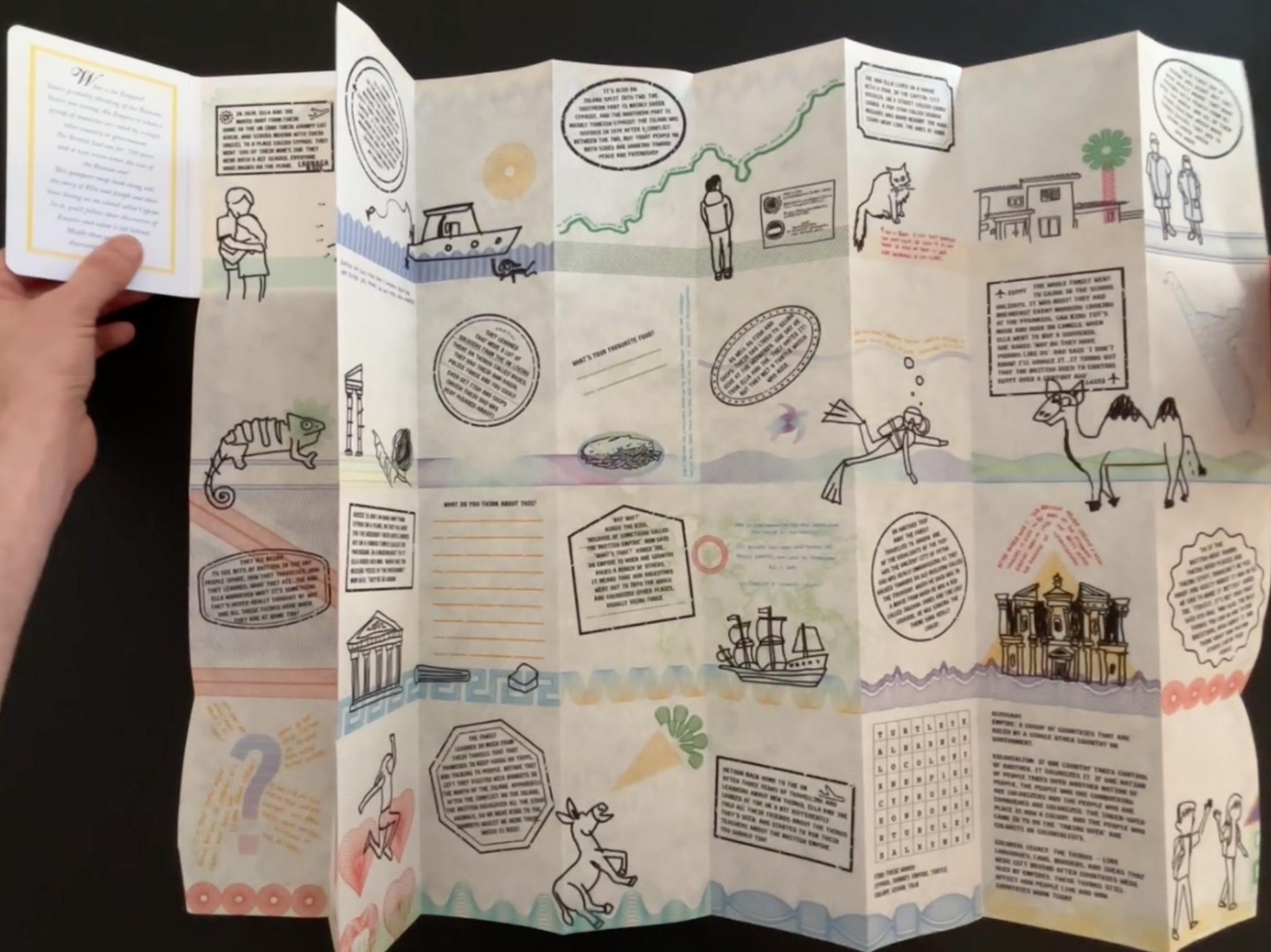
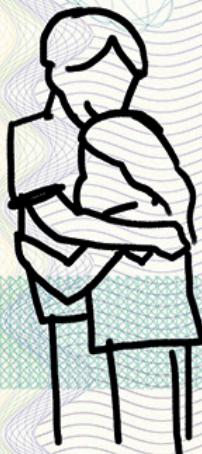


