



Casket Critters

Process Book
Brandi Jarrard

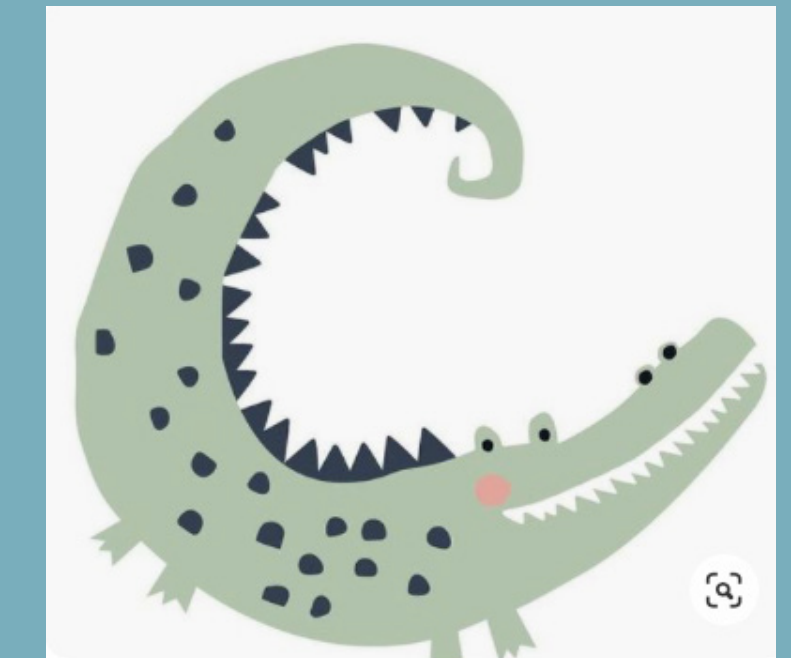
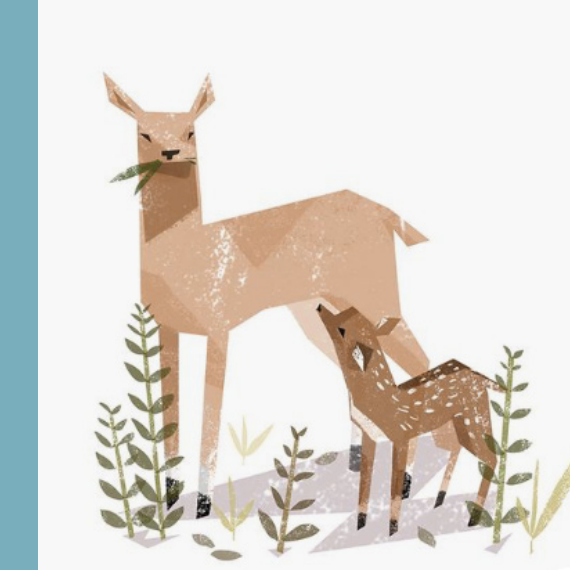


