

GLASGOW VEGAN
FESTIVAL

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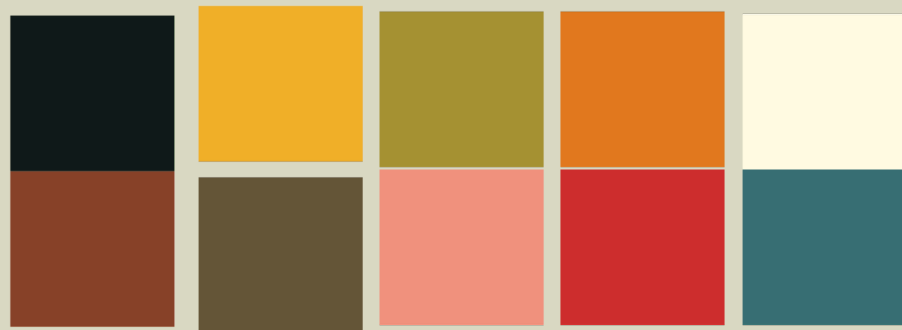
Glasgow Vegan
Festival

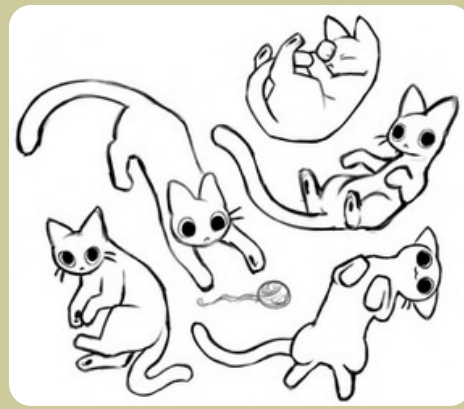
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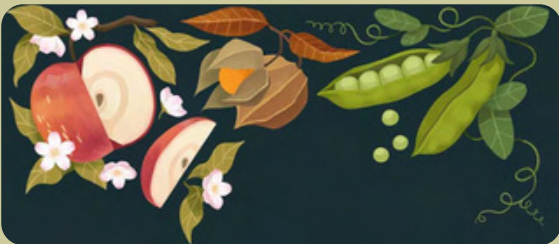
Glasgow Vegan Festival Posters

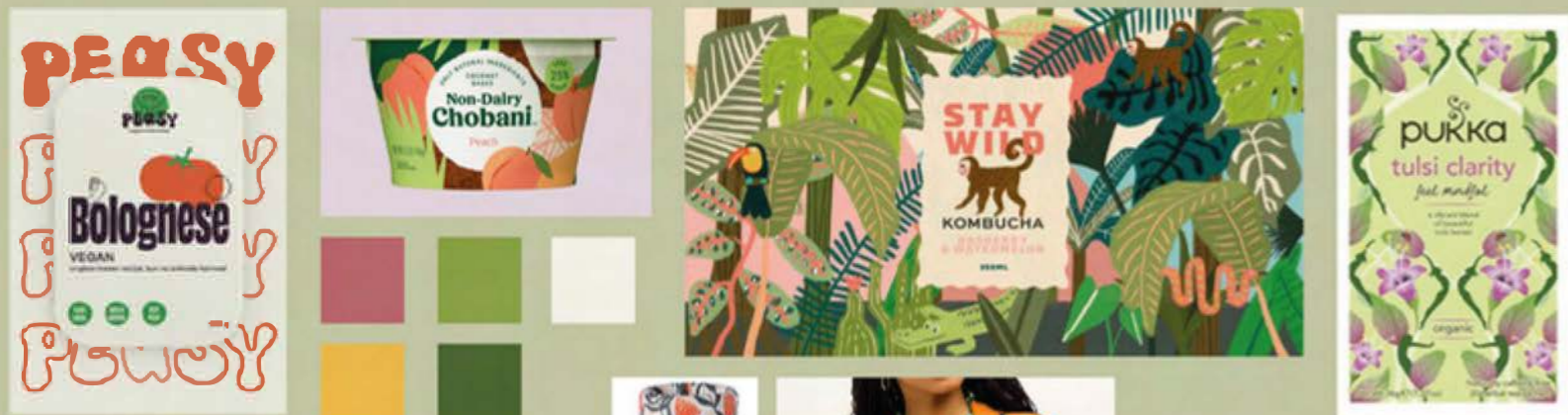
Final illustrations and mock ups.





Development and stages of digital painting





Cats Protection Charity

new logo old logo

cats on their website

clear, simple branding

Their main colours are yellow, purple and blue. They recently rebranded and are more focused on purple now.

lots of info on website

they do a lot of campaigning and raising awareness

helping all ages of cats

not only physically helping/rescuing cats but working for more legal protection for them too

They rescue, rehome and rehabilitate unwanted/abandoned or stray cats so that each one is loved and has a good home. They educate people on how to care for cats to make sure they are protected, and cared for.

Cat Posters + graphics

cats have a very recognizable shape and can be marketed very clearly. Their patterns are also very eye-catching.

people love cats so could use their cuteness to draw in more people!

line colour shape pattern

could use their cuteness to draw in more people!

flexible so could play about with shape and slot them together like jigsaw pieces

bold and simple colours draw attention

Concept 3: Botanical

words from brainstorming/vegan mindmap:

Self-sustainable - organic - growing - natural - botanical - organic - fruit - health - diet

The theme of Botanical - Suit the vegan festival well as most stalls are health - diet

Self-sustainable (seasonal) - being self-sustainable is a great, eco-friendly goal... suitable for the Glasgow region... when using fruit and vegetables are more than just ingredients... also fit in with a lot of the packaging for organic products that look as if they are really fresh.

Also by using vegetables/fruit/plants as the design that could also open up... as they are vital to growing plants and keeping very busy balanced... keep people with the cats/products/vegetables.

Signage of fruit and veg/plants are also very recognizable so would be a good idea to use.