Project Proposal

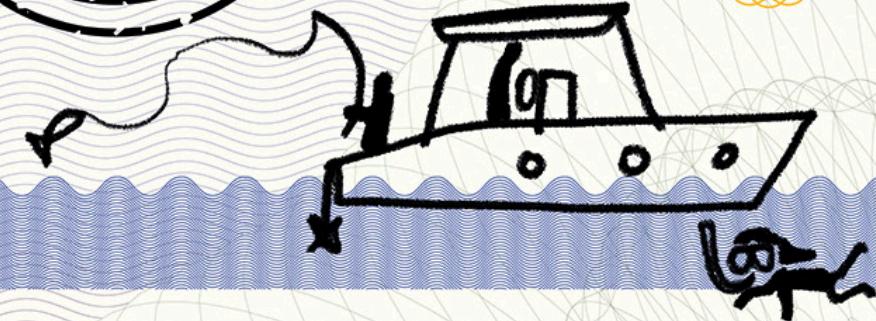
- Stuff from Unit 2
- What am I taking forward?
- Conditional Working
- Audience
- Testing
- Initial iterations
- Rough plans



CY IN 2020, ELLA AND JOE MOVED AWAY FROM THEIR HOME IN THE UK (AND THEIR GRUMPY CAT NINJA, WHO STAYED BEHIND WITH THEIR UNCLE), TO A PLACE CALLED CYPRUS. THEY WENT 'COS OF THEIR MUM'S JOB. THEY WERE BOTH A BIT SCARED, EVERYONE WORE MASKS ON THE PLANE. **LARNACA 2022**

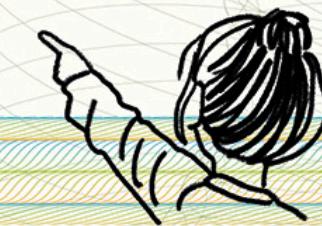
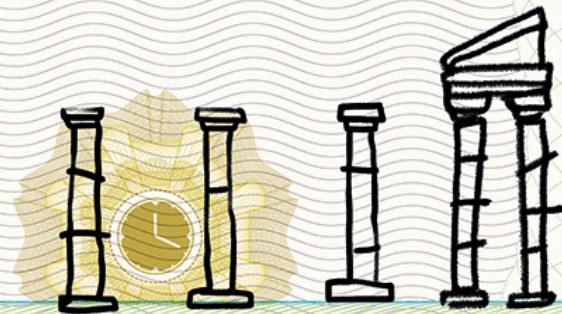
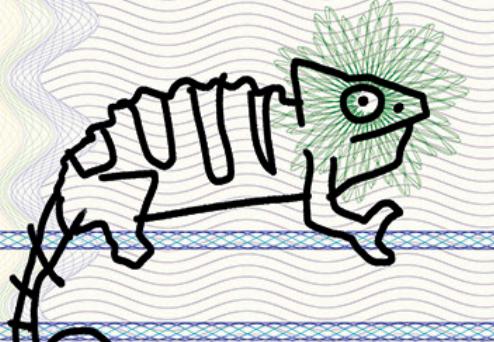


CYPRUS IS A SUNNY ISLAND IN THE MEDITERRANEAN SEA, KNOWN FOR ITS BEAUTIFUL BEACHES, ANCIENT RUINS, AND TASTY FOOD LIKE SQUEAKY HALLOUMI CHEESE. IT'S A PLACE WHERE YOU CAN SWIM IN THE SEA, EXPLORE MOUNTAINS AND LEARN ABOUT STORIES FROM GREEK MYTHOLOGY!



APPROVED
AT WEEKENDS THEY TRAVELED AROUND TO GET TO KNOW THEIR NEW HOME. THEY LEARNED ABOUT CYPRIOT HISTORY AND WENT TO A PLACE CALLED KOURION WHERE THERE WERE LOTS OF COLUMNS. AS THEY WERE DRIVING BACK IN THE CAR, THEIR DAD SAID "THAT'S WEIRD, THE TIMEZONE JUST CHANGED TO THE UK!"

