



*sydney*  
moody arts





# ARTIST STATEMENT

I have always been fascinated with the beauty in the details. My eye is naturally drawn to those subtleties that make an illustration, fine art, or design unique.

Art has always been one of my greatest joys. As an artist, I enjoy creating and sharing beauty with others. My focus on the use of space and color lends organization on the page. And my love of illustration creates a more personalized feel.

**digital  
illustration**



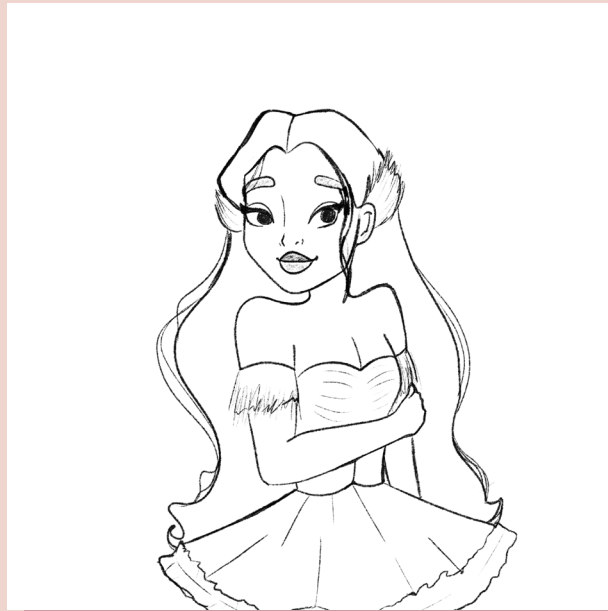
# THE PROCESS

Everytime I draw a portrait, I go through a very specific process to get to my finished product. Whenever I draw digitally, I use a program called Procreate on my iPad Pro. These images will help give you a better idea of how I create a piece from start to finish!



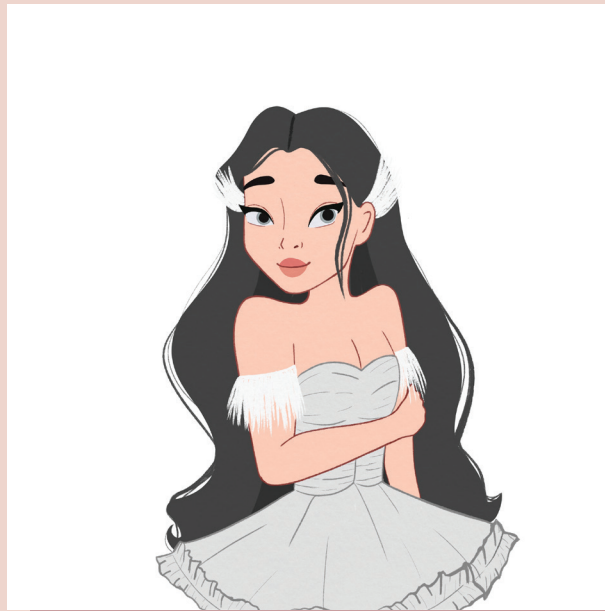
## SKETCH

I start with a rough sketch of the character I plan on drawing. I typically sketch in a blue or red color to make it easier when I go over the sketch for my linework.



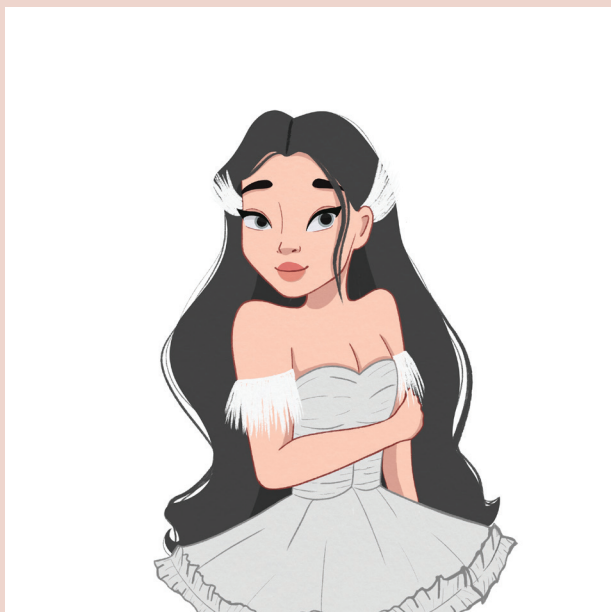
## LINEWORK

From the sketch, I move onto doing the linework of my piece. I take a black brush on Procreate and trace over my sketch to get a cleaner outline of my drawing.



## FLAT COLORS

When it comes to flat colors, I draw basic shapes in certain colors as a base for the rest of the drawing. I then take some darker colors and outline those shapes.



## SHADOWS

I then go in and add my shadows to create some depth in the pictures I create. I start by creating shadows on the skin, and then I go back in and add shadows to the folds of the clothing.



## FINAL DETAILS

To finish off the drawing, I add texture to the clothing, and then I'll add some details to the skin and hair like highlights and colors in the hair. To finish it all off, I'll add a background and my signature.

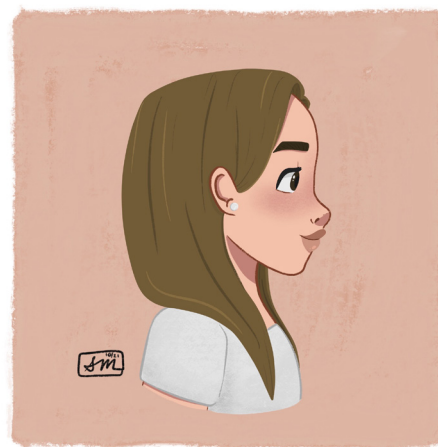
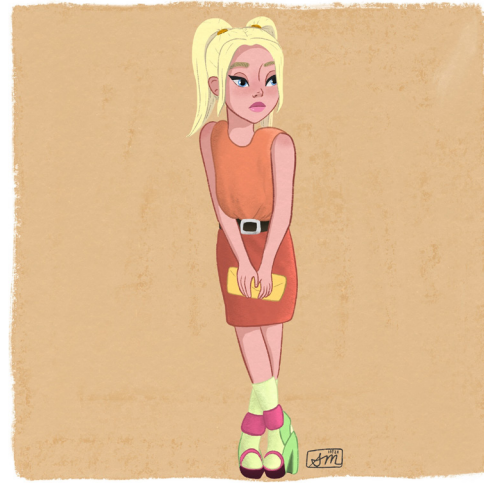