Sketchbook research and reference

Posters Promoting veganism

eco-friendly sustainable living creating caring animal rights

focus on green shades clear text to get the message across images inspired by nature, animals, plants, vegetables, earth, compassion, compassion and empathy

save the animals save the planet

eat more plants

teach your kids not to hurt animals

eat better feel better

the bases of veganism or mainly not eating meat or animal products, so vegetables and meat substitutes are a big part of a vegan lifestyle

Glasgow Vegan Festival

festival logo

lots of food for sale, showing that animal products will be tasty, with a sweetener that puts a lot of people off being vegan; having no gut up foods are okay too.

festival website

many stalls and vendors

stalls at festival some examples of businesses that will be at the festival

animal charities

UK-wide festival

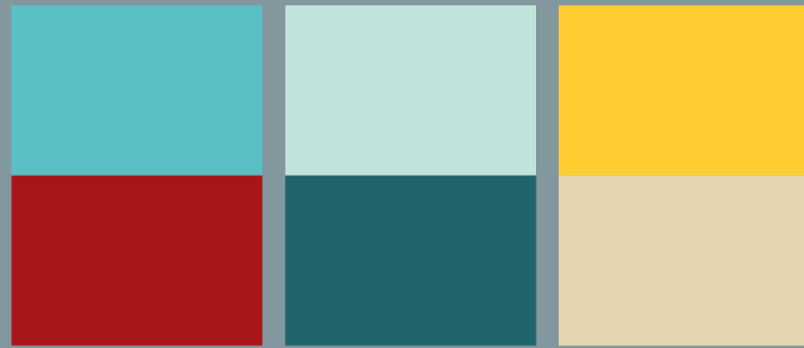
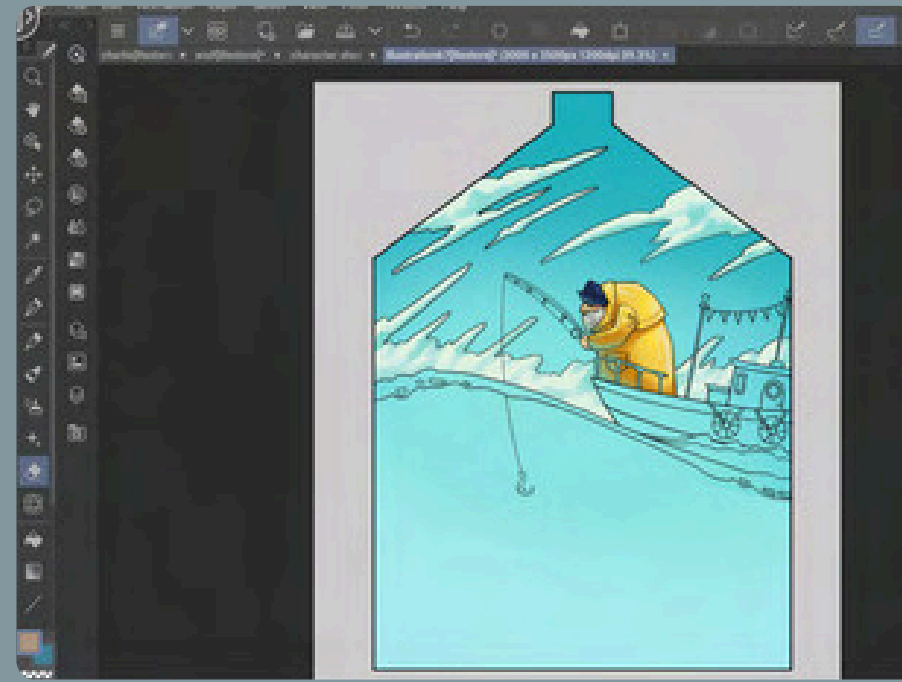
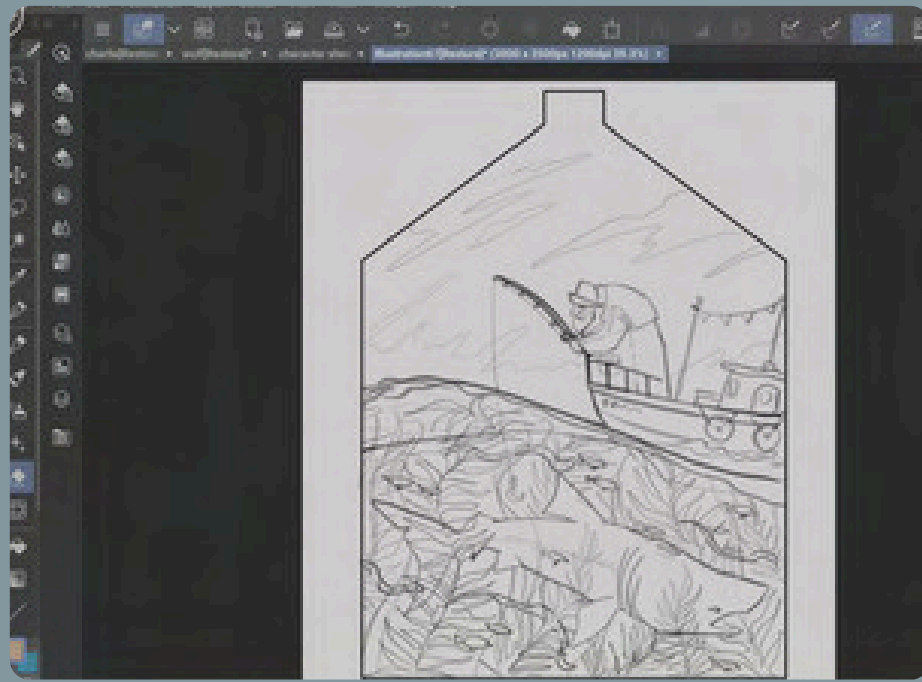
nature charities

