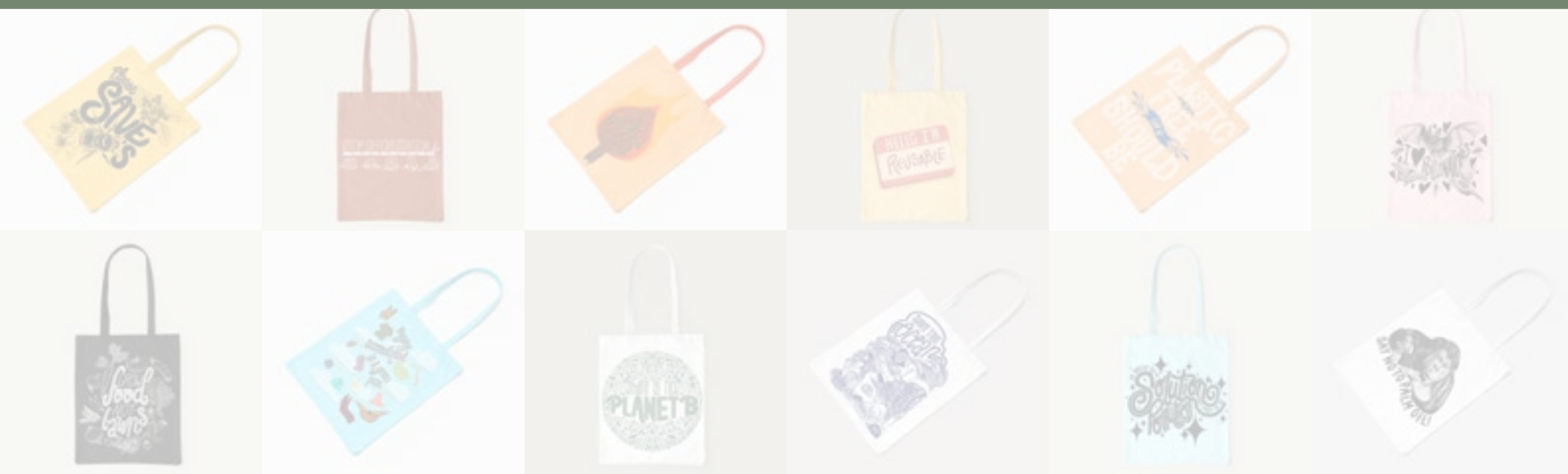# 30 Days of Reusable Bags:

Kelsey McKenzie
Art | 483 A
Spring 2021

Objective:

The goal for my 30 day project was to create a line of informative reusable bags that made sustainability into something fun that could be promoted in a casual way. Reusable bags just made sense to spread the word for a better planet and could be promoted each time someone takes their reusable bag out to shop with or use in daily life. Sustainability and living a conscious lifestyle is something that I am passionate about and I wanted to give designing merch a try. Each bag was intended to be completely hand lettering and illustration work. A big goal for me was to grow, practice, and improve on my craft. Hand lettering is something new to me and something I have always wanted to dive into so this project would really push me to do that. Some influences for this project are the artists Jimbo Bernaus a lettering artist who uses interesting textures and illustrations that frame his hand lettering beautifully as well as Katy Wiedemann a scientific illustrator and tattoo artist who creates beautiful illustrations using just linework.

Target Audience:

The target audience for this project that I was focused on was a younger age demographic, specifically young adults from ages 15-35 who care about the environment and will actively make changes. I want to appeal to these younger generations because sustainability is something important to many young adults and something that is needed for them to continue living. The state of the planet is directly impacting them and will be changing within their lifetime if no changes are made. I would love to make designs for Tare (@taregrocery). They are a plastic free store in LA that specializes in grocery, household products, and body care. I also have a lot of interest in the company Package free (@packagefreeshop). They are a company that sells zero waste products. I want these companies to see this project and possibly open up the opportunity of having my bags carried in their stores. My plan is to create silk screened prints of my bags on 100% cotton or canvas bags to be given to these stores for a giveaway to try and peak some interest in my work for future sales. Seeing my work in their stores would be a huge accomplishment.