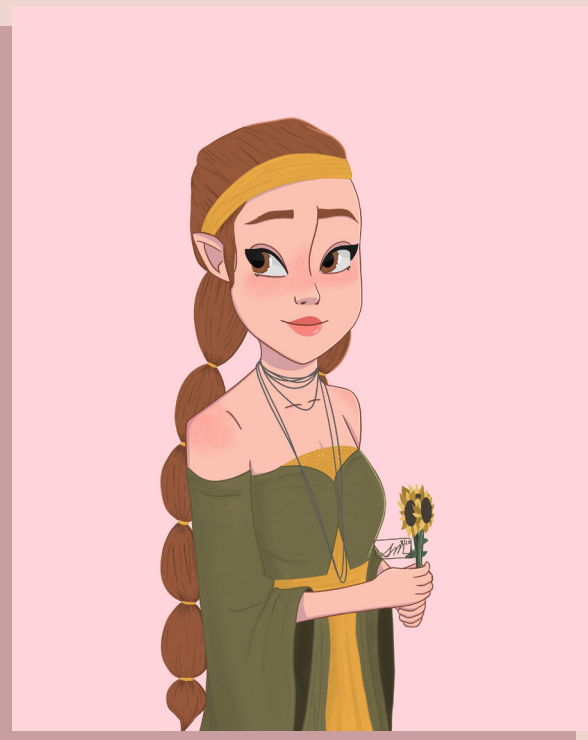
# PORTRAITS

## BEAUTY IN WOMEN

I started drawing digitally a few years ago. From the beginning, I've always found myself drawing women. At times, I would use references for these drawings, but a lot of the time I would draw these women out of pure imagination. When I started drawing, I wanted to develop a style unique to me which I soon learned was a huge challenge. I took a lot of inspiration from other artists until finally, I developed a drawing style I felt was unique to myself as an artist. Ever since I've found my style, I strive to create what I think is beautiful.





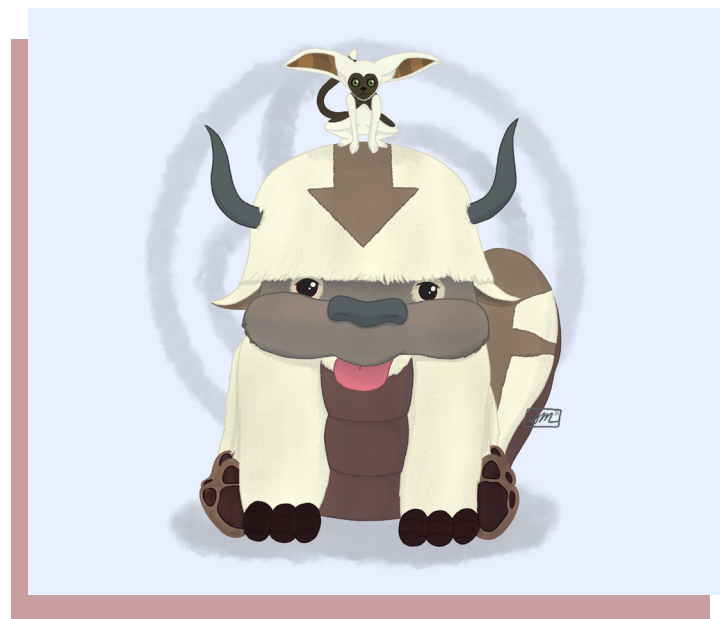
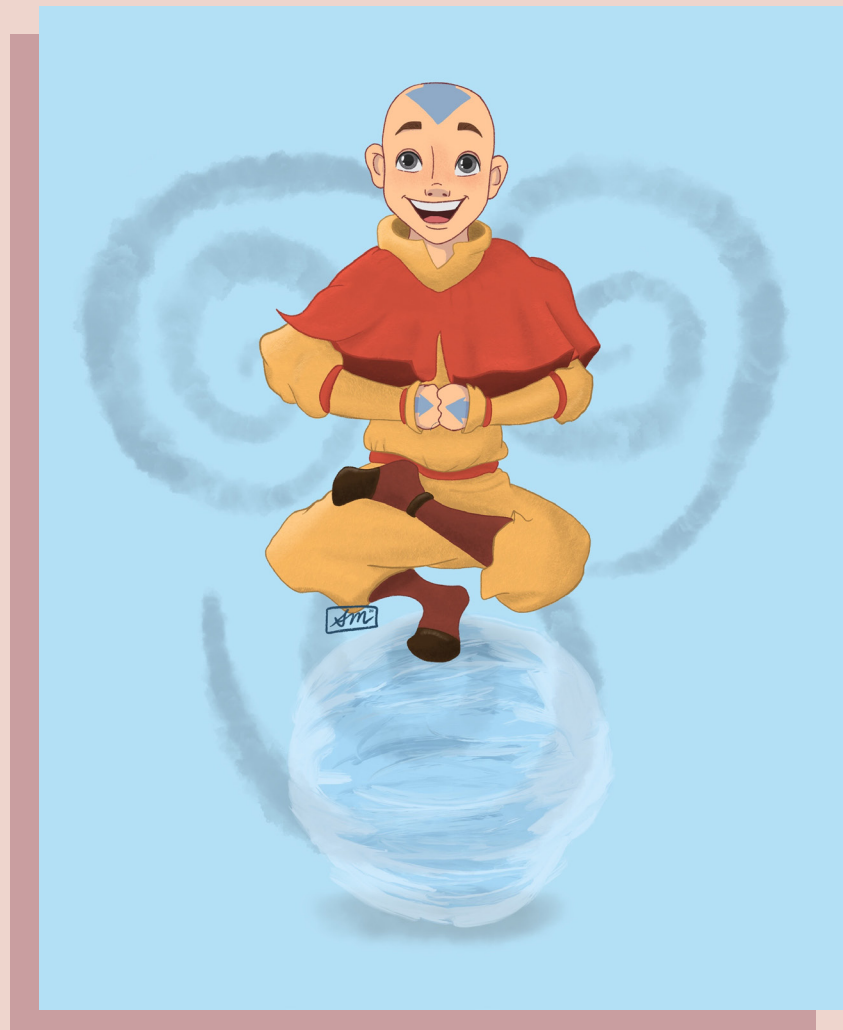