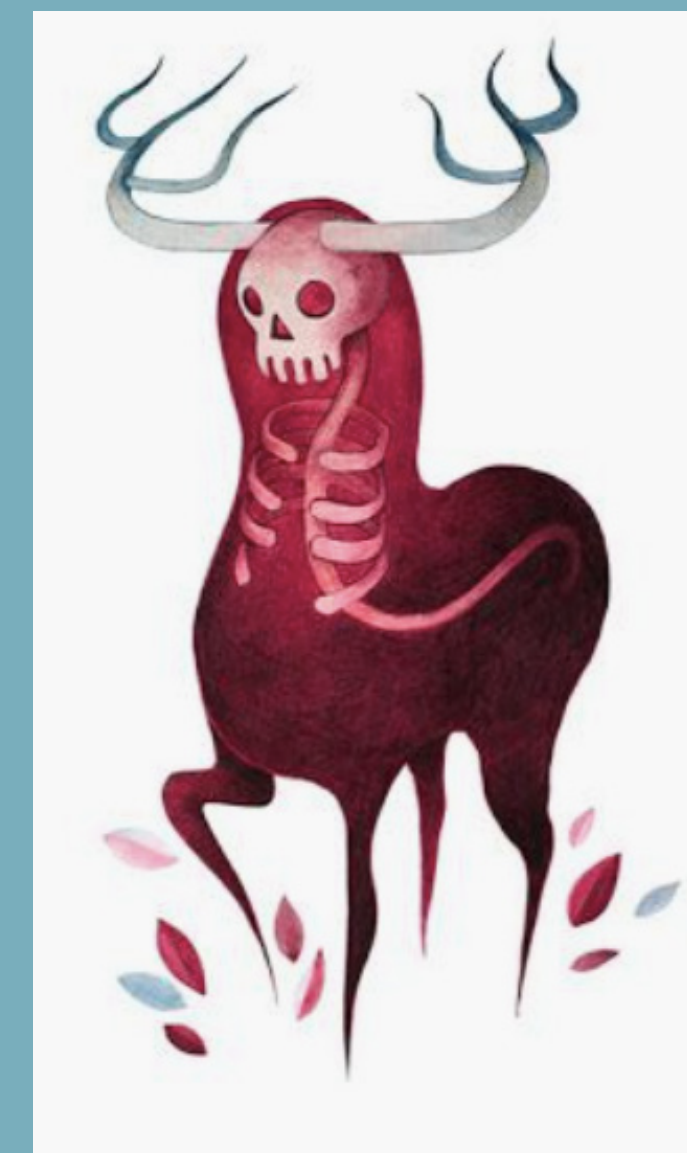
Concept

Over the past 100 years we have lost over half of the species that inhabit our Earth thanks to human involvement. There have been so many interesting creatures that have just disappeared without any recognition of their passing. Casket Critters wants to memorialize those species and teach people about what is happening to the innocent creatures and how to help.

Objective

The important part of Casket Critters is to teach parents and children about the extinct animals so they are not forgotten, and to help inspire them to help stop the problem. If we do not stop the destructive habits we have started we will wipe out all of the biodiversity on the planet, we will suffer as a whole if we do not save even the smallest creatures in our environment.





Moodboard

It was necessary to get the feeling of Casket Critters correct. This project could have easily gone very dark and morbid, which would not have the desired effect. Casket Critters is to have kids question their parents on where the cute animals have gone. We want the kids to be upset enough to the point to get their parents to help them take action.

If the kids are wanting to help the parents will inadvertently help out and learn in response to them having to teach their children to quell their curiosity and sadness.