KOURION WAS BUILT MORE THAN 2 THOUSAND YEARS AGO. WAY BEFORE CARS, PHONES OR EVEN PAPER WERE INVENTED!



ARRIVAL
THEY LEARNED THAT THERE WERE A LOT OF SOLDIERS FROM THE UK LIVING THERE ON THINGS CALLED BASES. THEY HAD THEIR OWN RADIO, POLICE FORCE AND YOU COULD EVEN GET FISH AND CHIPS (WHICH THEIR DAD WAS VERY PLEASED ABOUT).

Assessment from Unit 2...

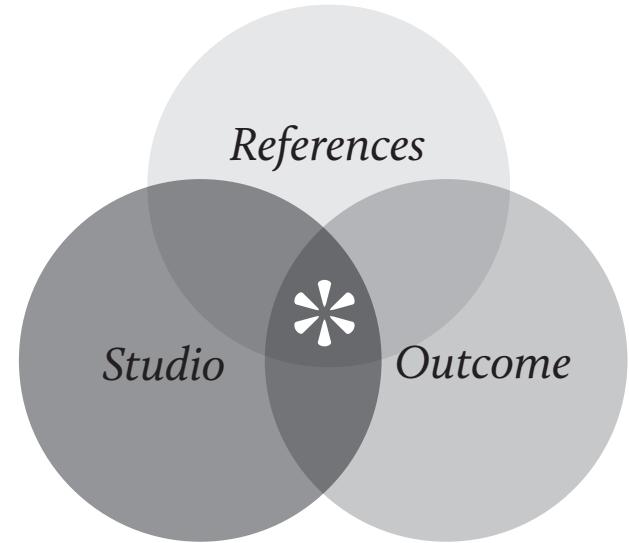
“A thoughtful and well-contextualised project with strong conceptual grounding and rigorous experimentation. You demonstrate clear commitment to ethically engaging with colonial histories and to developing a visual language appropriate for younger audiences. For Unit 3, focus on expanding your understanding of contemporary children’s publishing, testing the work with diverse families, and refining the narrative and format through iterative collaboration.”

What am I taking forward?

- Publication aimed at children
- Engaging parent and child combined learning
- Colonial legacy / global citizen theme, lack of emphasis in UK curriculum
- Subverted passport format (and cartography), using the visual language of the most powerful, political document to educate rather than divide.
Changing its form to change its meaning.
- Guilloché security illustrations, stamps, visas, stickers, boarding passes, all restructuring their

Conditional Working

- Critical contexts – references, reading and practices
- Engage ethically, be cognisant of my demographic position and engage a broad audience
- Professional contexts with:
Esther Waller, Publishing Manager, Chicken House Books.
Tina Gaisford-Waler, Manager, Hinting Raven Books.
Lauren Fulbright, Production Director, What On Earth Books
- Tested at least once – local kids' book group, poss local school contact, parents and kids socially.
- Bring in a new method - riso or silkscreen for authenticity, depending on route chosen.
(Are premium production methods necessary?)
- Works practically – regular days on campus, tues and thurs. (Implications for methods)
 - Publishable and OPEN SOURCE? An eye on post-MA circulation, ideally scaleable to multiple contexts



Audience

- Children – ages 8-12 approx?
(to be informed by Childrens' Publishing client and testing)
- Wide demographic range, work and outcome should be inclusive.
(Should I *start* with British parents and kids to address colonial apathy and British 'exceptionalism' (Sangehra, p.152)?)
- Parents with children in the UK system who believe that their kids are getting a balanced education

Testing...

Filming

Leaving prototype(s)
with parent and child
to open together

Leave the room!

Can the recordings
be used in the work
somehow? Is there
learning there to push
the enquiry?

neutral location
like a church hall

Be conscious of
influencing the
outcome

Wide demographic

Sensitivity reads?

What would this look like?

Wayfinding game?

Nina Tara, Art Therapist consult?