GREENPEACE

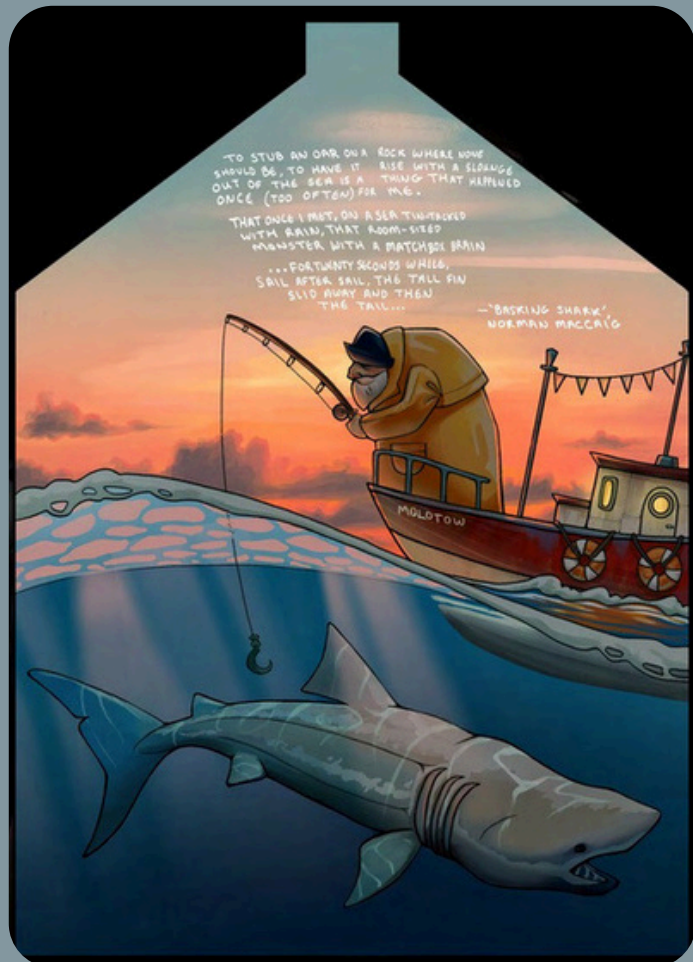
WOODLAND TRUST

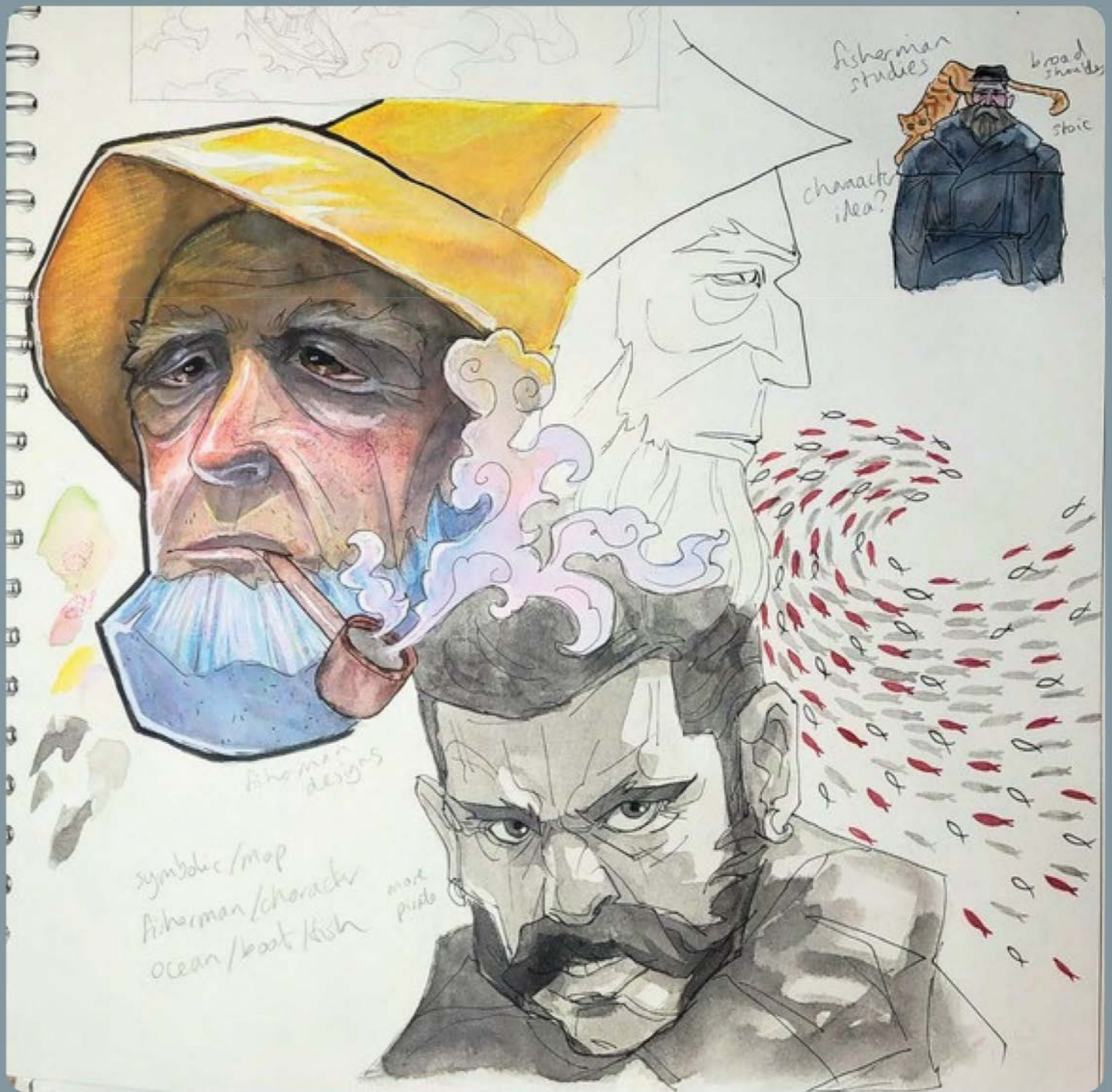
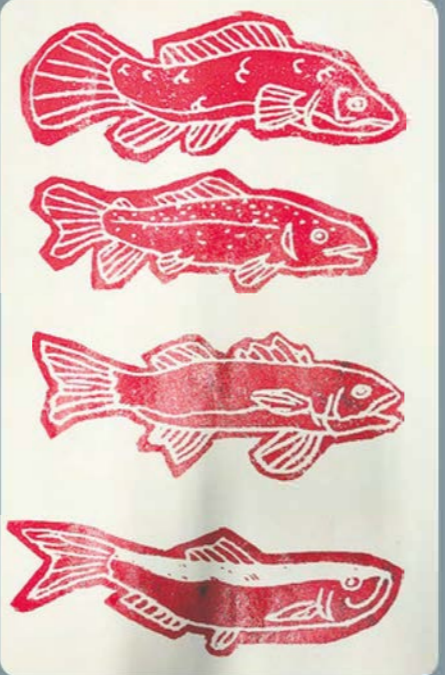
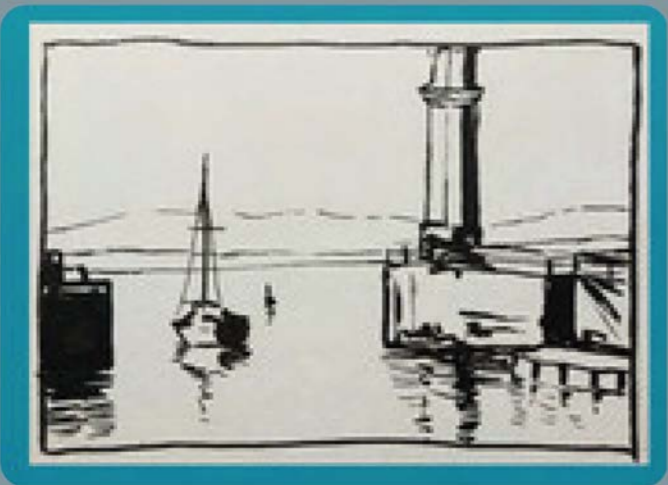
vegan clothing/cosmetic brands

