interests are scientific, educational illustration and narrative/reportage I believe that stories may be a good device to communicate information.

At the end of this course I plan to use self-generated projects to raise my profile and attract work. Narrative illustrations have the capacity to spread my work beyond my current circle of influence.

## Schedule

It might be a bit ambitious but I'm planning to submit for the November 2022 Assessment. This preparatory period always takes me longer than it should but I'm hoping to be more productive once I start making actual work.

Timeframe:

- Assignment 2 March 2022,
- Assignment 3 June 2022,
- Assignment 4 August 2022

## Research needs/planning

I need to have a much better understanding of how visual stories are crafted. My research will need to cover narrative, intention, how illustrations can be interpreted or misinterpreted, how to capture and hold the interest of my audience.

Reading list so far:

- Reportage Illustration Visual Journalism Embury and Minichiello (2018)
- No Brief, Graphic Designers' Personal Projects O'Reilly, J. (2002)
- Maybe Scott McCloud Understanding Comics and/or Will Eisner Graphic Storytelling and Visual Narrative
- Together, Luke Adam Hawker (2021)

## Audience

Successful authors commonly say that they write for themselves. Many illustrators (e.g. Lizzy Stewart) say that they draw for themselves not for a potential audience. Who might be interested in my project? Probably the sort of people who would buy books by Shaun Tan or Luke Adam Hawker, curious people who are interested in everyday stories. At the moment I feel that I'm constraining myself by trying to second guess what is needed and blocking myself by looking at other artists and illustrators.

## Marketing

This is the area which I will need to work the hardest on. I find self-promotion unbelievably challenging. I intend to start creating some interest in my ideas by posting narrative images on Instagram and Facebook. It's an area that is both saturated with practitioners and becoming old fashioned but I it's somewhere to start. I currently don't post very often but I have 126 followers so that's 126 people to start influencing and hopefully with some more frequent irregular postings of a story that number will grow. The final project will be a digital (and possibly printed) publication. Maybe I will be able to get a local café or gallery to display the finished pictures as part of the Hertfordshire Open Studios.

## Ethical and health and safety considerations

I will make the characters anonymous in my stories so that anyone involved shouldn't be recognisable. I don't intend to make anything that will be upsetting to my audience