Food, drink,
safe space

Local kids book group



Workshop

Industry focus group – ££
Ask Chicken House, how are
these projects tested in kids
book industry?

Can i “map” their
responses as part of the
work?

Focus groups advice:
<https://www.lse.ac.uk/media-and-communications/assets/documents/research/eu-kids-online/toolkit/frequently-asked-questions/FAQ-34.pdf>

...after prototyping

Initial Iterations

2 routes

1 - Everyday Colonial legacy

2 - Narrative map

Everyday colonial legacy...

CHAPTER 4

HP SAUCE

HP Sauce is a savoury brown sauce that can be found in every supermarket beside its (in my opinion) much nicer, much tastier, much less disgusting cousin tomato ketchup. As you may gather, I'm not a fan of HP Sauce. But lots and lots of other people are - 28 million bottles are sold every year! And it's a particularly British product. Indeed, HP stands for the Houses of Parliament, and there's an illustration of the home of the British government on its label. Interestingly, a survey carried out at the time of the Brexit vote in 2016 found that HP Sauce was a favourite brand for people who voted for Britain to leave the European Union - a group who tend to be proudly patriotic.

HP Sauce itself is a product of the empire. It was invented in 1899 by a grocer from Nottinghamshire, who blended together some

HOW DID THE BRITISH EMPIRE SHAPE OUR TOWNS, CITIES AND COUNTRYSIDE?

COCA-COLA

Great, I've got your attention! Actually this bit could just as well be called Haribo, candyfloss, Twix, Bounty or any other sweet treat. We're going to look at why these delicious teeth-rotting goodies exist - which is the story of how sugar became cheap and plentiful.

Sugar has been around in Britain for about a thousand years, but for ages it was so rare and expensive that it was only for the very rich. Even then they didn't use it like we do now - they just added a tiny bit to their food to make it more interesting. In fact, back then sugar was considered a spice!

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WHY ARE BRITISH FAMILIES FROM SO MANY DIFFERENT TRACES?

FINGERPRINTING

Where do you think fingerprinting was invented? Hands up! Let me see all ten of your prints! Yes, you at the back in the blue T-shirt. Scotland Yard? you say? Ah, the police headquarters! No, but a good guess. You? 221B Baker Street? Ah, where Sherlock Holmes lived! Another very good guess. But, my dear Watson, the truth is not quite so elementary. The practice of fingerprinting was actually born in India in the 1800s. And the reasons for it starting there, rather than in Britain, are pretty interesting (and also pretty racist).

These days when you want to identify someone, we have DNA tests and clever technology. But back in the 1800s there was no good way of proving someone's identity. This was a particular problem for the police, who couldn't easily tell whether the people they caught were repeat offenders, impersonating someone else or entirely innocent. One solution was to measure every part of the criminal's body - even the width of their ears -

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DO I KNOW IT EVEN THOUGH?

POKÉMON CARDS

Of course, Pokémon cards didn't exist in the 1800s! However, what happened at that time paved the way for them to be invented. And the tobacco industry played an important role.

Now, we haven't talked very much about tobacco, even though it was an important product of the empire, alongside things such as tea, sugar and cotton. Smoking is very dangerous and addictive and even kills, so it might be surprising to hear how popular it has been throughout history. At the end of the 1800s tobacco was a highly prized product that was grown by enslaved people on plantations in America (and elsewhere) and imported to Europe. There were hundreds of cigarette companies in Britain alone, and, following the example of some companies in the USA, these brands started including little cards in their packets of cigarettes. The practical purpose of these cards was to keep the cardboard packets stiff to protect the cigarettes inside, but the

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DO I KNOW IT EVEN THOUGH?