Personal Strengths:

My personal strengths are what got me through this project. When I took the CliftonStrengths assessment, I got strategic, achiever, relator, responsibility, and developer. All of my strengths really helped me along with the entire process. Being strategic helped me find the best ways to approach my designs in order to complete them in a timely manner with the day to day challenge of creating. It helped me overcome my art block as well as planning designs for days that I didn't have as much time to invest. Being an achiever pushed me to aim higher and higher as the days went on. I believe that this is what kept my work consistent and prevented me from burning out on the way. My responsibility strength is what kept me on top of meeting deadlines and not falling behind while my relator strength helped me support my peers and appeal to my audience to meet the goal of my work. My developer strength really supported the heart of my project. Developers help see the good in people and how they can change for the better. This was something that was so important to me with this project. I wanted sustainability to be approached in a non-confrontational way that would make it seem approachable for people to consider and change aspects of their lifestyles. Reflecting helped open my eyes to how much my strengths made this project what it was.

Goals:

This project meant a lot to me because living a sustainable and ethical life is something that I value so highly. I wanted my illustrations and hand lettering to communicate that the world is a beautiful and delicate place that we need to value and protect. I handcrafted each design and put my heart into my work because it helped me express myself better than just using a font, tracing an image, or relying on my computer to do a lot of the work. Everything was illustrated by hand, imperfections and all because it is up to humanity to save our home and it is okay to not be perfect every day, as long as we are trying and making progress. I feel like this project really helped me see that for my own work. A goal of mine was to not worry so much about being perfect and I accomplished this. Another goal was to improve my lettering and illustrations and with all the practice, I was able to improve and speed up my process.

Challenges:

Of course, the 30 day project was full of challenges. Creating a design every day was exhausting, draining, and so difficult some days. However, this taught me that I was capable of much more than I thought I was. I stayed consistent each day, even on days where I felt like I couldn't do it and always pushed through. I learned discipline, time management, and faced my fears of posting my work which were all challenges for me. For the longest time, I have worried about perfectionism, heavily criticised myself, and never felt confident enough to post my work for others to see. Over the thirty days, I'm happy to report that I conquered all of these. I learned to post on days where I didn't like what I created or I felt like it still needed to be tweaked. The support of my peers, friends, and family all helped me along the way with their lovely words of encouragement. Despite all the challenges, it was all worth it on my journey to healing and conquering these anxieties.

Creative Process:

#1 Brainstorming:

Before I began the 30 days, I made a list of 60 quotes that I could use so I could plan ahead and make a list of the concepts that I wanted to touch on. This helped spark my excitement for the project and feel confident that I could produce 30 designs for my topic of sustainability.

#2 Studying:

Prior to beginning the project, I read the House Industries Lettering Manual written by Ken Barber. This helped me familiarize myself with the crucial steps when tackling hand lettering and choices you should make when creating. This introduced me to the process and gave me important tips that I applied to my work.

#3 Researching References:

Once I knew my desired concept for the day, I would research for reference photos if I was including botanical or animal illustrations in my design. I would also look on websites like Instagram, Pinterest, and Behance to get my mind inspired and ready to start creating. This was an important step when I was feeling some art block or having a harder day especially with staying inside so much with COVID and not being around any fellow creators.

#4 Sketching:

At the start of each day, I would roughly sketch out my idea, figuring out the composition, the type of lettering I was going to use, and map out my illustrations. This stage isn't about detail, it's more about the composition.

references and sketch

#5 Lining:

Once I was satisfied with my sketch, I would always make a clean line drawing of my work. This was the foundation for the work itself and what I would work off of. At this stage, I worked in a single color to focus just on the linework itself and craft a clean base over my rough sketch.
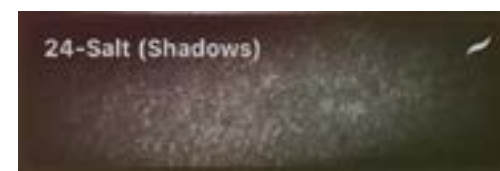
#6 Color:

After I have my clean design ready to work, I would go ahead and create a color pallet for the work, deciding on background color, text color, and how I would color the illustrations throughout the design.

#7 Fills, Texture, & Shading:

At this stage, I would fill in my lettering, complete my illustrations, and add textures if desired. This is the step that was the most detailed and time consuming. At this point I added my hatching to the clean line drawing and make any desired changes to colors if needed.

#8 Refining:

Finally, I would clean up any areas of the design or add more values to my illustrations that I needed to. I would focus mostly around the lettering, making things smooth and seamless and making any extra tweaks to the work before the design was ready to be rendered into my mockup.

Dry Ink

22 - Stipple Sprayer

24-Salt (Shadows)

color & texture

refined design

#9 Mockup:

Lastly, I would finish with mocking up my design on my reusable bags, choosing the colors of the background, the poses I wanted for that day, the colors of the fabric, then export my work.