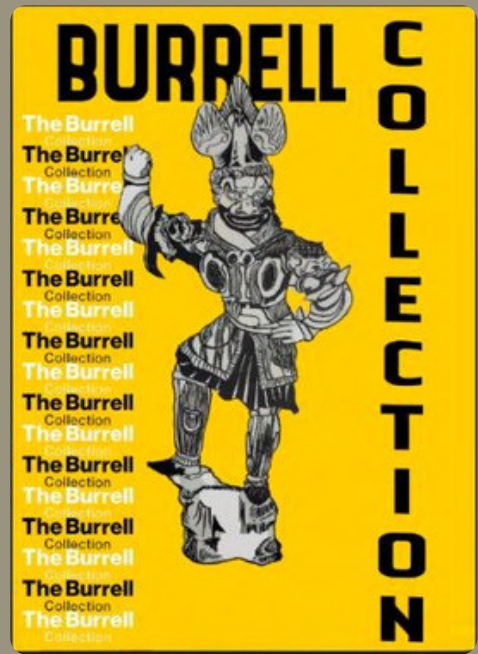
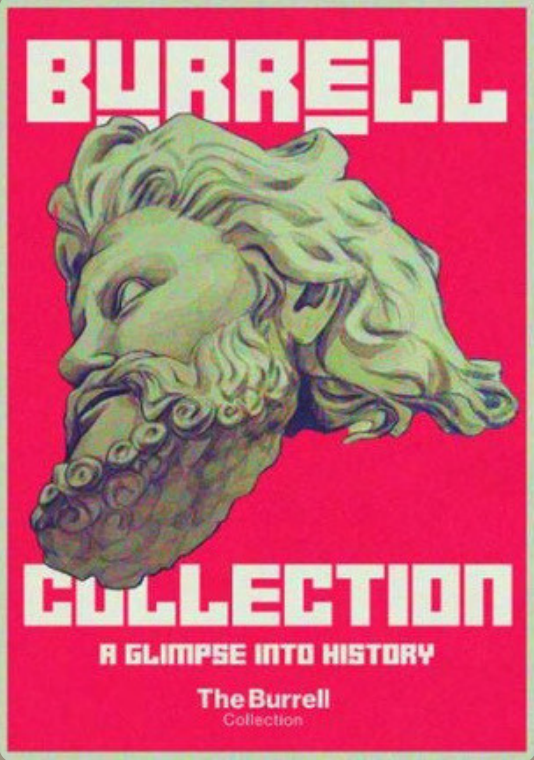
Vegan lifestyle



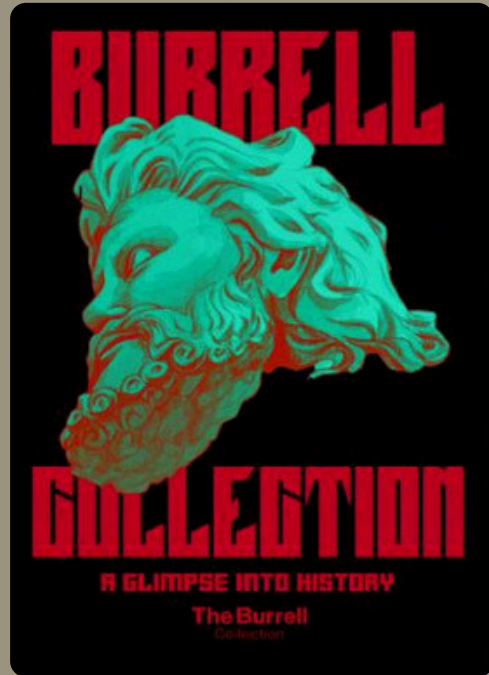