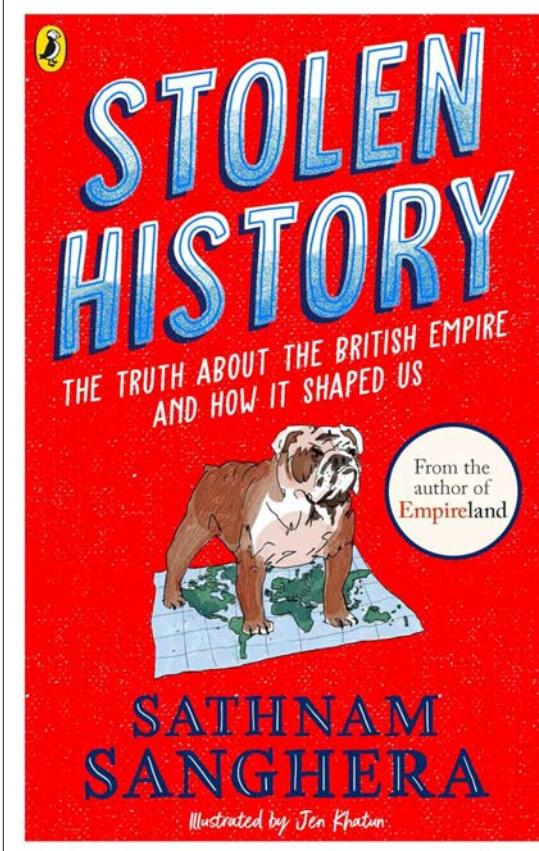
THE SUNDAY ROAST

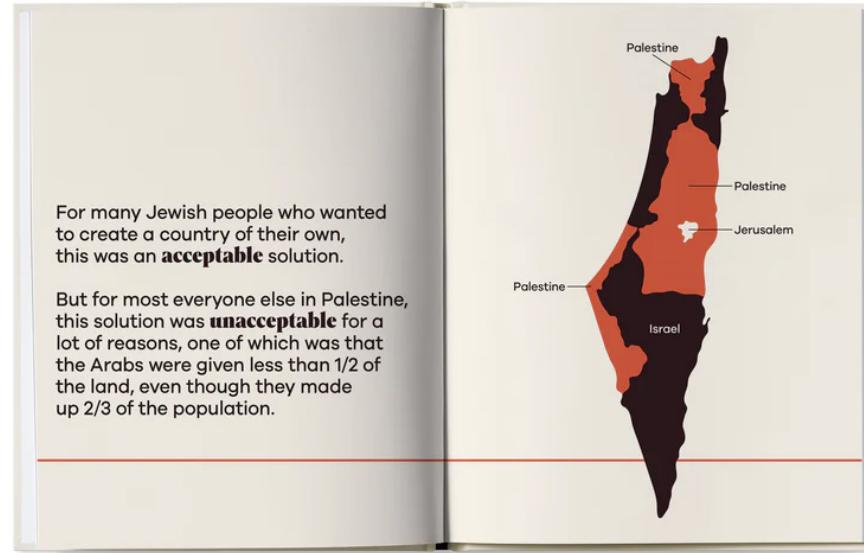
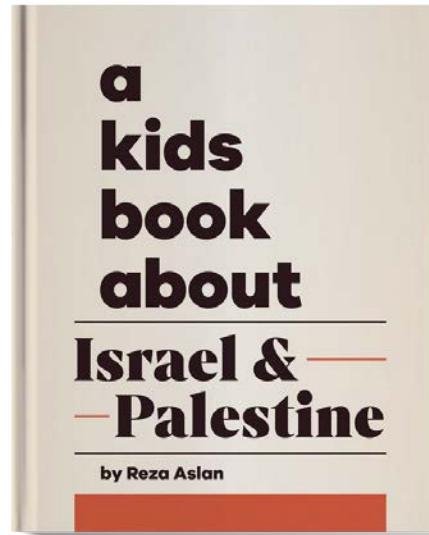
What is Britain's national dish? People usually answer this question with either fish and chips or chicken tikka masala, or a Sunday roast. Here's another question: which of these three national dishes is not connected to the British Empire? It's a trick question, because you could argue they all are.

How fish and chips became such a classic pairing is unknown - before battered fish was introduced to Britain, it was made by Sephardic people (Spanish or Portuguese Jews) on a weekly basis - but cod fishermen knew something that became invaluable to British colonizers. These fishermen played an important role in learning how to sail boats on the Atlantic Ocean, and it was this knowledge that helped imperial explorers navigate the same sea and establish the British Empire in North America.