#10 Post:

To finish, I followed my grid according to that day to choose the cover image that would be shown first. I switched between a diagonal angle and a straight aerial view each day for variety in my grid. At this stage, I crop the images how I want to cut down on negative space while allowing the details on the bag to be viewed better. Finally, I crafted my caption in the format that I stuck to daily. My caption would start with what day it was with a corresponding emoji and a break between the body of the caption where I talked about the work. Next, I always finished with "See you tomorrow!" and another line of emojis with my chosen hashtags below. All that is left is clicking post!

mockup

grid   caption

Time lapse video link: https://vimeo.com/538003096

# How to create custom texture brushes on the app Procreate

In this tutorial, I will teach you how to create your own custom texture brush in the app Procreate! You can even transform your own photos into awesome textures that take your artwork to the next level. Textures are a great way to add interest to a work and give some super awesome effects. Follow along to get started on brushmaking.


photo to texture brush

before
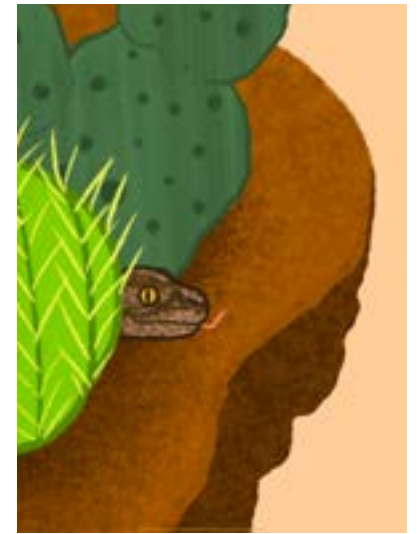
after

tools needed: | Ipad, Stylus, Procreate App

Step 1:
Open your procreate app, choose a canvas, and open up your brush library. Press the plus at the top of your sets to create a new set. Tap on the set and click rename, naming it whatever you desire. Next, click the + in the upper right corner to create a new brush. The brush studio will then open.

Step 2:
First, click on the grain option on the menu. Under grain behavior, click on the texturized option. Next, click the edit button at the top right next to grain source. A window called grain editor should open. Click on import and choose import a photo or choose one from the source library. If you are using a photo, click on auto repeat to make a seamless pattern. Adjust and play with the settings at the bottom to achieve your desired look. Click done once you are finished.
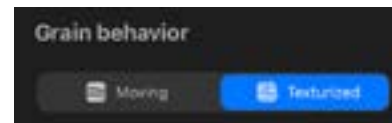
Creating custom texture brushes on Procreate

Step 3: Once you have chosen your desired texture, click on shape in the menu panel. Next to shape source, click the edit button. The shape editor menu should open. Click on import and choose source library. Pick your desired brush tip shape from the options. I chose "ink mess" for my brush. Click done when you are finished.
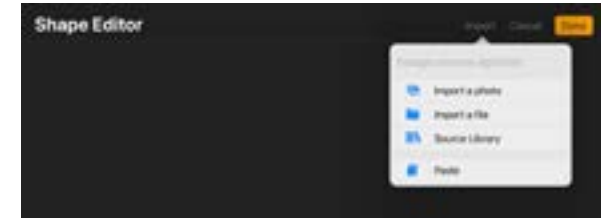
Step 4: If you do not want a tapered brush, skip this step. After choosing your brush shape, go to the taper menu and play with the pressure and touch taper sliders to get your desired look. Sliding them inward will create a taper on the ends of your strokes. Slide the size options up and the tip sliders down for a thinner taper on the ends if you like that look. Play with the settings and see how they impact your brush on the notepad to make it what you want.
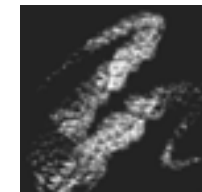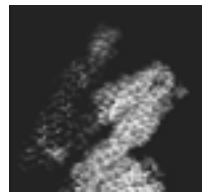
Step 5: Click on stroke path on the menu. Here you can play with spacing which gives a dotted look to your brush, streamline which makes your strokes automatically cleaner and smoother as you draw, jitter which makes your stroke shakier and more stylized, and fall off which lowers the opacity of the stroke based on the pressure. Play with these options to make your brush what you want. Explore the rest of the menu settings and experiment to give your brush the desired look. Have fun with it and be creative!