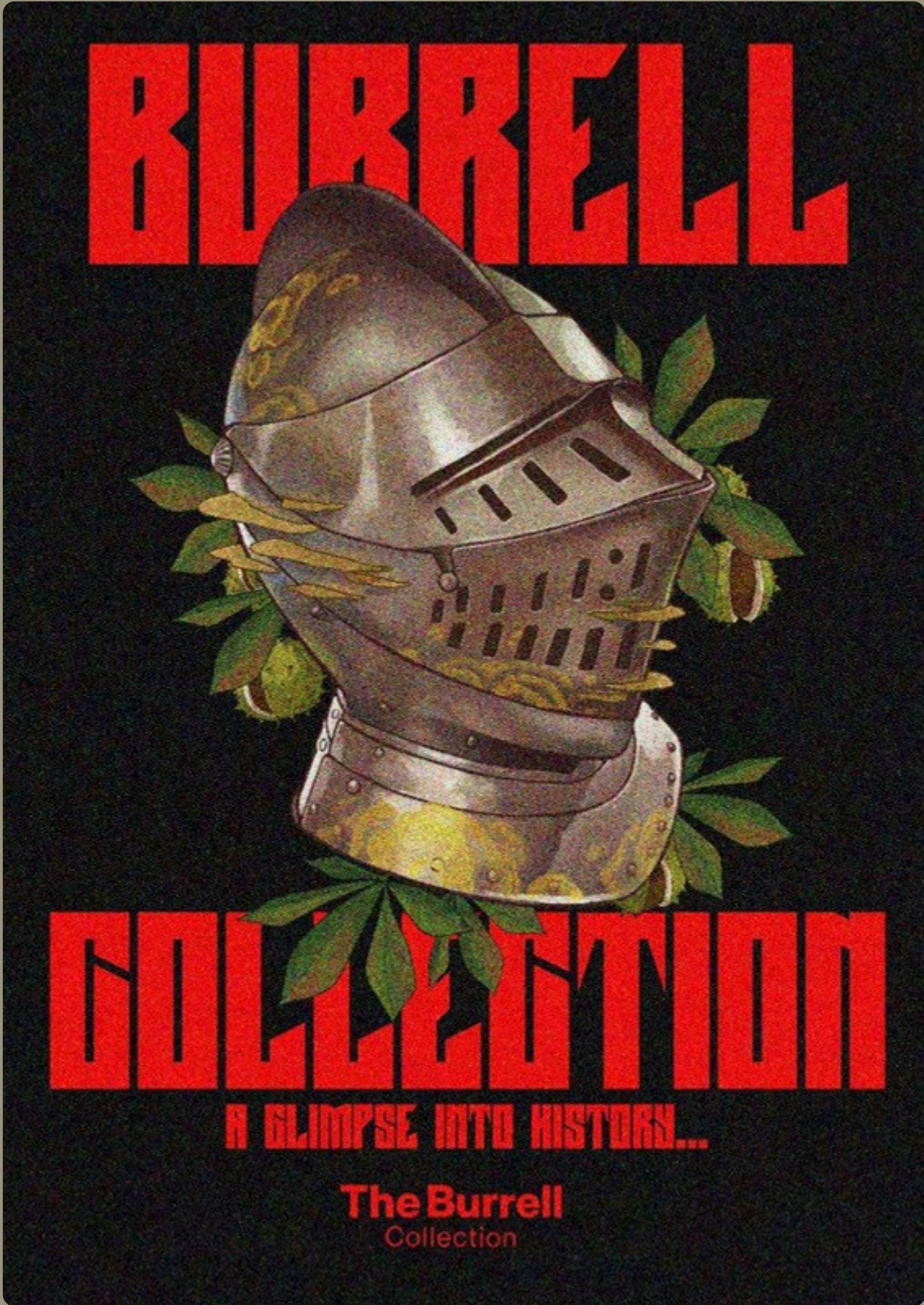
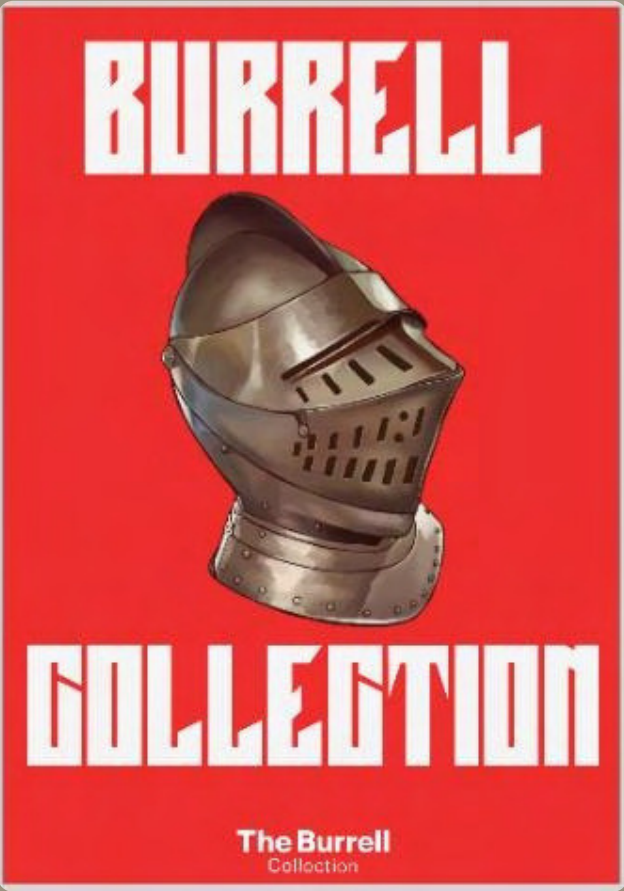
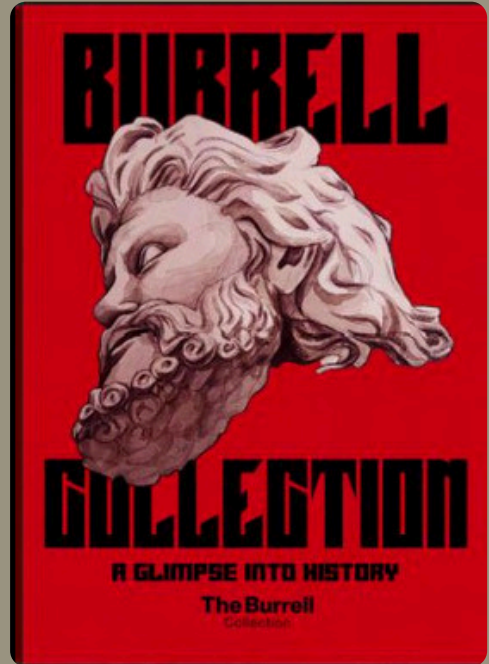
Mural design and mock up