Meanwhile, chicken tikka masala is a product of our long relationship with India, and it was

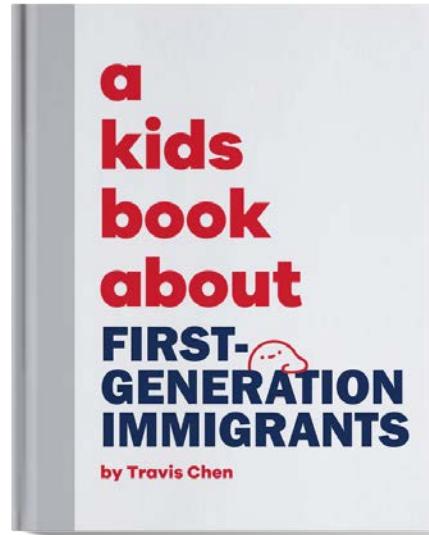
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AKIDSCO BOOKS

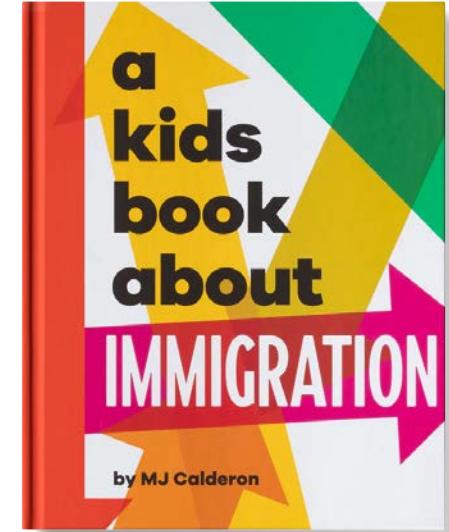
Aimed at 5+!!!



perhaps a parental note at the end? or involve nuggets in the text? stamping?

not adversarial or shameful

talking directly to kids, simplicity in the language

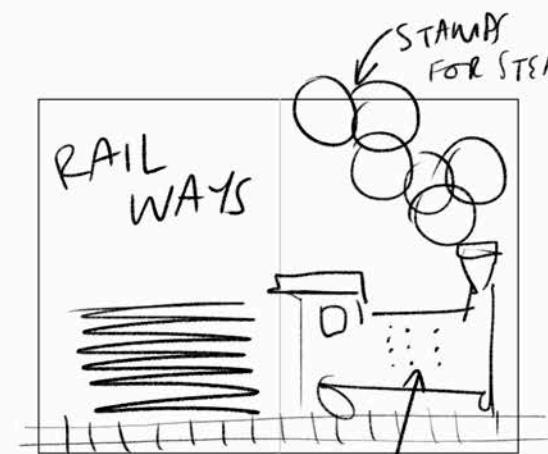
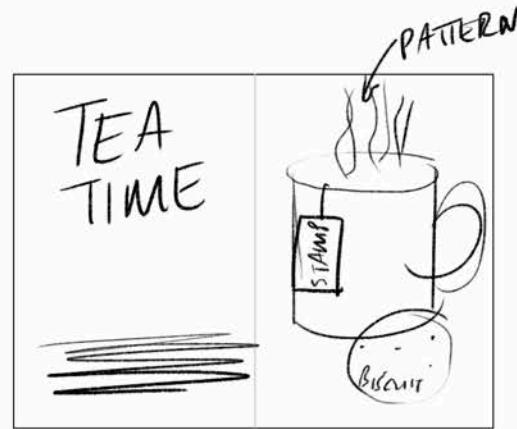


“Sorry, but no dragons or princesses here. Kids have real experiences, ideas, and questions. These books talk up to them, treat them like they’re smart, and create space for conversation.”