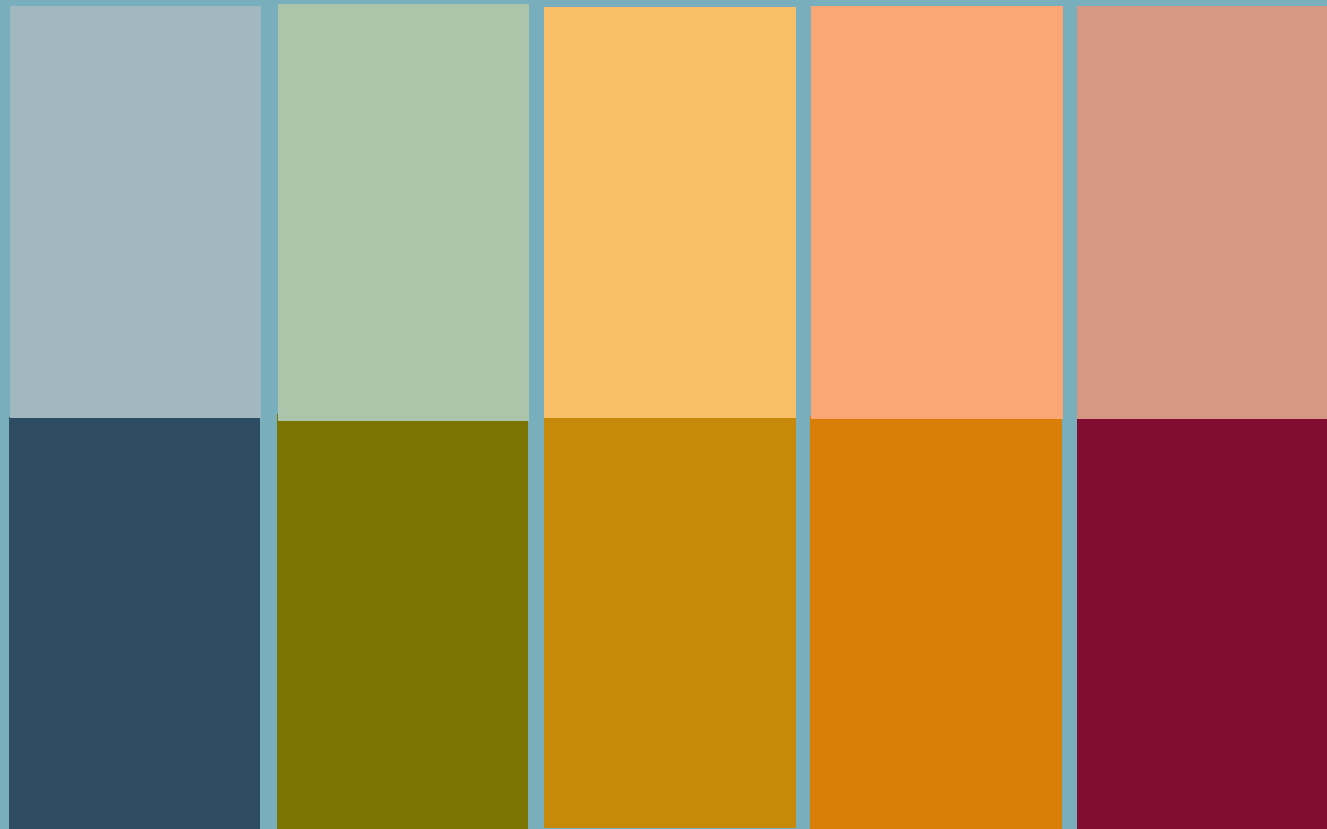


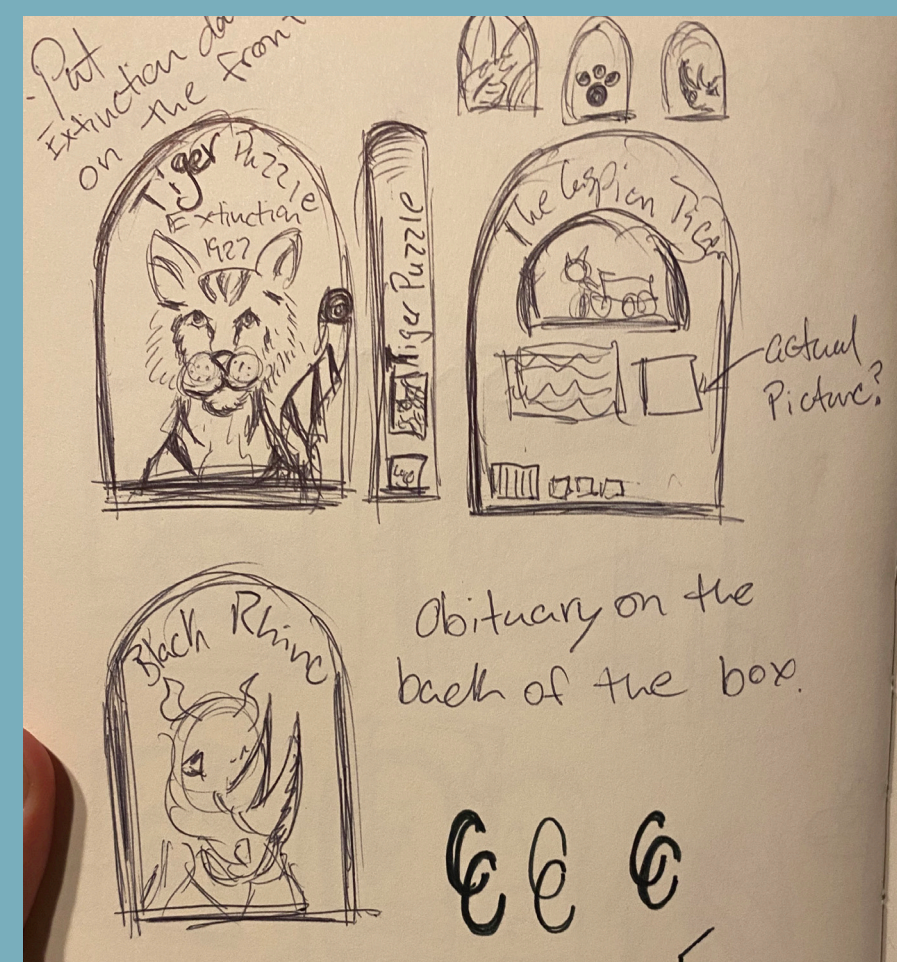
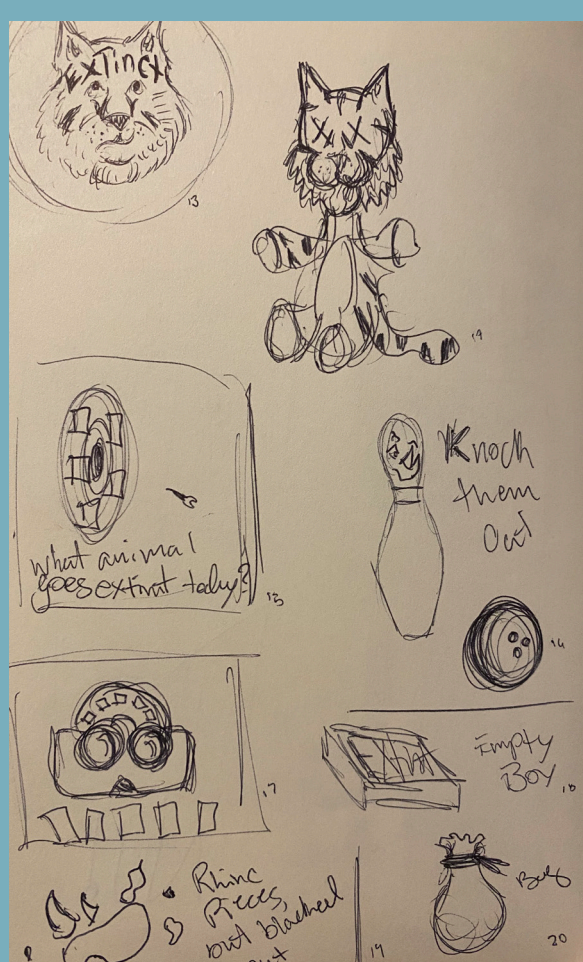
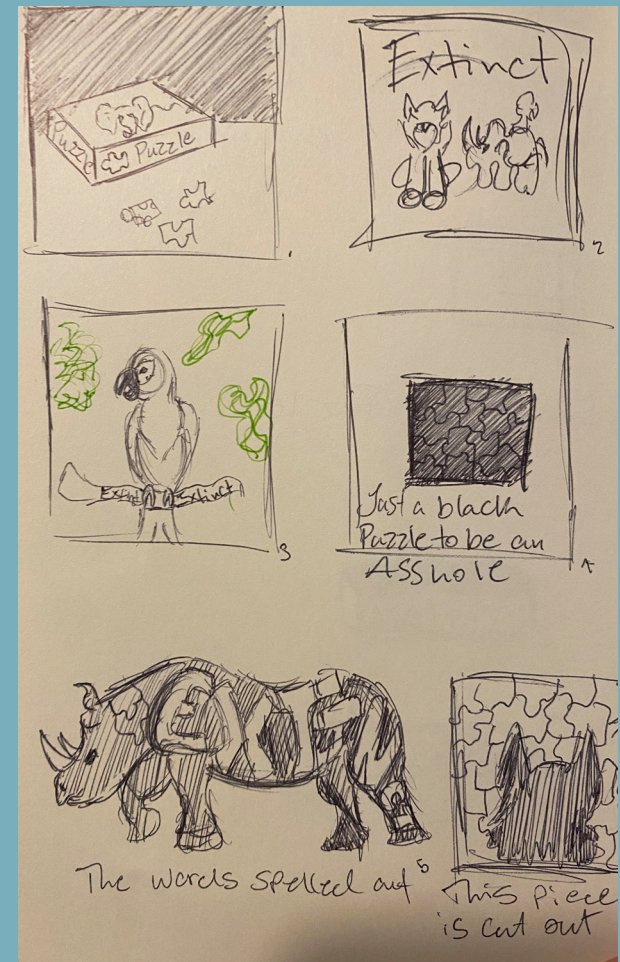
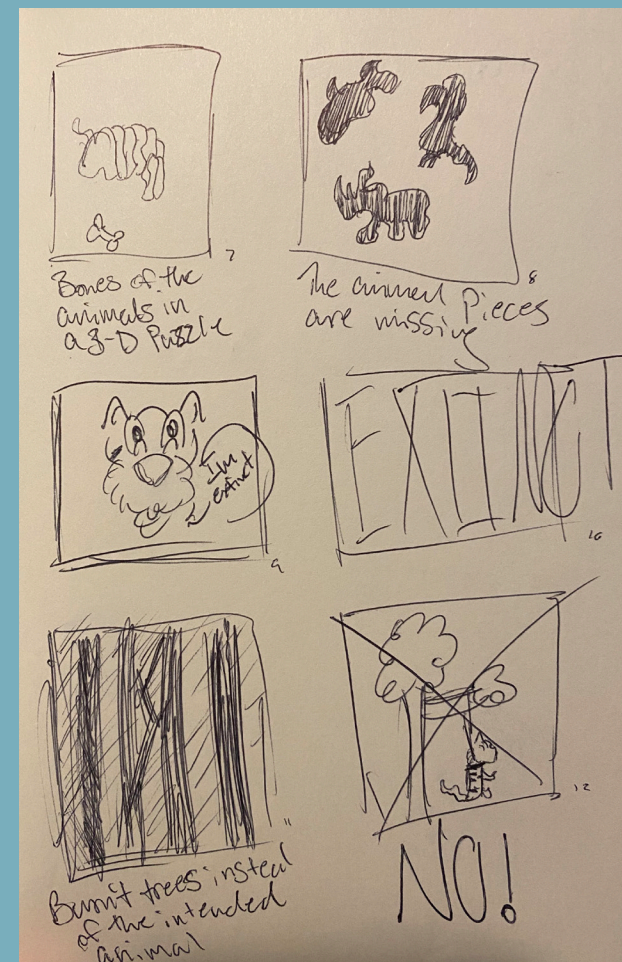
Studies

I want to create a line of informational and thought-provoking toys that make children and parents both question what is going on in the world. I want them to actively want to learn and try to help the environment. The outside of the packaging will be normal looking and the inside and the actual toy will be more distorted for educational purposes. The toy, puzzle, or book will be in some form a statement on what is happening to the animals in the wild and hopefully cause concern to the children and parents and cause a reaction.