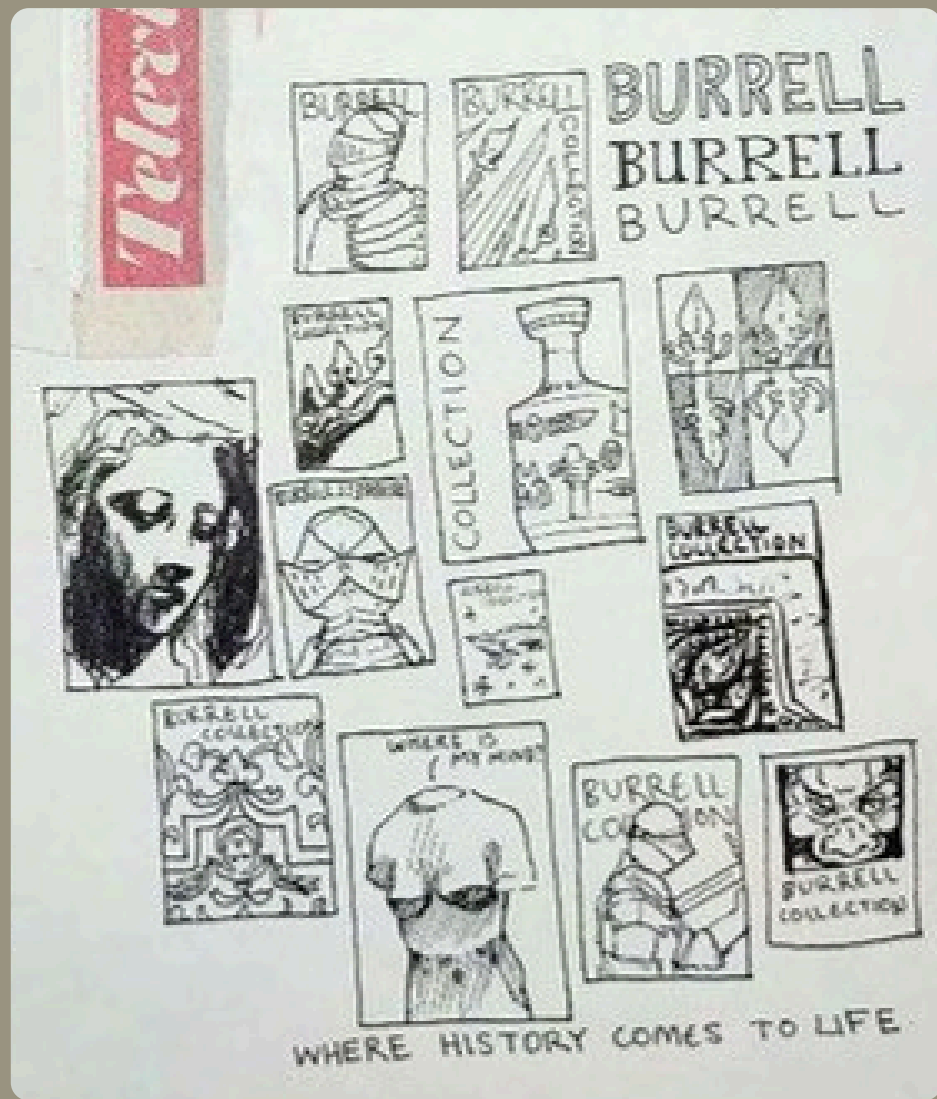




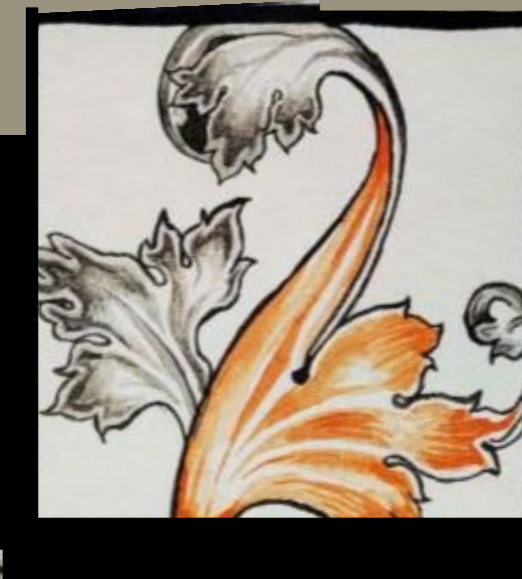
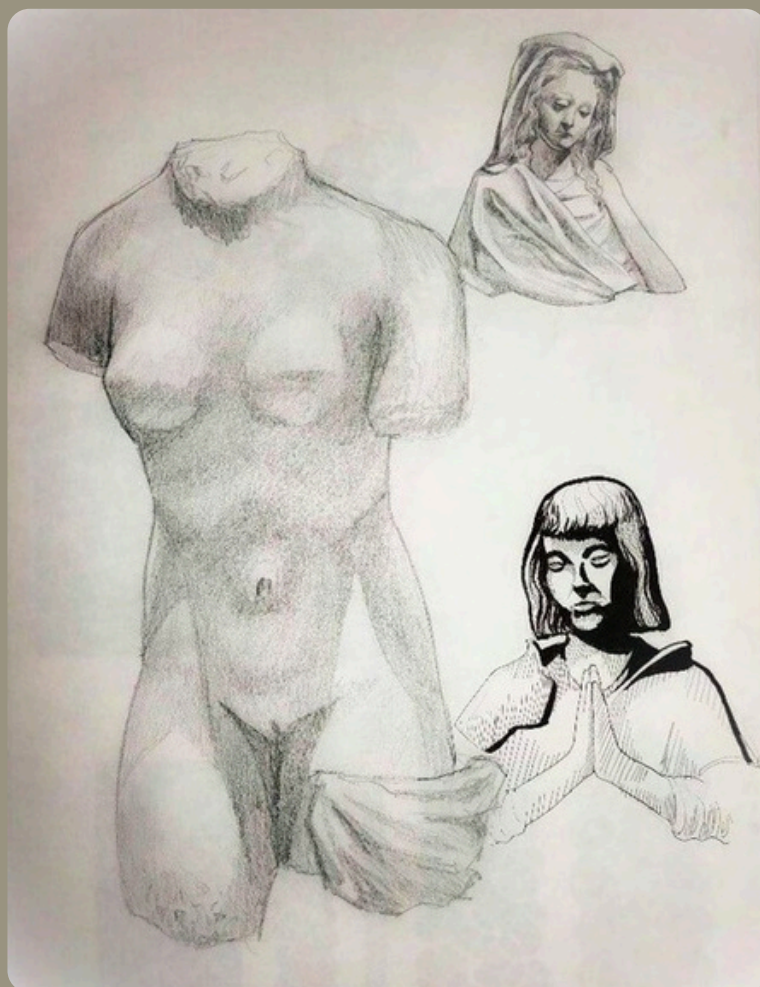
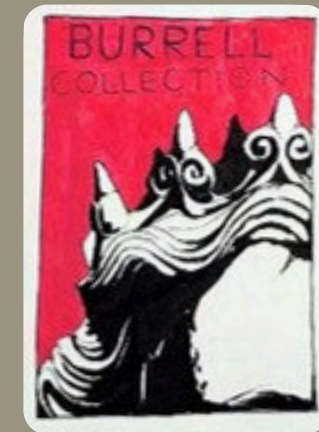


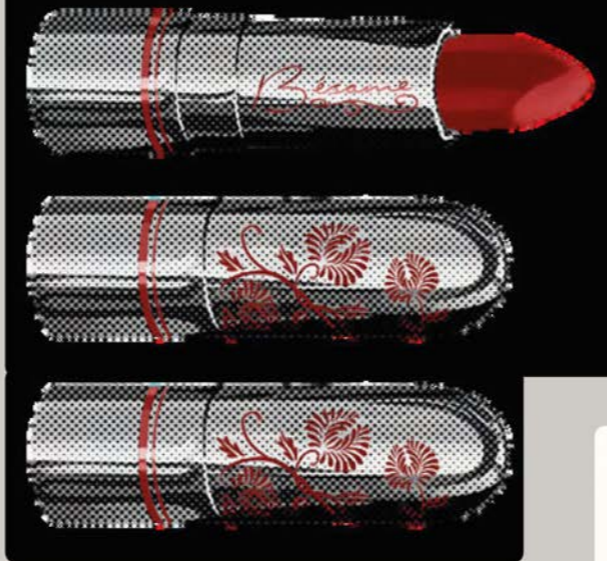
Poster designs for the Burrell Collection