message of richness, travel, connection and learning

★★★★★
Based on 3240 reviews

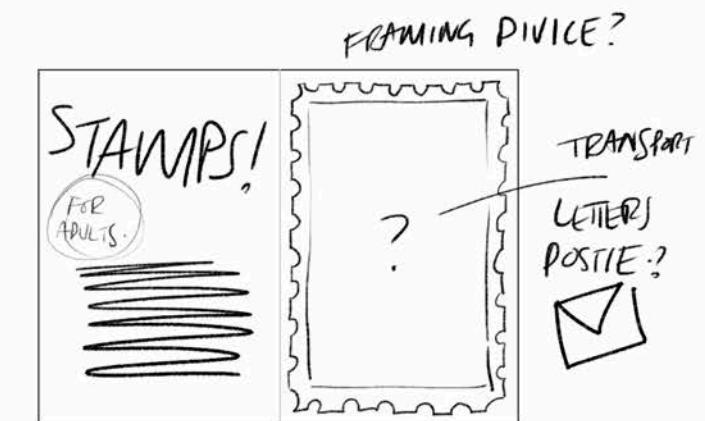
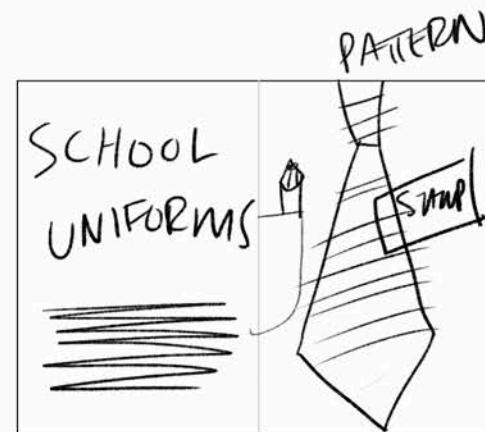




Does the passport format mean it needs to reflect a JOURNEY?



CAVE FIELD,
SWEET HIDDEN!



Lends itself to a linear format?
what about the map idea?

Could it be structured around a day in the life of our family?

POSSIBLE BOOK INTRODUCTION...

Look around you. What you eat, how you play and the habits you follow every day all have stories hiding inside them.

Some of these stories travelled a very long way, crossing oceans and centuries. They can come from a time when Britain ruled a huge empire that reached into many different countries. Some of the things it left behind are familiar and fun, but it's important to be honest, that time also caused real harm. Many people were treated unfairly and their stories matter.

Today, the world is more connected than ever. Food, ideas, music and games travel lightning fast and we all share them. That makes you a global citizen, even if you never leave home. This book is for you, to help you spot surprising connections, ask curious questions and to remind you that being kind and fair to each other is always a good place to start.

Now, let's take a trip together and take a closer look at the everyday things that hide big histories!

Returning to what a passport looks like...


**Council of the European Union
General Secretariat**

PUBLIC REGISTER OF AUTHENTIC TRAVEL AND IDENTITY DOCUMENTS ONLINE
PRADO

GLOSSARY
TECHNICAL TERMS RELATED TO SECURITY FEATURES AND TO SECURITY DOCUMENTS IN GENERAL (IN ALPHABETICAL ORDER)



v. 12344/22

Anti-scan / anti-copy pattern
 Anti-scan / anti-copy patterns are printed security features integrated in the background / security printing to protect against simulation through copying. The pattern consists of fine lines that are visible to the naked eye under normal inspection conditions but becomes visible or legible or causes flaws (mistakes) to appear after copying or reproduction with a scanner.



Background / security printing
 Background / security printing serves as a protection against counterfeiting and manipulation of data.

- Background / security printing consists of print designs and security elements, like e.g.:
 - gullholes / fine-line patterns
 - rainbow colouring
 - see-through register
 - watermarks
- Other security printing techniques and printing processes used include e.g.:
 - intaglio printing, as well as e.g. security inks (e.g. OVI, positive ink).

Background printing denotes the coloured (usually) offset printing used as a background to other security printing techniques and security elements like e.g. intaglio printing, preprinted text and geographical data in security documents.



Binding
 Binding is the act of combining single sheets to form a book, booklet or brochure. Most common binding techniques used for ID documents.

