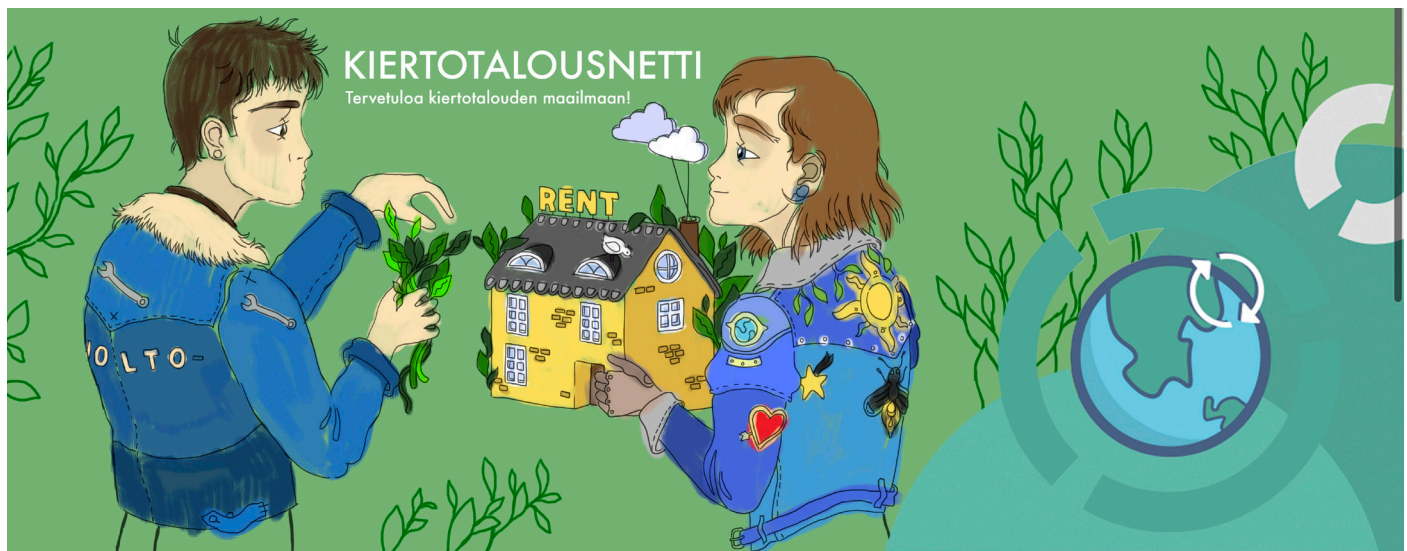




**Riku Ounaslehto**



### What was the commission?

The commission was to illustrate a website banner about circular economy. The illustration should bundle up all the photos and illustrations already used in this website. Banner should also include a headline and a logo. The website's target was mostly children and their teachers.

### What was the biggest challenge of this assignment?

To include all of the elements which are common when you think about a circular economy. But at the same time the illustration shouldn't look too map-like, as an infographic. Instead it should speak to a younger audience.

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

Usually my first idea is the strongest and most interesting so I start working on it. I'm creating visual elements which are valid and unique at the same time. Also, choosing the colour palette normally starts with 3 to 8 colours.

### Did you have to go outside of your "comfort zone" in this commission?

Not exactly, but drawing solar panels and electric cars was interesting because usually my illustrations are more "organic".

### Was it a good brief?

It was, because there were such accurate details. As an illustrator it made me feel that it was very important to include those details. And because of the good brief, I remembered the target audience. The brief also had space for my visions too.

### Describe your sketch process.

When sketching, my most creative tool is often a traditional pencil. With a more vivid line, drawing elements and details can go hand in hand with thoughts. It also makes editing much easier. Sometimes drafts of work are sketched directly with computer programs, so you can effortlessly continue progressing into a final illustration. Starting with a computer is great if your time is very limited and it also helps you pick out final colours more precisely.

### Did the finished work turn out the way you thought it would?

My thoughts were to focus on two human characters and one circular economy miniature house. But it turned out great when client suggested that I should try to spread the house somehow to resemble a whole circular economy town.



### What inspired you to make the commission the way you did?

Personal looking, and relatable human characters, because I really wanted to arouse interest among young people.

### What did you learn from the process of this commission?

That some subject matter includes surprisingly specific things to draw. If you search for illustrations about circular economy, the illustrated elements are all quite similar so it was challenging but engaging to figure out something that would stand out.

### What was the feedback you were given ?

The client was very pleased because I responded quickly to their wishes. Adding several elements was effortless because it was reasonable to combine some elements into same spots, for example waste food restaurant and café.

### What skills helped you the most with this commission?

Knowledge of target audiences. When you illustrate for school-age young people, you have to know when something is too childish or in turn, too toneless. Also, it is important to make sure you have enough time so that the interaction with the client is as simple as possible.