Step 6: Once you are happy with your new brush, go to the properties panel to set maximum and minimum brush size when you draw. I like to put a low minimum and high maximum for a wide variety. The same goes for opacity. Explore smudge for a grungier look. Turn on use stamp preview at the top of the brush properties panel so you can see a shot of your brush when it is added to your library. Make any tweaks to customize it how you would like.

Step 7: Click on about this brush and give it a name, creator, sign your creation, and click create new reset point and save. Once you are all finished, click done. You have now created your own brush! Give it a try and have fun using your new texture brush on your art!

tapered   no taper

Complete Body of Work

Kelsey McKenzie | @thecreativekel

Complete Body of Work

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Assessment:

Reflection:

Goals:

I met and even exceeded my goals for this project. I learned so much along the way about myself and my artwork. Living a sustainable life means so much to me and being able to express my passion through my work for others to see meant a lot to me. I accomplished a lot in my eyes by educating people as well as pushing myself through this project. Consistency was something that I was worried about but I stayed consistent all 30 days. I got over my anxieties for posting my work and perfectionism that has held me back for so long. I will never forget how much this project helped me grow as an artist. If I could change anything about my journey, I would plan ahead more, reconfigure my grid layout, and be less hard on myself.

Wins:

One of my favorite accomplishments was that I opened up a lot of people's eyes to issues about our planet and got them thinking about living a better lifestyle. There were so many people messaging me and commenting about how my work enlightened them about a lot of things humanity needs to work on. Another big win was having lots of my peers, friends, and family asking to buy my work. This inspired me to produce some bags, stickers, and prints and post them to an Etsy shop. That is something that I have always wanted to do and this is what finally gave me the push to go for it. I also conquered my fear of posting my artwork as well as learned valuable lessons along the whole 30 days. I learned that I didn't have to be perfect every single day and that I was stronger than I thought. Completing this project was a win in itself and I am proud of this accomplishment.

Performance:

Top Posts:

I had two posts that tied for first place as my top performing works. They were my "plant these to help the bees" bag and my "Grass? No, I'll pass" bag with cacti illustrations. I was happy to see that these did so well because I felt like they were two of my strongest designs out of the 30 days. I think that they did well because they had strong compositions, I took my time on the designs, and I added a lot of my personal flare to these pieces.

Evolution:

Over the course of the project, my process sped up a lot from concepting, to drawing, to mocking up my work. I noticed that I got a lot better at using Procreate as well. Another huge part about my process was I found my personal style that I liked and gravitated towards. I have never felt like I had a personal art style but I believe that I have found it doing this project.

Feedback:

nnael.design The BEST plan. I miss the thrift store and antique shops so this made me feel 💛 💛 inside. But, girrrrrrrrrlll your project was absolutely delightful. Your talent and skills are out of this world. & I thank you so much for spreading such an important message. Means a lot to me and I'm sure many others!! You should BE PROUDDD! & I really can't wait to be rocking one of these 🦋 YOU DID IT!!!!

2w   1 like   Reply

design.smv YESSS I CANT WAIT TO BUY ONE!! YOUR PROJECT WAS MY FAVORITE TO SEE EVERYDAY!! Congrats on finishing!!! You're amazing! 🎉🎉🎉

2w   1 like   Reply

deesignwithaclick Miss Kels! Thank you so much for educating us and please please please sell some of your tote bags (esp the bees and the orangutan because those are my fave 🥺🥺🥺) and I love how you are not afraid to encourage people to save the earth by simply promoting a sustainable life! I actually learned a lot from your project and can't wait to see more of your works in the future! Congratulations on finishing and AHHH I would love to collab with you in the future! 😍

2w   1 like   Reply

30dayprojectsociety Wow Kelsey! You have such a great eye (and hand) for lettering. I look forward to seeing more terrific work from you!

2w   1 like   Reply

earthlybecks PHENOMENAL. AMAZING. BEAUTIFUL. I love your brain!!! 💙🧗🏽‍♀️🙇🏽‍♀️

3w   1 like   Reply

deesignwithaclick I love the yellow bag!!! This could be easily be at Cotton On or maybe World Market! The illustrations are so intricate!! AHHH I'm hyping so much on this!

6w   1 like   Reply

kendallnicoledesign I would buy this in a heartbeat 😭 💙 love this so much!!