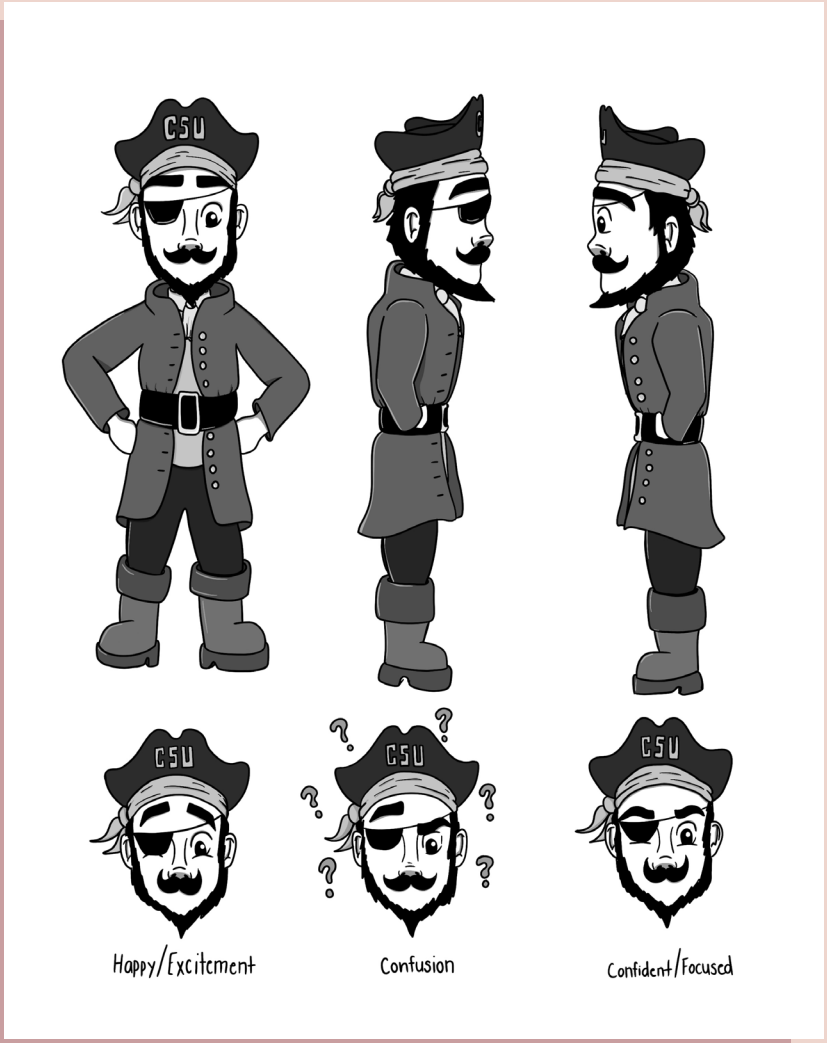
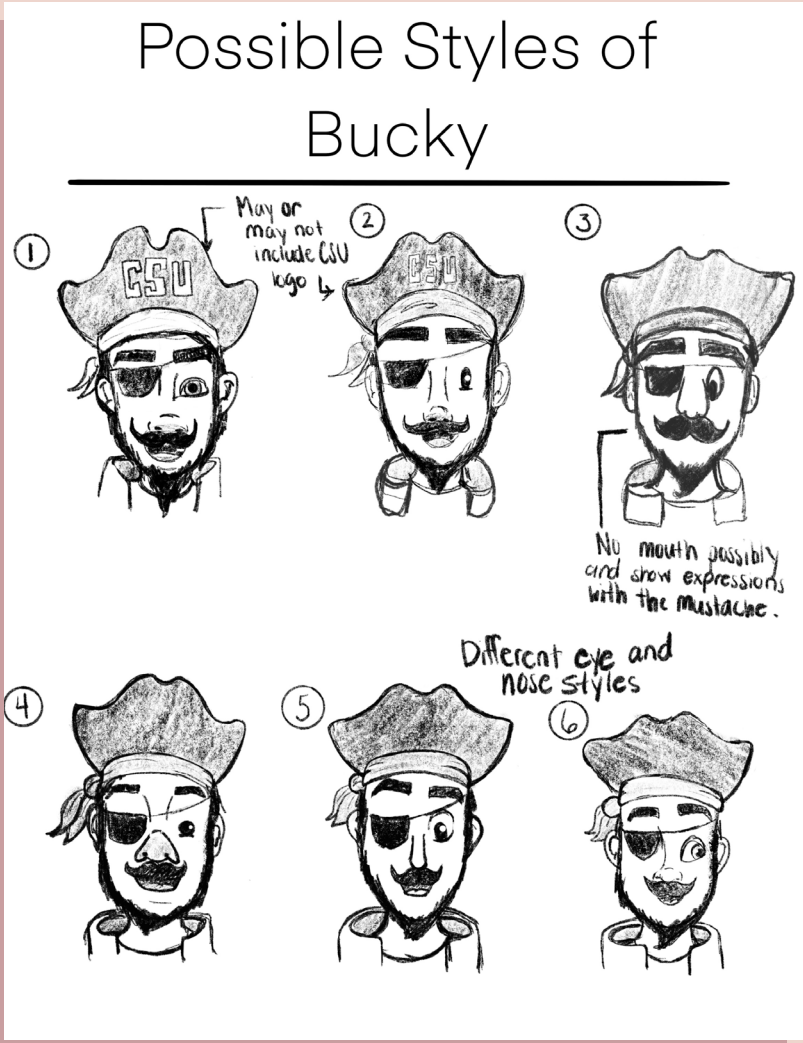
# AVATAR: THE LAST AIRBENDER SERIES

## PANDEMIC PIECES

During the pandemic, I found myself with a lot of free time on my hands. I had just finished watching the Nickelodeon TV series, “Avatar: The Last Airbender” and I fell in love with the show! I wanted to recreate some of the shows character in my style and had so much fun with it! This series is by far one of my favorite series I’ve been able to complete.



# CHARACTER DESIGN



## CHARACTER STYLES

If I'm working with a client to create a new character, I'll typically start off with creating that character in a bunch of different styles. These styles may differ in eye shape or face shape.