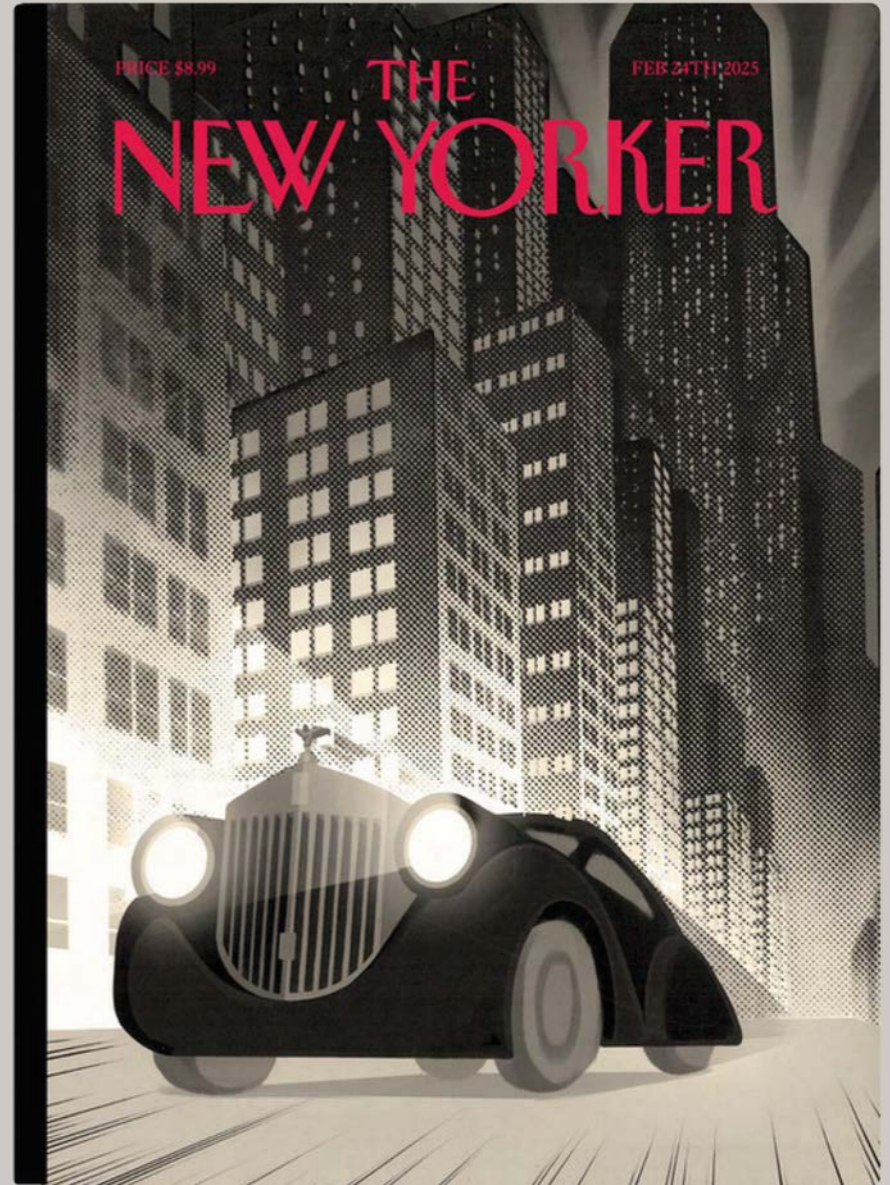


Observational drawing from the Burrell collection





Screen printed cover design and editorial illustrations for the New Yorker magazine



THE 1920S: TURMOIL AND TRANSFORMATION

The 1920s, also known as the "Roaring Twenties," was a decade marked by tremendous social, political, and cultural shifts. Emerging from the shadow of World War I, the world faced new challenges, reckoned innovation, and witnessed the birth of new cultural movements. At the heart of these developments were events such as the aftermath of World War I, the devastating Spanish flu pandemic, women's suffrage, the Jazz Age, and revolutionary art movements like Surrealism, Dada, and Art Deco. The decade would culminate in the devastating financial crash that heralded the onset of the Great Depression.

THE AFTERMATH

World War I, often referred to as "The Great War," ended in November 1918, leaving much of Europe in ruins. The

war was unprecedented in its scale, leading to the deaths of an estimated 16 million people, both military and civilian. Millions more were injured, with psychological trauma, or what was then called "shell shock," affecting countless veterans. Economically, countries involved in the conflict were severely weakened, commodities made desiccate and global trade disrupted for many years to come.

The Treaty of Versailles, signed in June 1919, officially ended the war, but it laid the groundwork for ongoing resentment and instability, especially in Germany. The treaty imposed heavy reparations on Germany, which were designed to punish the country for its role in the war but had the side effect of crippling its economy. Hyperinflation would follow in the early 1920s, further fueling German discontent and creating fertile ground for the rise of political extremism, most notably Adolf Hitler and the Nazi Party. The end of World War I also marked the beginning of the redrawing of European borders. The Austro-Hungarian Empire collapsed, leading to the formation of new nations like Austria, Hungary, Czechoslovakia, and Yugoslavia. The Russian Empire, having undergone the Bolshevik Revolution in 1917, transformed into the Soviet Union under Lenin's leadership. The post-war world was not only reshaping politically but also socially, as many sought to rebuild and adapt to a new global order.

PANDEMIC

Even as the world emerged from the horrors of World War I, it was quickly plunged into another catastrophe: the Spanish Flu pandemic. Beginning in 1918 and lasting until 1920, the Spanish Flu was an influenza pandemic that infected about one-third of the global population and caused the deaths of an estimated 50 million people—more than the total casualties of the war itself. The pandemic spread quickly, aided by the movement of troops and the general upheaval caused by the war. It disproportionately affected young adults, a demographic that had already been decimated by the conflict. Medical science

at the time was ill-equipped to handle the virus, and there were no vaccines or antiviral treatments available. Public health measures, such as quarantines and the wearing of face masks, were widely implemented, but the global nature of the disease made containment difficult.

The pandemic had lasting social and economic effects. Many regions experienced labor shortages due to the sheer number of deaths. The flu also heightened awareness of public health, leading to the establishment of better medical infrastructure in some countries. In many ways, the Spanish Flu was a forgotten tragedy of the 1920s, overshadowed by the political and cultural changes that followed in the wake of World War I, but it was an essential element of the world's recovery in this tumultuous decade.

VOTES FOR WOMEN

One of the most significant social changes of the 1920s was the expansion of voting rights for women. Despite these challenges, the Jazz Age had a lasting impact on global culture, influencing not only music but also literature, fashion, and art.

World War I proved to be a turning point for the women's suffrage movement. As men went off to fight, women entered the workforce in unprecedented numbers, taking on roles traditionally reserved for men, such as working in factories, driving ambulances, and serving as nurses on the front lines. Their contributions in the war effort strengthened the argument that women deserved full citizenship, including the right to vote.

In 1918, the Representation of the People Act was passed, giving voting rights to women over the age of 30 who met certain property qualifications. This

partial suffrage was seen as a victory, but it left out a significant portion of the female population. Ten years later, in 1928, the Equal Franchise Act was passed, granting voting rights to all women over the age of 21, bringing their voting rights on par with men.