2w   1 like   Reply

The support of my peers pushed me through this project and helped my confidence grow

sabrinanoelledesign WOW!! The illustration is incredible!!! You're amazing!! 💗

3w   1 like   Reply

22marques22 WOW!! The amount on intricate detail is astonishing! ❤️🔥😳

3w   2 likes   Reply

sabrinanoelledesign Girl this is GORGEOUS!! This is hands down my favorite project this semester, such an amazing job 🌟 🌟 💗 💗

5w   1 like   Reply

deesignwithaclick Okay you are definitely winning this project. This is so breathtaking!!!! The the usage of the stars, so good! ⭐⭐⭐⭐⭐

5w   1 like   Reply

design.smv Your lettering is amaaaazing!! 🥺🤏🏻 I love all of these! 😭

6w   1 like   Reply

deesignwithaclick Thank you so much for continuing to open our eyes to these tragedies and I just adore your courage!!!! Love the dash lines and I just can't get enough of your hatching technique ugh! So obsessed 😍

2w   1 like   Reply

surgingdesigns Omg Kelsey your lettering is amazing! Some day I wish to be at your level 😍🤏

6w   1 like   Reply

designwjulia If you sell it, I will buy for sure 😍❤️ you're so talented 🙌

5w   1 like   Reply

Jimbo Bemaus

Lettering Artist

Jimbo Bemaus Is a wonderful lettering artist who uses Procreate to craft the majority of his work. I found his page when I was looking for some tutorials to follow, since I was new to using the app. I instantly admired his skills and loved all of the interesting textures and brushes he used in his work. To support this artist, I regularly like and comment on his work and have purchased a few of his brush sets that he created. His brush sets have really helped spice up my digital artwork and I used them a lot in the thirty day project.

What inspires my about Jimbo Bemaus is how he adds interesting textures and patterns to his hand lettering. All of his work is super polished and full of interesting textures which I am a big fan of. He also inspires me because he creates his own brushes and teaches other artists amazing skills on Instagram and Youtube.

Katy Wiedmann

Tattoo Artist & Illustrator

526 Posts   58.6K Followers   998 Following

Katy Wiedmann
Scientific Illustrator & Tattoo Artist @hereditarytattoo
Wilmington, DE, USA
She/Her
BOOKS CLOSED   more
www.katywiedemann.com
Followed by **kelsey_mckenzie_** and **trishathompsonadams**

Katy Wiedmann is an amazing illustrator and tattoo artist. I have been wanting to invest in some tattoo work in the future and she is one of the artists that I really want to tattoo me. Her work is so intricate, detailed, and anatomically correct. She creates some amazing compositions with gorgeous linework that give them so much detail and dimension without the use of shading. I am always sure to like everything she posts and I have bought a couple of her prints as well as merch. Someday I will support her art more by getting it tattooed on me as well.