## CHARACTER LAYOUT

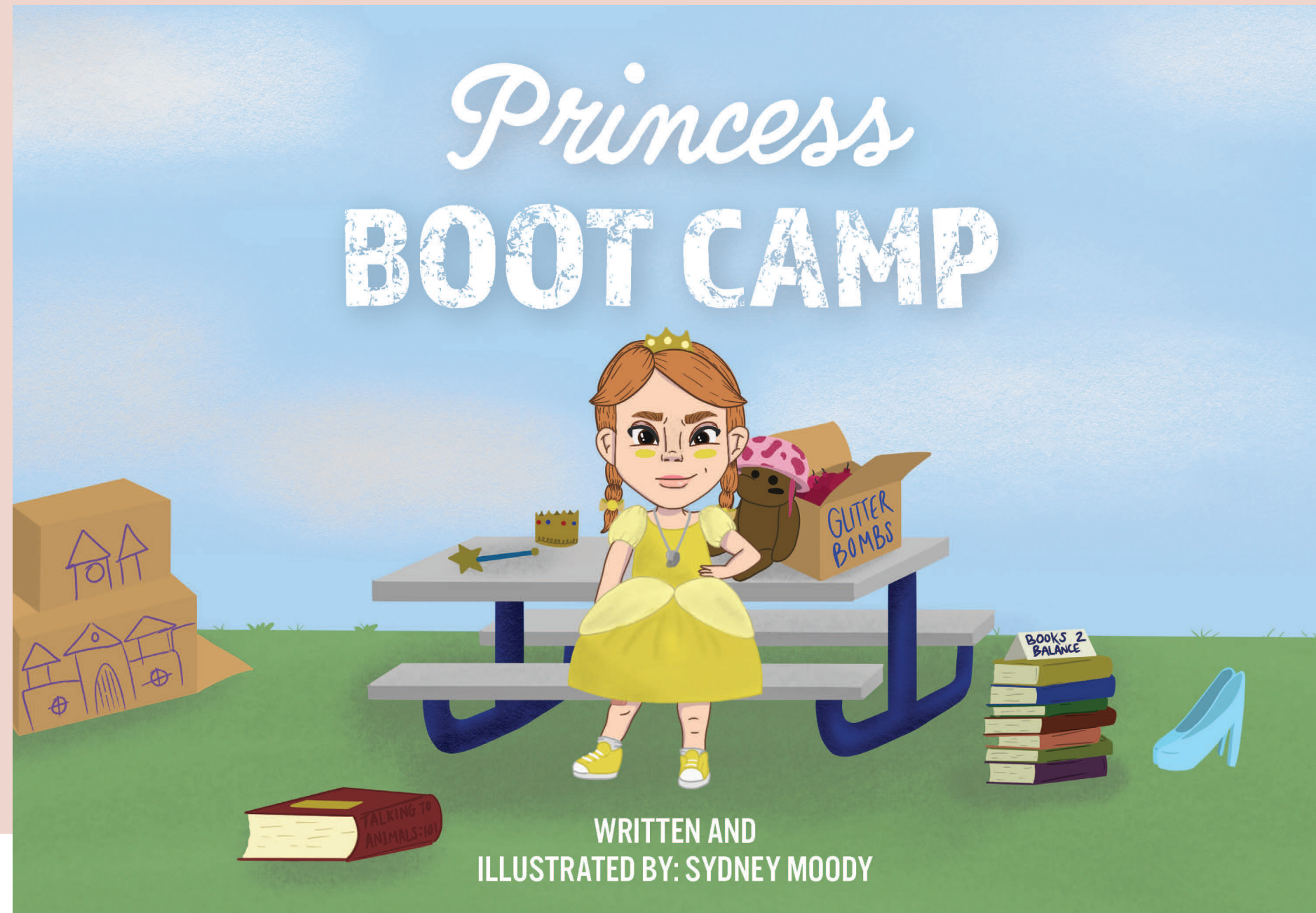
Once the client has selected a style they'd like to go with, I start to go in with the different profiles and expressions that the character may display to get a better idea of what this character looks like.

## COLOR STUDIES

To finish off this process, I then go in and look at some different styles of color use for the character to see how the clothes will look, or what colors the client would like. From there, the client picks their favorite one and we have our character!



# CHILDREN'S BOOK ILLUSTRATION



## PRINCESS BOOT CAMP

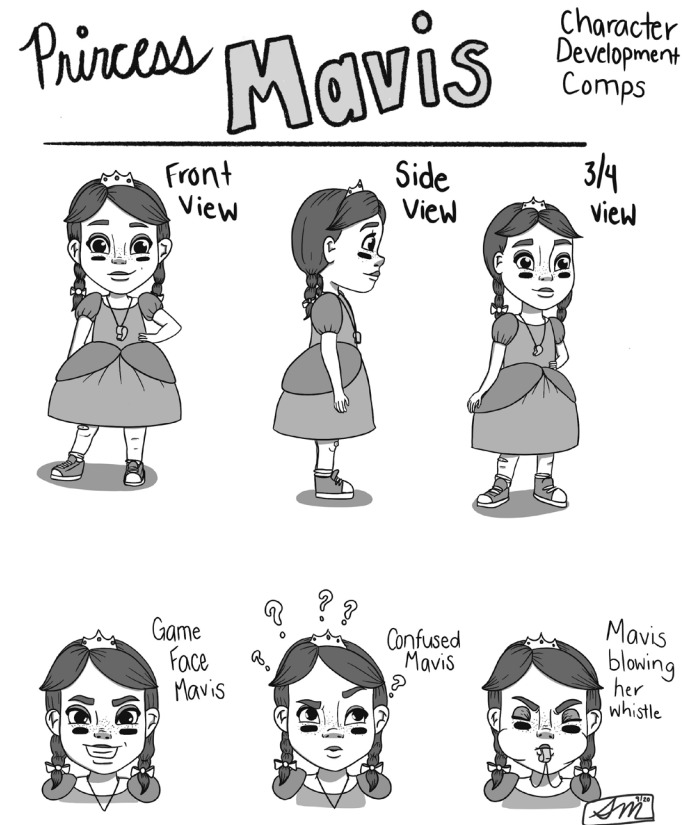
“Princess Boot Camp” is the fun story of young Mavis and her friends as they sit bored on a summer day wondering how to spend their afternoon. Suddenly, Mavis has an idea and asks her friends if they have what it takes to be a princess. She quickly tells them to find their best princess dress and tiara and to head back to her house that next morning, where the real challenge will begin at Princess Boot Camp. Do they have what it takes to be a princess?

Growing up, I loved reading children's books that had a little bit of crazy in them. So when thinking of a story, I wanted to go with something little girls would love and find fun and crazy. I wanted to base the time of the story around a summer day because for a kid, most adventures usually start outside with an idea. “Princess Boot Camp” is an idea that I hope to one day turn into a real children's book!



## CHARACTER DEVELOPMENT

When coming up with the character of Mavis, I wanted her to look a lot like kids do when they dress up to play. They don't look exactly like princesses do in the movies, but they sure feel like one with their princess dress and their little plastic tiara. I also wanted Mavis to have a little bit of tomboy in her as well with the sneakers and the football strips on her face as well. Once I finished the character development and playing around with colors, Princess Mavis was born!



Mavis sat down all her favorite stuffed toys and began to plan out all of the details of her great idea.



7

So as Mavis lay in the shade,  
She wondered what she would do next,  
for tomorrow's summer day.



21

## FINAL PAGES

After a lot of sketches and comps of pages of this children's book, I came up with a couple pages that would be in the book. The first one was of Mavis giving her stuffed animals a run down of all of her "Princess Plans" for the boot camp. Finally, I had a page of Mavis relaxing underneath the clouds and a tree imagining what she would do the following day. Coming up with ideas for this story took me back to when I was a kid playing pretend underneath the trees or playing dress up with my sisters. I loved being able to cherish those memories through the illustrations I created.



# VECTOR ILLUSTRATION



## THE MONSTER BEE

For this piece, I wanted to play around a little bit with Illustrator and the capabilities this program has for illustration. After creating a few brushes, I decided I wanted to make this giant monster bee. I used those brushes to make the fuzz of the bee and even the trails of the smaller bees as well. When thinking about colors, I used the color purple to make the bee pop from the page of the yellow honeycomb. I wanted to show that even if the bee is a monster size, it can still be as sweet as honey!

# branding

PERSONAL BRANDING //

LOGO DESIGN //

T-SHIRT DESIGN //

# BRANDING: SYDNEY MOODY ARTS

## WHO AM I?

When creating your brand, you want it to represent something. What that is will be up to you. I wanted my brand to represent who I am as a person through the colors, the fonts, and even the illustrations. I started out with my initial design using Procreate. I knew I wanted to incorporate illustration into my logo somehow since that's a huge part of what I do as an artist. When it came to selecting the colors, I wanted to use a color that makes someone think of sweet, kind, and bubbly. What better color to show this than pink! Finally, I wanted to show authenticity. To do this, I decided to handwrite my text in the logo in a script font.