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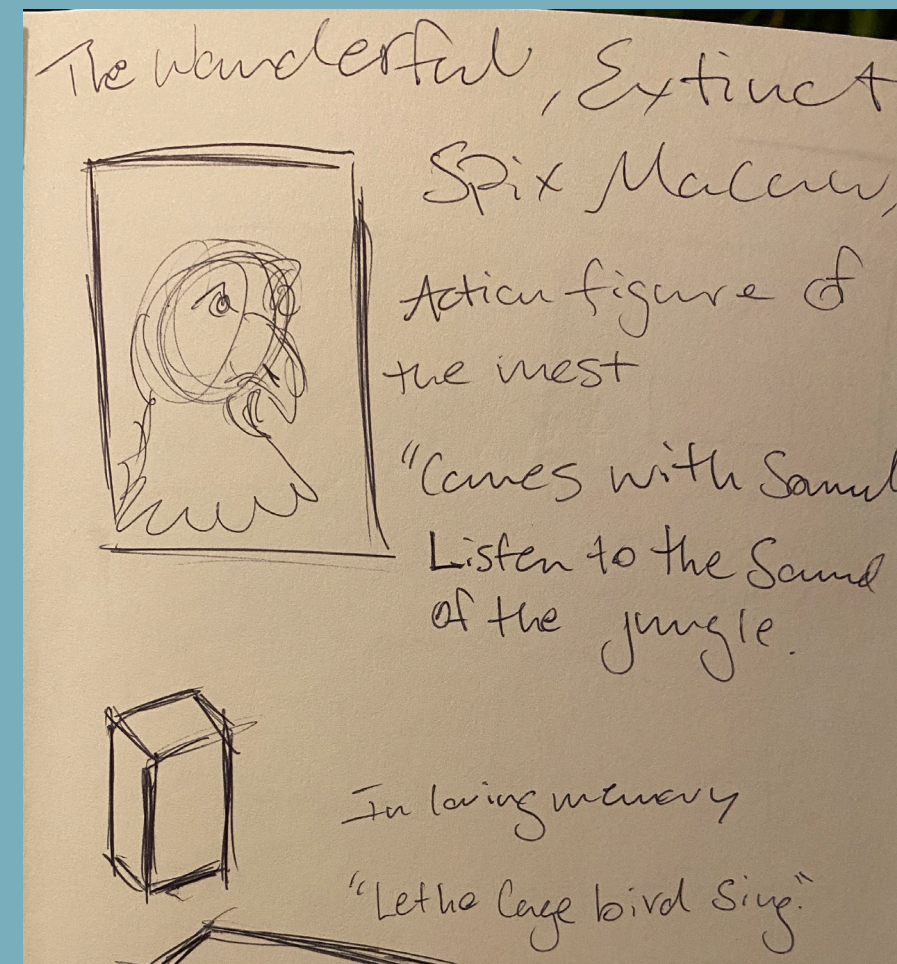
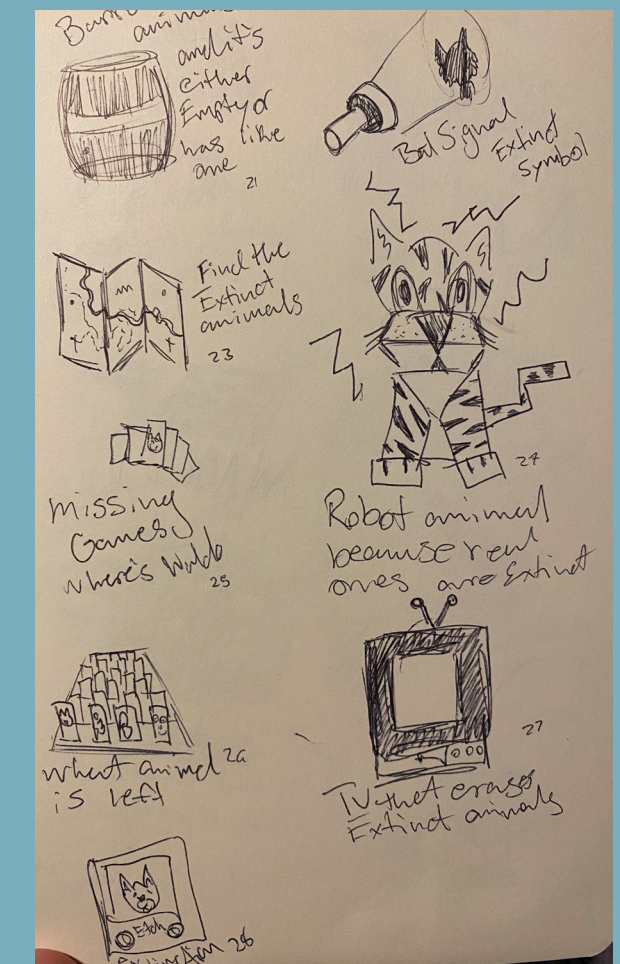
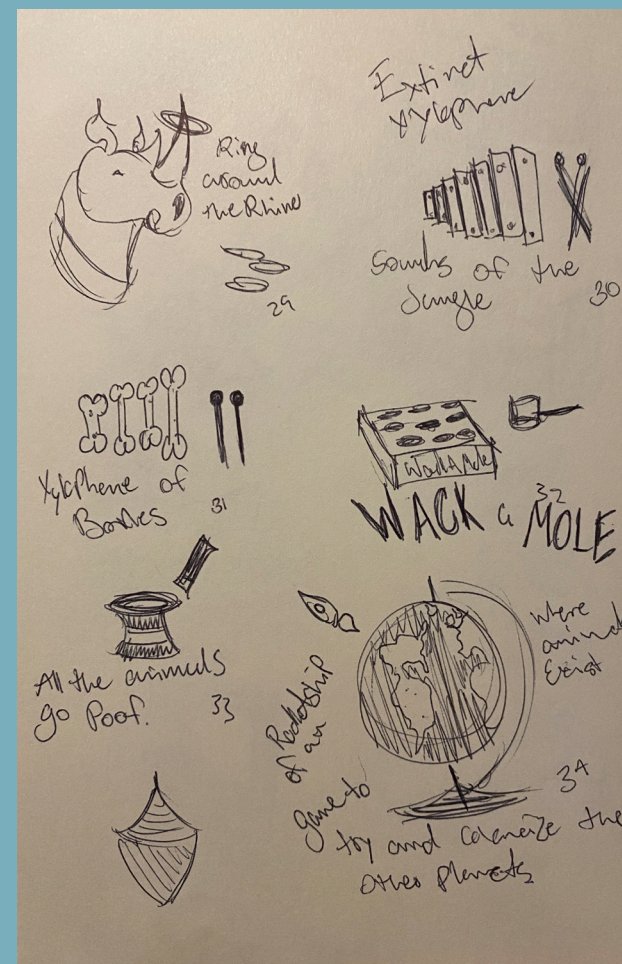