She is inspiring to me because I am a big fan of botanical artwork as well scientific illustrations. Her skills are extremely impressive and I would love to get even remotely close to her level. My favorite part about her work is the line work she uses. Hatching, stippling, and directional line shading are all of my favorite techniques to use in my artwork. She creates so many beautiful compositions that inspire me on a daily basis.
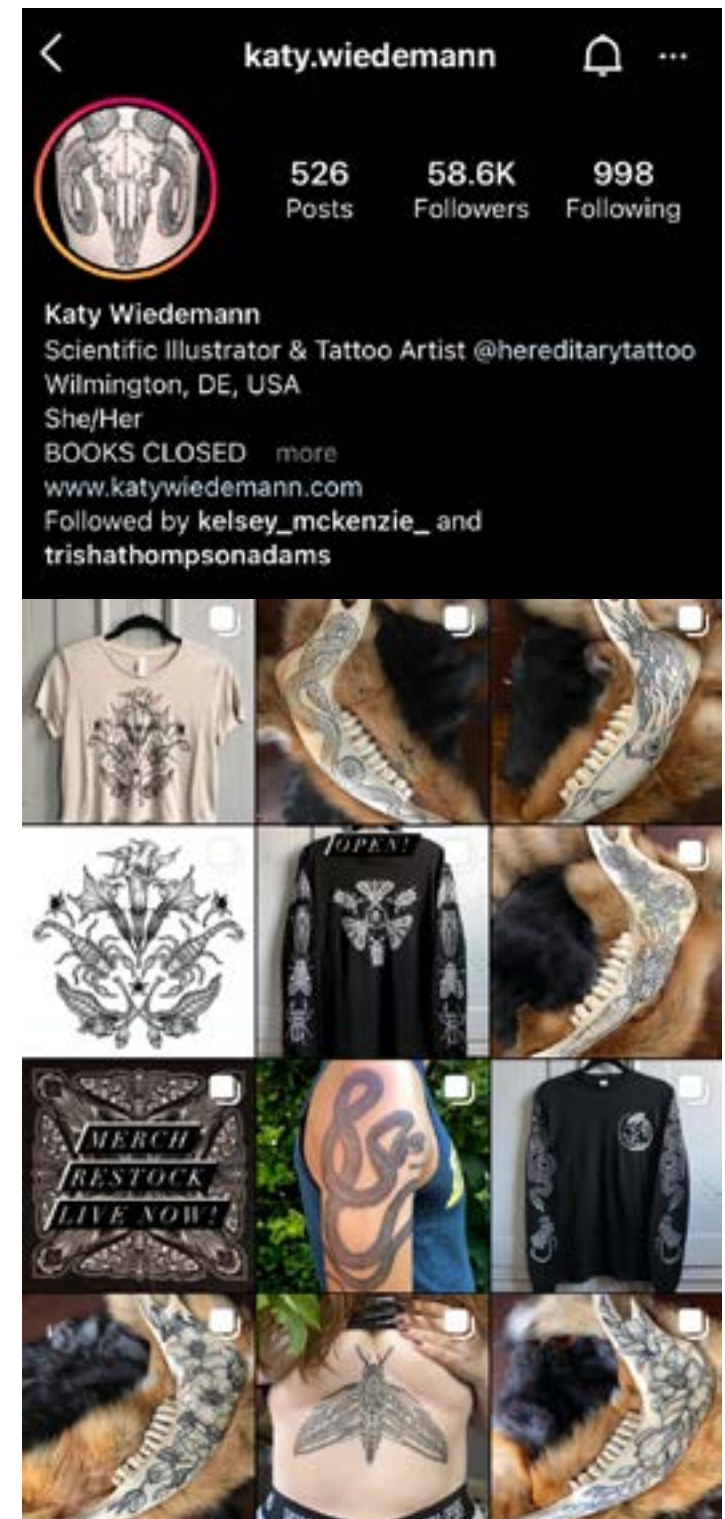
Brittni Paul

Illustration
Artist

Brittni Paul is a fantastic illustration artist. She creates merch, stickers, art prints, and sells her originals on recycled bottles and wooden slabs. Brittni uses pen and ink in her work and does nature inspired pieces of art. Her work is focused a lot on animals and endangered species. I love her style so much and we are very similar as artists. Her work really speaks to me and always leaves me inspired. I have supported her shop by purchasing stickers and prints. I would love to purchase more soon and will continue to always support her on social media.

One thing that I love the most about Brittni Paul's work is how she works on wooden slabs using ink. She inspires me so much with her stippling, complex detailed compositions, and use of natural materials. Her attention to detail and heart for a cause are so inspiring to me. I love how she works with the directions and flaws in the wood. Stippling is one of my favorite techniques and seeing someone do these complex pieces with the stippled detailing, is very exciting to me and makes me want to draw every time I see her work.

Future Work and Applying These 30 Days:

The 30 day project is something that I will never forget doing. Since this project had such an impact on my process and improvement, I will definitely be participating again. I would love to try out different 30 day projects and monthly challenges. Overall, it has pushed me as an artist and allowed me to grow. The things that I learned on this journey as well as the skills I improved on are things that I will take with me on my future design career. Some of the biggest impacts of this project include gaining the confidence to post my work and opening up an Etsy shop to sell my artwork. I am even selling some pieces from this project in the forms of stickers, prints, and reusable bags since there was such a positive response. The 30 day project allowed me to produce so much content and I plan on using it to sell as well as including it in my portfolio. My goal is to post on my art account at least once every two weeks. This is a big step for me because before this project, I would rarely post. The support of my fellow classmates is what really pushed my confidence in sharing my work and reaching further to selling it. There were so many supportive comments and messages that helped me gain this confidence and see that people enjoyed what I was creating. I will never forget this as it drives me into my future as an artist.

As I am reflecting on this whole journey, if I were to give myself some helpful tips for my next 30 day project, I would tell myself to start planning before the start of the project and get ahead of the game. I would also suggest that I promote my work more, utilize tagging others, and using more hashtags. It also would have been fun to do a color coordinated grid or color coordinate the bags to make for a more attractive feed on my page. If I could go back and tell myself something, I would tell myself that I am capable of so much more than I think I am. I will grow and I will struggle but through it all, I will be resilient.

Thank You!

Kelsey McKenzie

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