PANTONE RED 0331 C



PANTONE COOL GREY 4 C





To whom it may concern,

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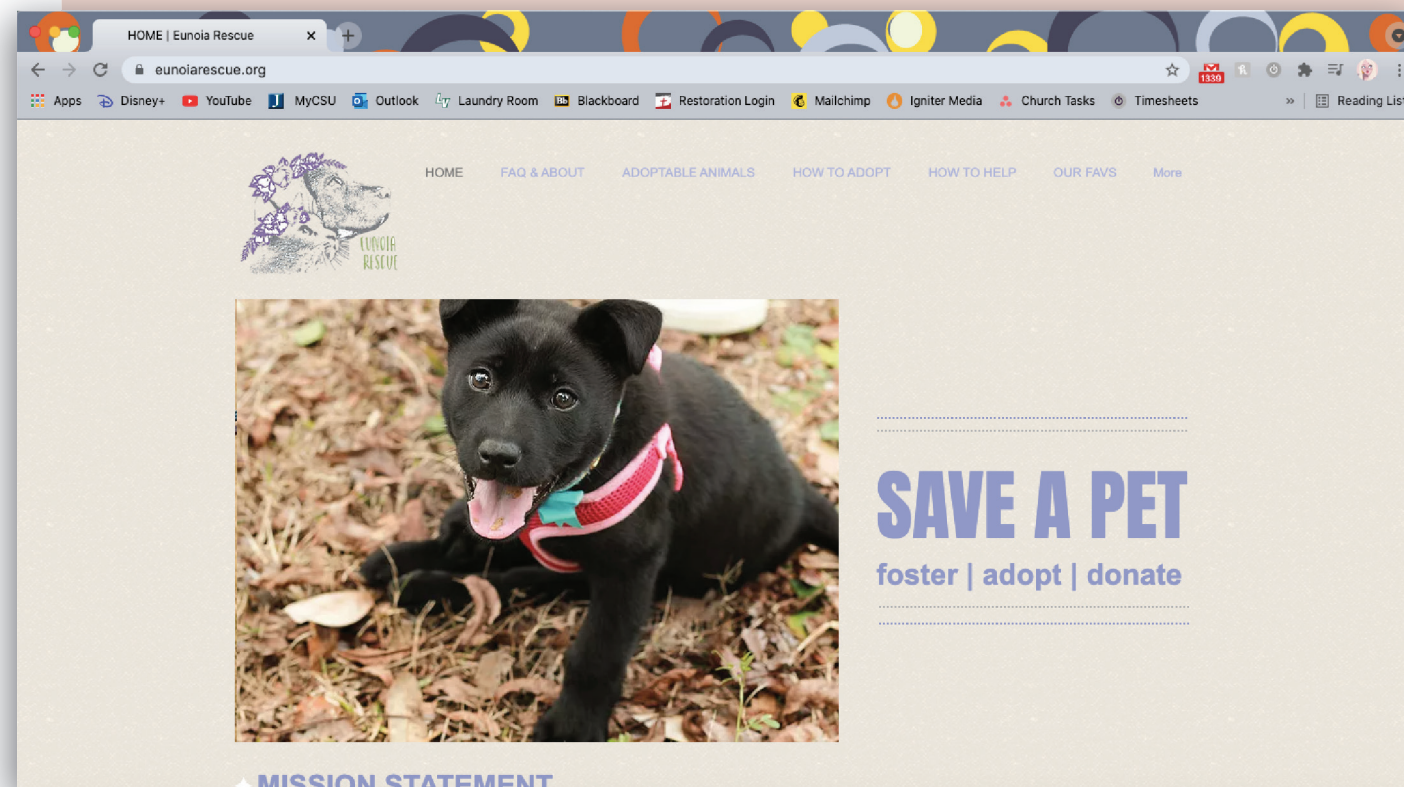
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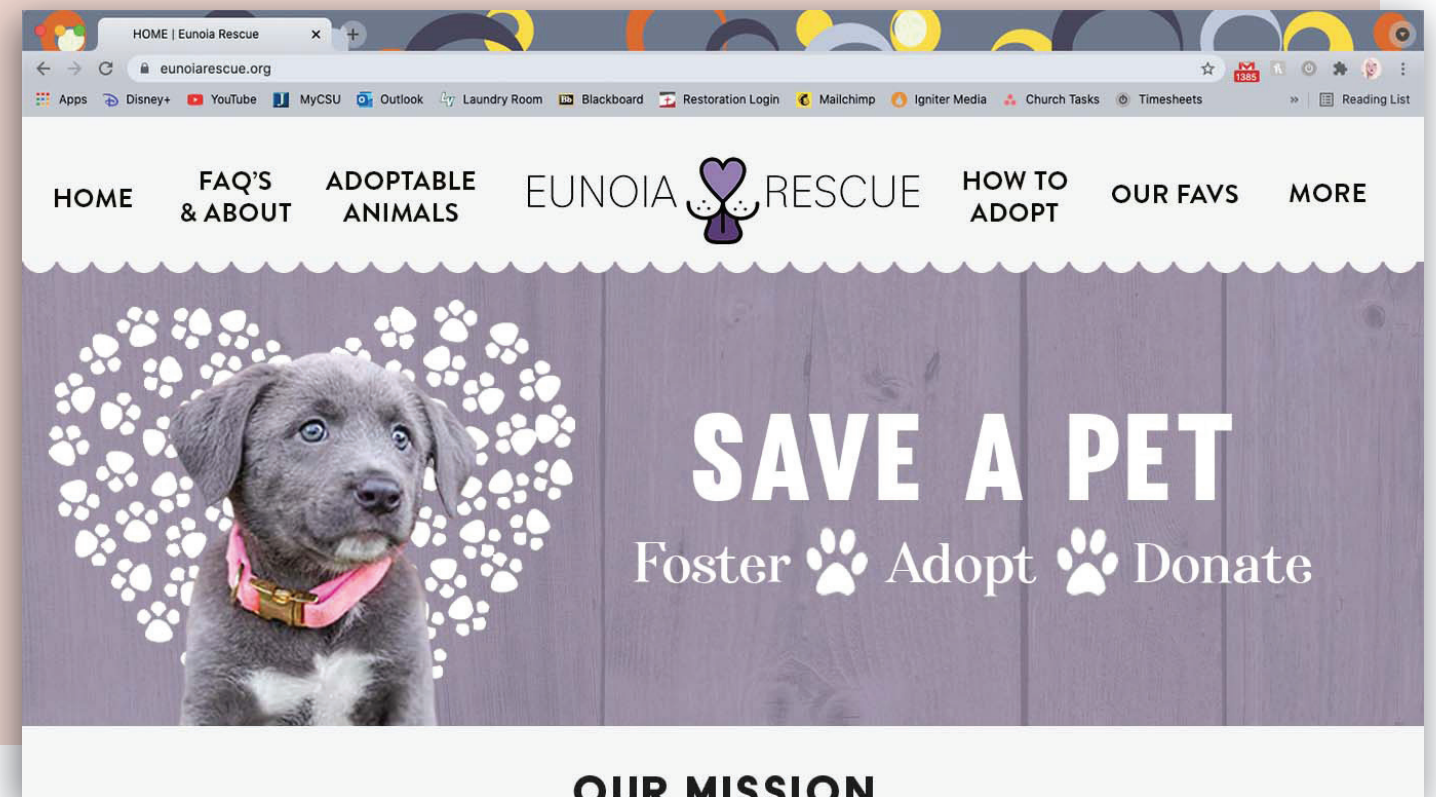