Thumbnails

While creating my thumbnails I was very interested in creating a line of children's toys that would teach children about the extinction crisis. The difficulty with that task is trying to teach them about something that is no longer tangible.

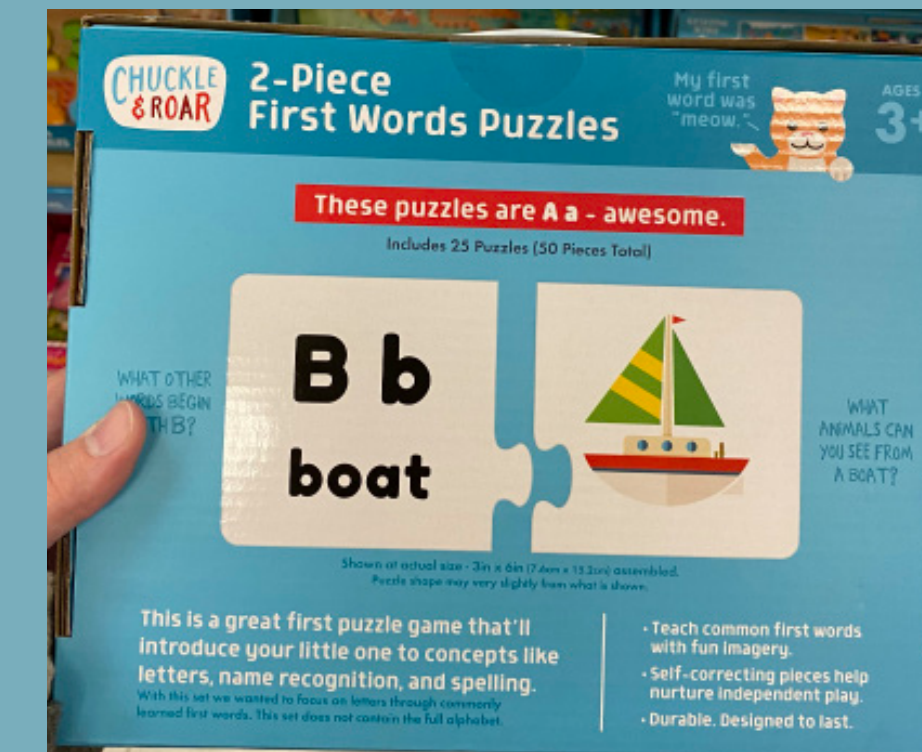
Children rely on the tangibility of objects to help them learn and process, this would be the main focus of how I designed the toys. The plaything would be tangible and look normal in the beginning or on the packaging but when you solved the puzzle or opened the full package the main focus would be missing or broken to represent what has been happening in nature.