The Jazz Age was not just about music; it was also a broader cultural movement that reflected changes in attitudes toward race, gender, and sexuality. The decade witnessed the rise of the flapper, a young woman who defied traditional gender norms by wearing short skirts, cutting her hair into a bob, smoking, and openly embracing a more liberated lifestyle. The flapper became an icon of the 1920s, representing women's newfound independence and a shift away from the strict moral codes of the Victorian era.

The enfranchisement of women was a landmark achievement that had far-reaching effects. It changed the political landscape of the UK, as women began to influence elections and policymaking. It also inspired women's movements in other parts of the world, contributing to a broader wave of feminist activism throughout the 20th century.

THE JAZZ AGE: A CULTURAL REVOLUTION

The 1920s were also known as the "Jazz Age," a term popularized by writer F. Scott Fitzgerald. Jazz music, born in the African-American communities of New Orleans in the early 20th century, exploded in popularity during this decade. Characterized by its syncopated rhythms, improvisation, and blending of African and European musical traditions, jazz became a symbol of the era's break from tradition and its embrace of modernity.

Cities like New York, Chicago, and Paris became hubs for jazz culture. In the United States, African-American musicians such as Louis Armstrong, Duke Ellington, and Bessie Smith gained

national fame, while white audiences were increasingly exposed to and influenced by black culture. The popularity of jazz clubs, speakeasies, and dance halls reflected the growing fascination with nightlife and entertainment in the post-war world.

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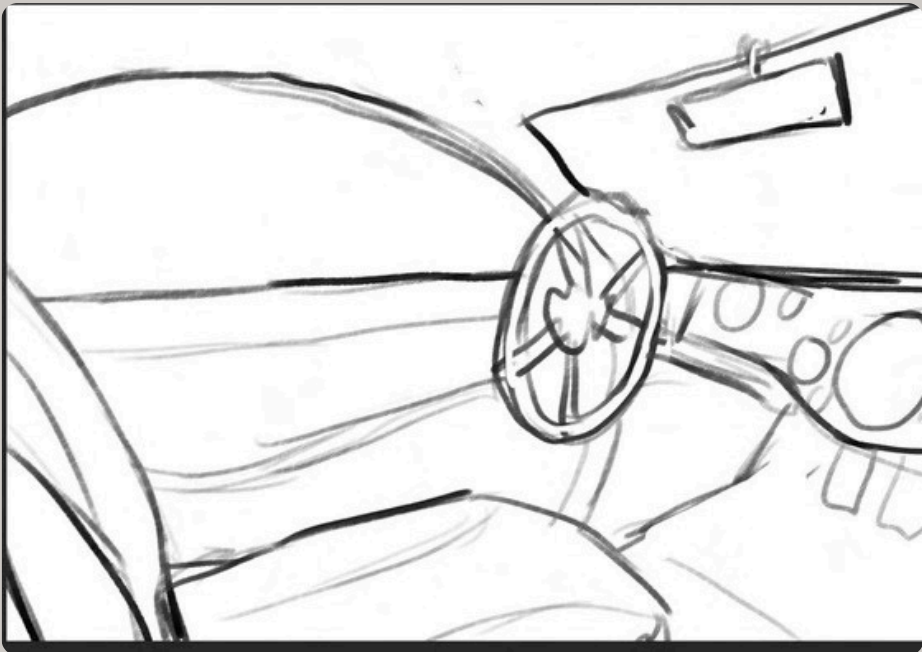
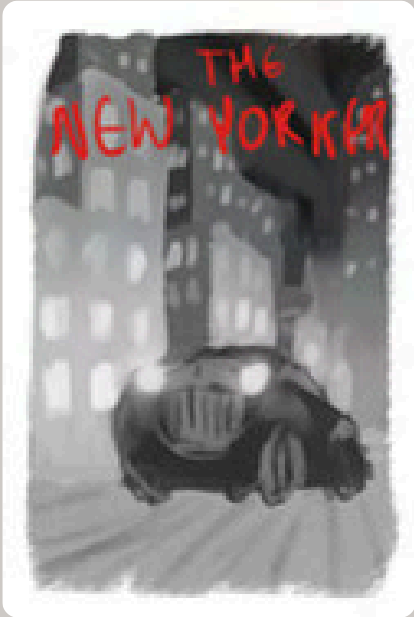
Jazz and the cultural changes it symbolized were not without controversy. Many viewed jazz as immoral and a threat to traditional values. Racial tensions also ran high, particularly in the United States, where segregation was still enforced in many areas. Despite these challenges, the Jazz Age had a lasting impact on global culture, influencing not only music but also literature, fashion, and art.

ART MOVEMENTS

The 1920s were a period of profound innovation in the visual arts, with several avant-garde movements emerging that challenged traditional artistic norms. Among the most important were Surrealism, Dada, and Art Deco, each of which had a distinct style and philosophical approach but shared a common interest in breaking away from the conventions of the past.

SURREALISM

Surrealism emerged in the mid-1920s as a literary and artistic movement that sought to explore the unconscious mind. Influenced by the psychoanalytic theories of Sigmund Freud, Surrealist artists aimed to bypass rational thought and

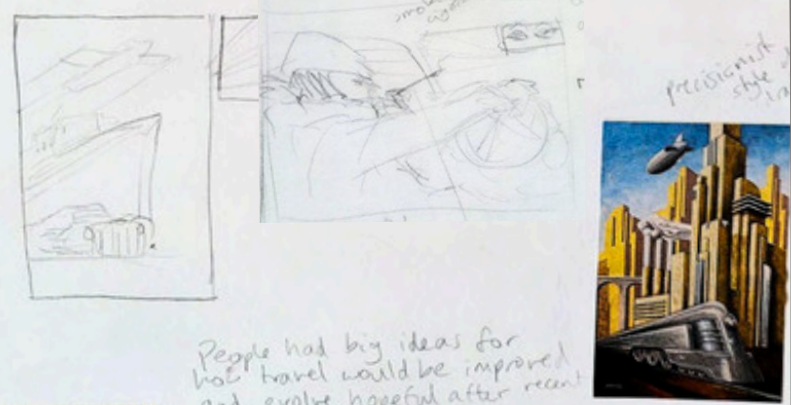




'CARRYING YOU TO THE FUTURE IN STYLE

Celebrating the progress and innovation of the 1920s, and looking towards the future with optimism

The 20s were all about progress and celebrating and enjoying what life had to offer, especially after the horrors of WW1, people wanted to make the most of being alive. This is part of the reason why more people were shifting their focus to imagining what the future could be like. This idealistic, fashionable vision of the future inspired a lot of design in architecture, engineering, and clothing.



People had big ideas for how travel could be improved and evolve, hopeful after recent advancements in vehicles and technology in the 1920s.