# REBRANDING: EUNOIA RESCUE

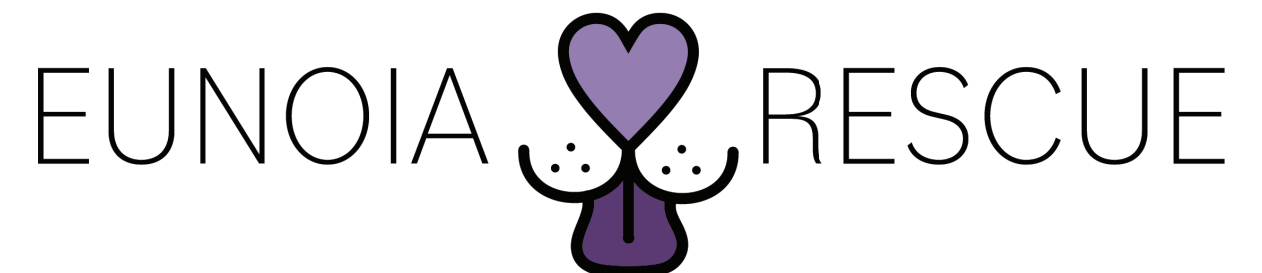
When it came to rebranding the animal rescue organization, Eunoia Rescue, I wanted to keep a similar color scheme with the original logo and incorporate a love for animals through that logo. To do this, I turned the nose of the logo into a heart to show that love! I went in and also created a mock up of a rebranded website landing page as well! I was so excited to get to create this rebrand for something that I'm super passionate about.



OLD WEBSITE & LOGO



REBRANDED WEBSITE & LOGO







# T-SHIRT DESIGNS

## CHURCH MERCH

One of the most rewarding things that I've been able to do is work on designs to go on shirts for our church. My faith is very important to me and being able to serve my church through the creation of these designs means so much. I always want to be able to use my talents to be able to serve the Lord and my church in every way that I can. This past year and a half, I have been blessed to design these three shirts as well as a few sweatshirts and hats as well!

# advertising

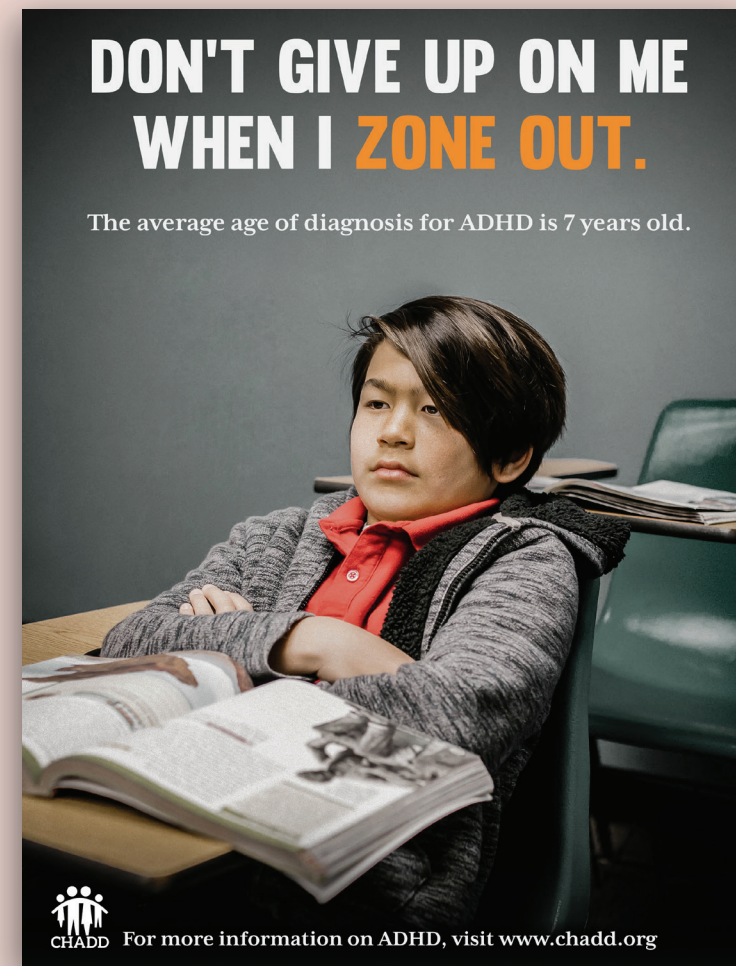
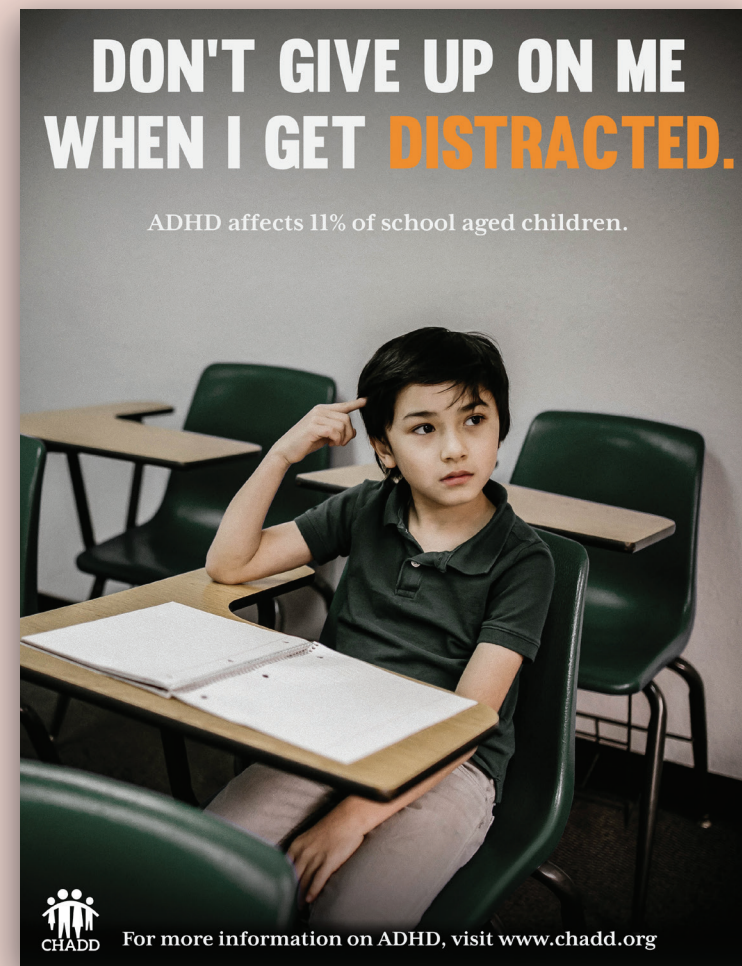
SOCIAL AWARENESS AD CAMPAIGN //