Packaging

Before I began this project I needed to research what a package for children's puzzles normally looks like. They are not overly complex or confusing, they get straight to the point and have the photograph of the puzzle on it in many different locations.

The shape of the box that I went with is very untraditional, but the point of it was to give off the subtle shape of a tombstone since the animals are extinct it's only fitting.





Research

The Earth is in the midst of its sixth mass extinction and hardly anyone knows about it. Species are going extinct at such a fast rate because of climate change, deforestation, poaching, and habitat loss. Almost 200 species go extinct every day which is over 1000 - 10,000 times the natural rate of extinction if this continues very soon our Earth could be a desolate landscape.

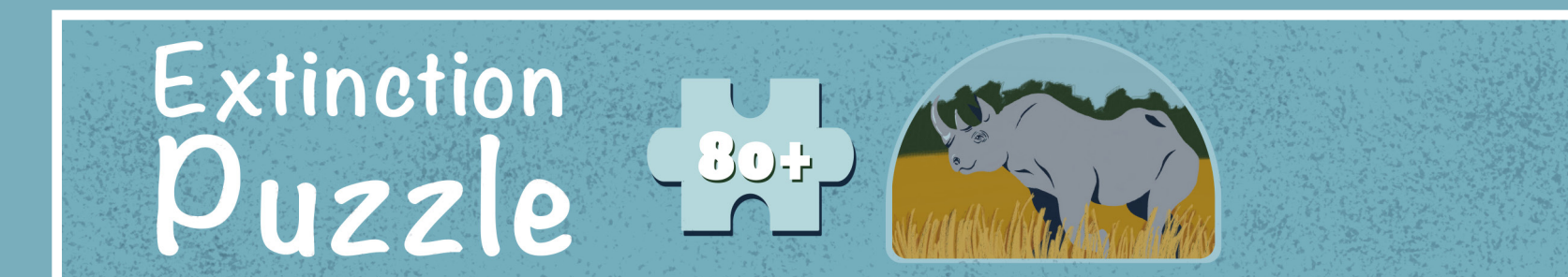
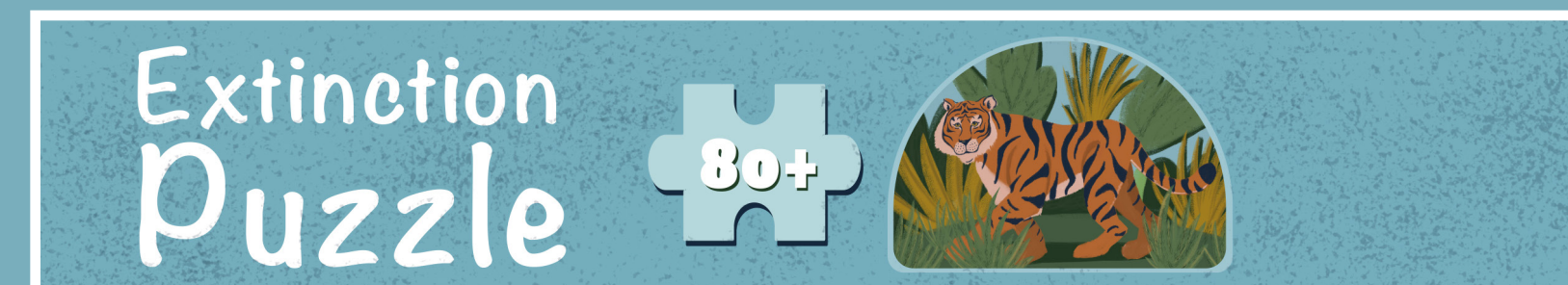
Biodiversity is what makes our very existence possible, we need other animals to pollinate our food and plants to produce our oxygen. When one part of the ecosystem dies the whole system gets thrown off balance and every organism up and down the chain feels the effects.



Early Work


The start of this project was mainly trying to figure out what the illustration style was going to be consistent of. The first iterations were very detailed, or too flat and didn't have a lot of character. I eventually settled on a look that was fairly cartoony with a textured appearance.

