



Ossi Hiekkala



What was the commission?

A character illustration for Oolannin food packages and advertisements.

What was the biggest challenge of this assignment?

It's always how to catch the personality of the character to suit the vision by the customer.

What is the first thing you do when you receive a commission?

Read it carefully, think all the angles the customer wants and if I can tweak the idea so it would work even better.



Describe your sketch process.

I start from very small idea sketches, if the customer hasn't provided me their own idea for composition and setting. These are usually the size of a matchbox, and meant only for my own uses. There are only a few lines and directions. Then I choose the one that I think will work the best and make a bigger but still very loose sketch. This I will show to the customer. If they like the idea, I will produce a more detailed sketch, in which I will make changes where the customer feels they are necessary. I emphasise this stage as the most important in the process. Most of the problems should be solved here.

What was the feedback you were given ?

The process was very smooth from the beginning to the end. I got some wishes for changes, but nothing major. I believe the customer and I were on the same level all the time.

What skills helped you the most with this commission?

My understanding of the demands of graphic design and experience in communicating with the design agencies.