POST-IT AD CAMPAIGN //

MENTAL HEALTH CAMPAIGN //

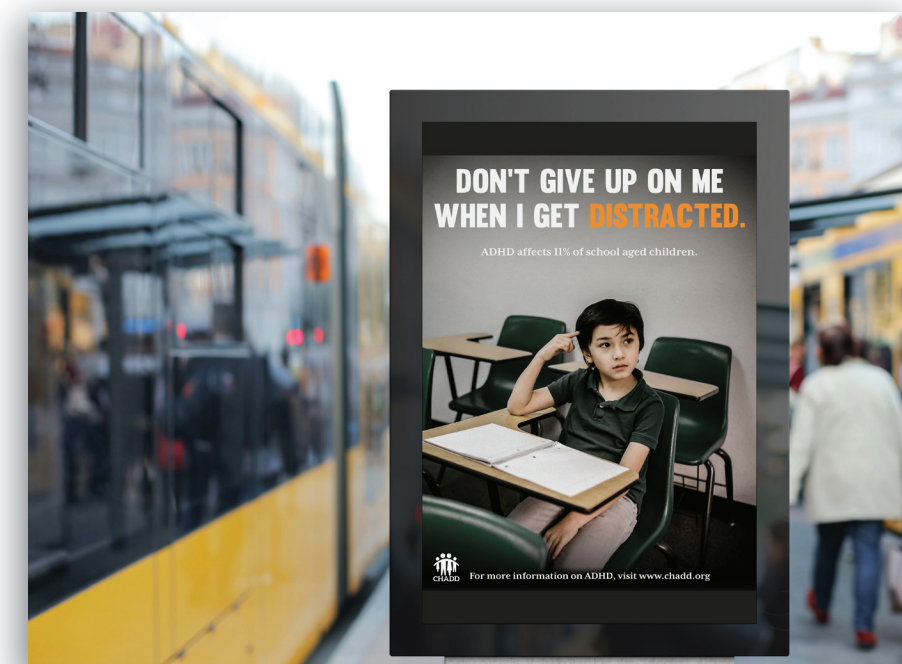


# SOCIAL AWARENESS AD CAMPAIGN



## ADHD AWARENESS

When it came to deciding a theme for a social awareness ad campaign, I knew I wanted to do it on ADHD. Having grown up with ADHD, there are a lot of misconceptions and struggles that kids have to deal with. I wanted to create a campaign showing kids with these struggles so people could understand that this disorder is more than just “being lazy.” I also wanted to incorporate the color that is used to represent ADHD awareness in the campaign as well. Using the images above and editing them in Lightroom and Photoshop, this ADHD campaign was created.





# POST-IT AD CAMPAIGN



## A BRIGHT FUTURE

When coming up with the #KidsWithBigDreams campaign, a lot of the idea came from the little boy that I used to nanny. Kids around this age have the wildest ideas and want to do the biggest things at the youngest of ages. With that, I decided to create this campaign around the idea of kids having big imaginations. I also promoted the Post-It notes brand through this campaign as well. I took pictures of the kid that I would nanny doing different things during playtime and edited them into an ad campaign using Photoshop. The idea of this campaign would be for parents to post to the hashtag, #KidsWithBigDreams, with pictures and videos of their child doing the many imaginative things that they might do.



# BETTER HELP AD CAMPAIGN



## MENTAL HEALTH MATTERS

I created an advertisement using a picture from a past shoot that I had done. This ad was developed from a conceptual photograph that I made a few months prior. I really loved the photo and wanted to utilize it in a commercial way. Looking at the photo, I realized I could use it for an ad about mental health and decided to use it to advertise for a therapy service known as "Better Help." Through a little bit of editing in Photoshop and InDesign, I was able to create this advertisement for this company.

# l a y o u t

POSTER DESIGN //

BOOK COVERS //

PRINT LAYOUT //

# GORILLAZ MUSIC POSTER

## THE NOW NOW TOUR

Gorillaz has always been one of my favorite bands. When creating this poster for their North American Tour, I captured the band's vibe while also focusing on the style of the current album. The poster illustration utilizes a color palette that creates a cohesive connection between the album design and the poster. I went in and illustrated the band's character "2D" utilizing my own style and created a 3D effect with the colors and illustrations as well.