I feel like the look has lent it's self nicely for my audience, it is appealing and innocent enough but has the opportunity to be manipulated in many ways. It is easy to draw and works well to teach children through infographics.



The CASPIAN TIGER

The Caspian Tiger was the biggest tiger to ever have existed. They had the largest manes and the longest fur of any big cat. They were known for their cunning skills and how easily they could travel through the forest.



Habitat

The tiger lived around the Caspian Sea, Iran, Russia, and Central Asia. They inhabited the forest of these areas and stayed around bodies of water. They hunted the wild boar and deer that populated the woods. They have been protected since the early 1940s but at that point, there were so few left that it was too late to be effective so they became extinct in the early 1970s.

Cause of Extinction

Deforestation was one of the main reasons the Caspian Tiger went extinct. Farmers started removing them so they could convert the land to farmland. The Russian government put a bounty on the tiger's head so they could easily clear land for farming. Once that bill was passed it took less than 3 years for the tigers to be extremely close to being extinct. It happened so quick no one even realized what had happened. The destruction of our wildlife doesn't only hurt them but it hurts the ecosystems we rely on.

How To Help


There is not a lot you can do for an animal that has gone extinct, except for helping their relatives to not reach the same fate. We can help endangered animals we just need to pay attention and speak against wrong doings.

PROTECT RESTORE FUND

www.endangered.org

The SPIX MACAW

The Spix Macaw is a beautiful blue plumed parrot from the center of Brazil. They are intelligent creatures that have had quite the adventure when it comes to survival.



Habitat

The Spix Macaw is native to the Catinga rainforest of Brazil. This area is special because it forms the perfect environment for them to survive. It forms a tropical environment with plenty of food but it is not overly wet. They build their nest in hollow trees and they tend to have 2-3 eggs each spring. They eat the fruits and seeds of the trumpet tree.

Decline of a Species

The graph above shows the decline of the Spix Macaw. In the 1970s the Spix Macaw was being captured to be sold as an exotic pet and their numbers declined drastically from it. Then in the 1990s, their numbers started falling again because of deforestation for farmlands.

Cause of Extinction

Deforestation has affected the extinction of the Spix Macaw the most. The rainforest they call home has been being burned, destroyed, and harvested for palm oil that has made it completely uninhabitable for these birds. The Spix Macaw has also been prone to bird trafficking. The beautiful birds have been hunted and captured to be pets for exotic pet collectors. This practice has caused their numbers to dwindle faster than they should have.

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Solution

Casket Critters needed to be able to appeal to both children and parents so that they could both learn simultaneously and teach each other. Through illustration I have created an identity that attracts children to want to learn about the animals because they look like friendly cartoon characters. I have also made a friendly line of infographics as a learning tool as well as a line of puzzles that are a learning opportunity.



EXTINCTION STORIES

Our Story

Shop

Critters

The Caspian Tiger

EXTINCTION STORIES

Our Story

Shop

Critters

The Japanese River Otter

EXTINCTION STORIES

Our Story

Shop

Critters

Our Story

EXTINCTION STORIES

Our Story

Shop

Critters

Protecting Our Future



Extinct 1970



Extinct 1979



Loss of Habitat




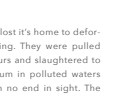

Loss of Habitat




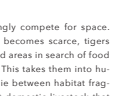
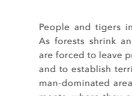
Human Interference




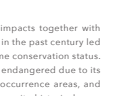
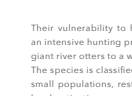
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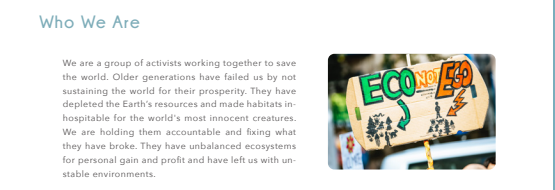
Help and Protect




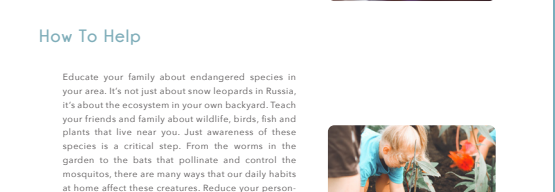
Help and Protect




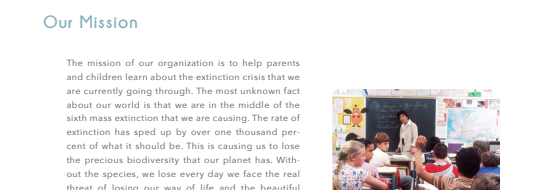
Who We Are





How We Work



Our Mission



Learn More About Extinction



How To Help