## ORIGINAL ALBUM COVER



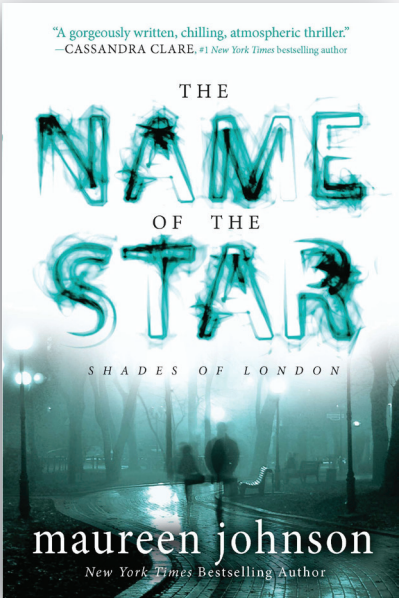


# BOOK COVER DESIGN

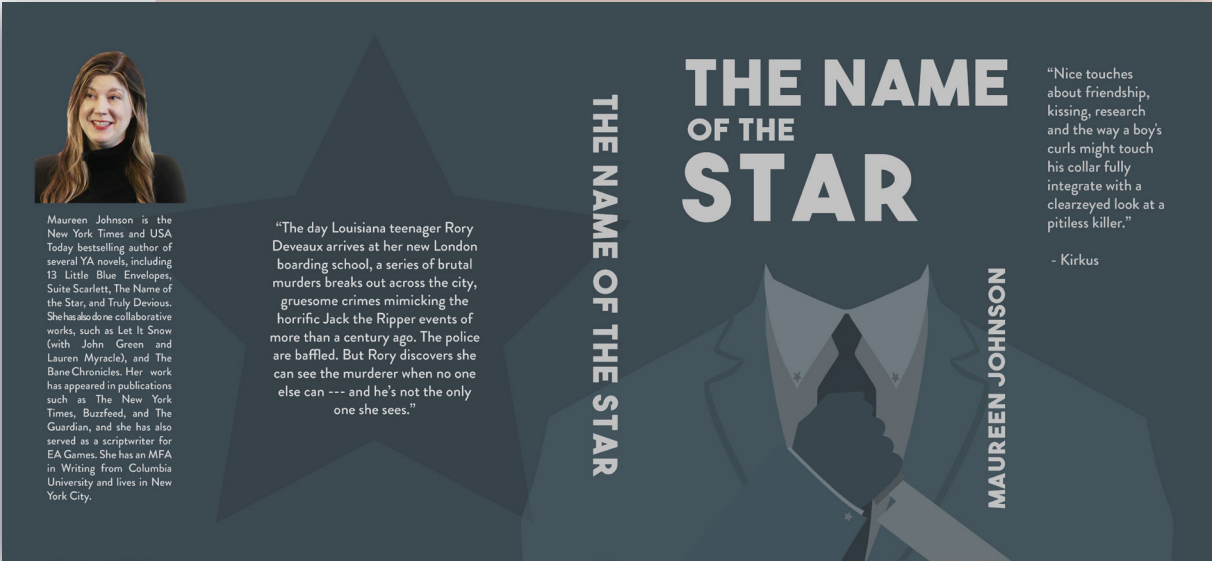
## THE NAME OF THE STAR

History has always fascinated me. I had the opportunity to redesign a book cover using historical art styles. Using one of my favorite mystery novels, I redesigned it's book jacket using the styles known as Plakastil and Constructivism. A blue monochromatic color scheme was used to maintain consistency between the two designs. I went in and illustrated and edited the book jackets using Procreate and Photoshop. Plakastil has more of a simple and flat style, where Constructivism is more vivid and surreal.

## ORIGINAL COVER



## PLAKASTIL

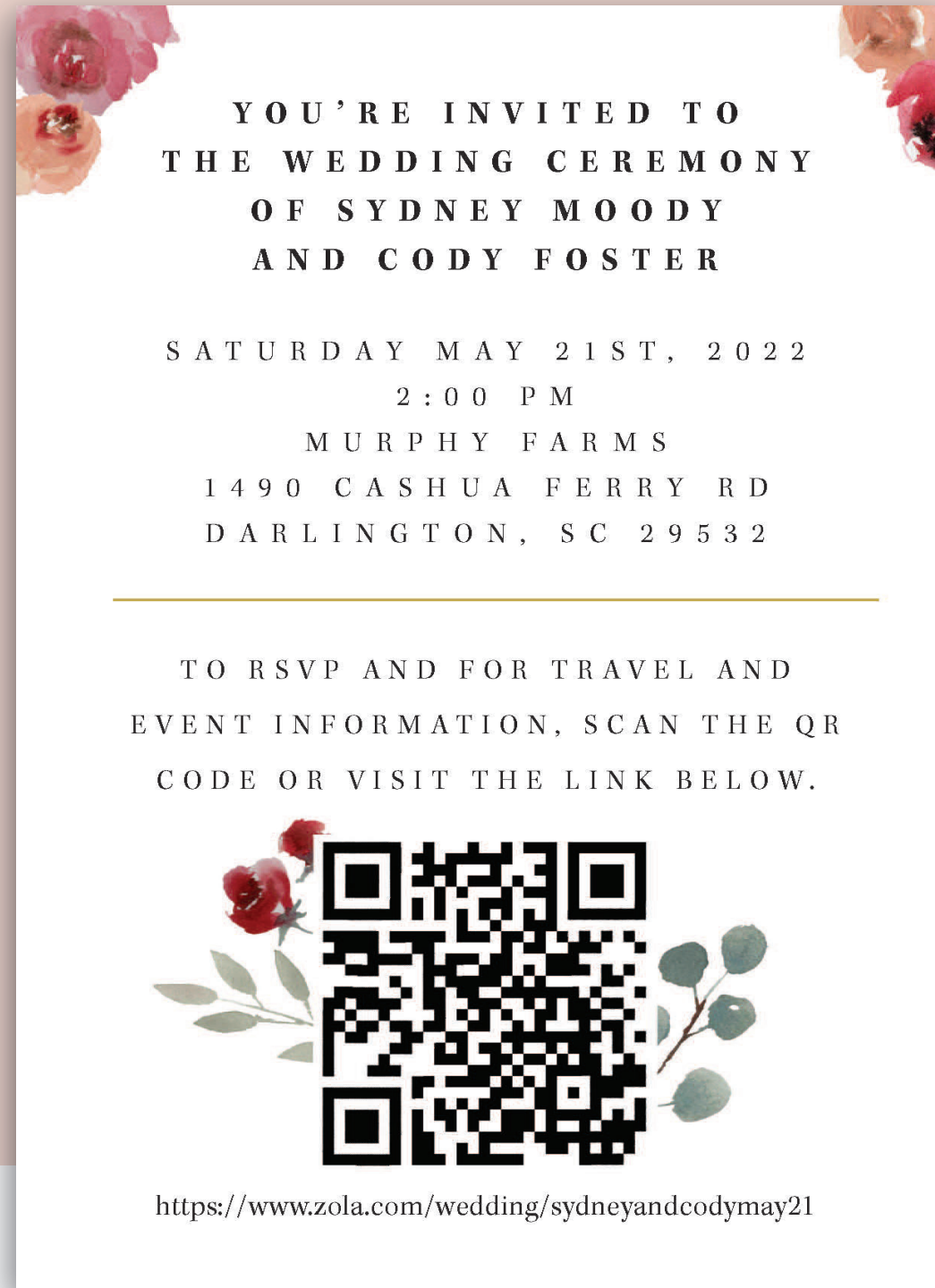


## CONSTRUCTIVISM





# WEDDING INVITATIONS



A girl is always dreaming about her wedding day! However, I never thought that I would get the chance to add my own special touch to my wedding! When the wedding planning began, I had the chance to design my own wedding invitations. I was able to find some stock watercolor flower images to add to the invitation as decorative accents. When it came to selecting fonts, I looked for more elegant serif fonts to use for the text on the back and a gorgeous script font for the front of the invitation. There's nothing more exciting than knowing you have a special piece of your work going into your special day!



# photography

PORTRAIT PHOTOGRAPHY//

EVENT PHOTOGRAPHY//





# PORTRAIT PHOTOGRAPHY

In the past couple years, I have found a huge love for photography. It's a different kind of way to capture art. I've had the privilege to do some couple shoots, headshots, and even some artistic photography utilizing a photo studio as well. I love the interactions with the people and the stories you can learn from them as well. However, I think seeing the reactions of the people receiving their photos is one of my favorite things to witness.



# EVENT PHOTOGRAPHY

Another style of photography that I've had the privilege to take part in is event photography. I have been able to take pictures at photobooths, as well as capture candid moments from events as well. I love being able to capture these moments from these events because there's a sense of realness you get from moments like these. You get to see genuine emotions from people without directing them to do certain poses and I think it's so beautiful.