Thread stitching - "stitched in the spine" (sewline stitching with a stitching thread)



2nd example:
 Orientation- and angle-modulated fine-line structures (SAM = Screen Angle Modulation)



From security to simplicity

PRADO
terms

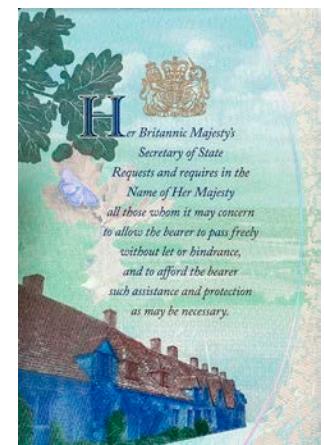


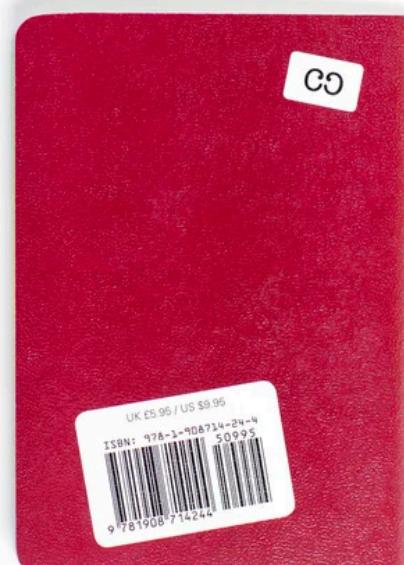
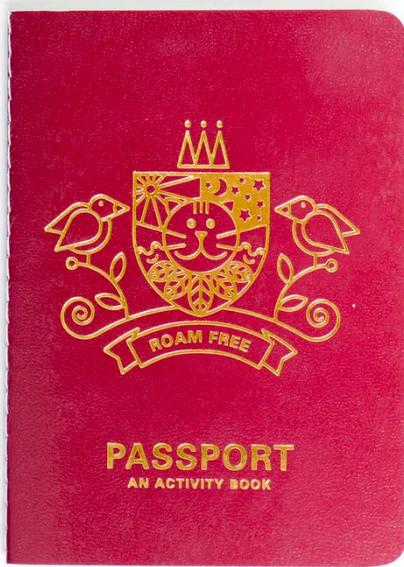
Post-Brexit

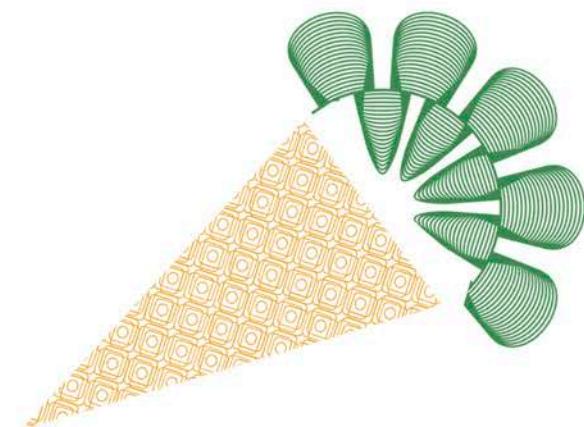
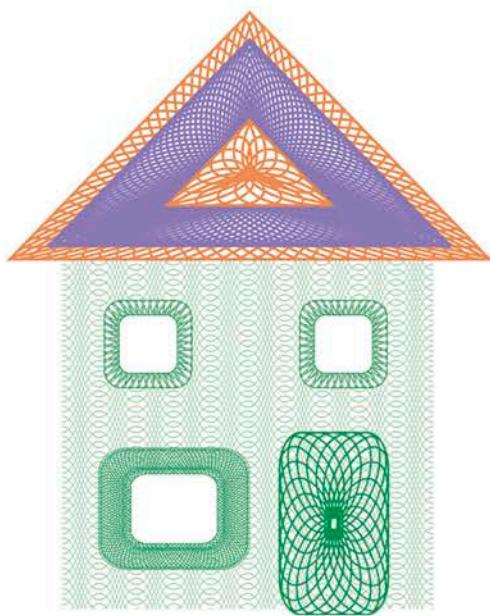


Pre-Brexit

Very Royal intro





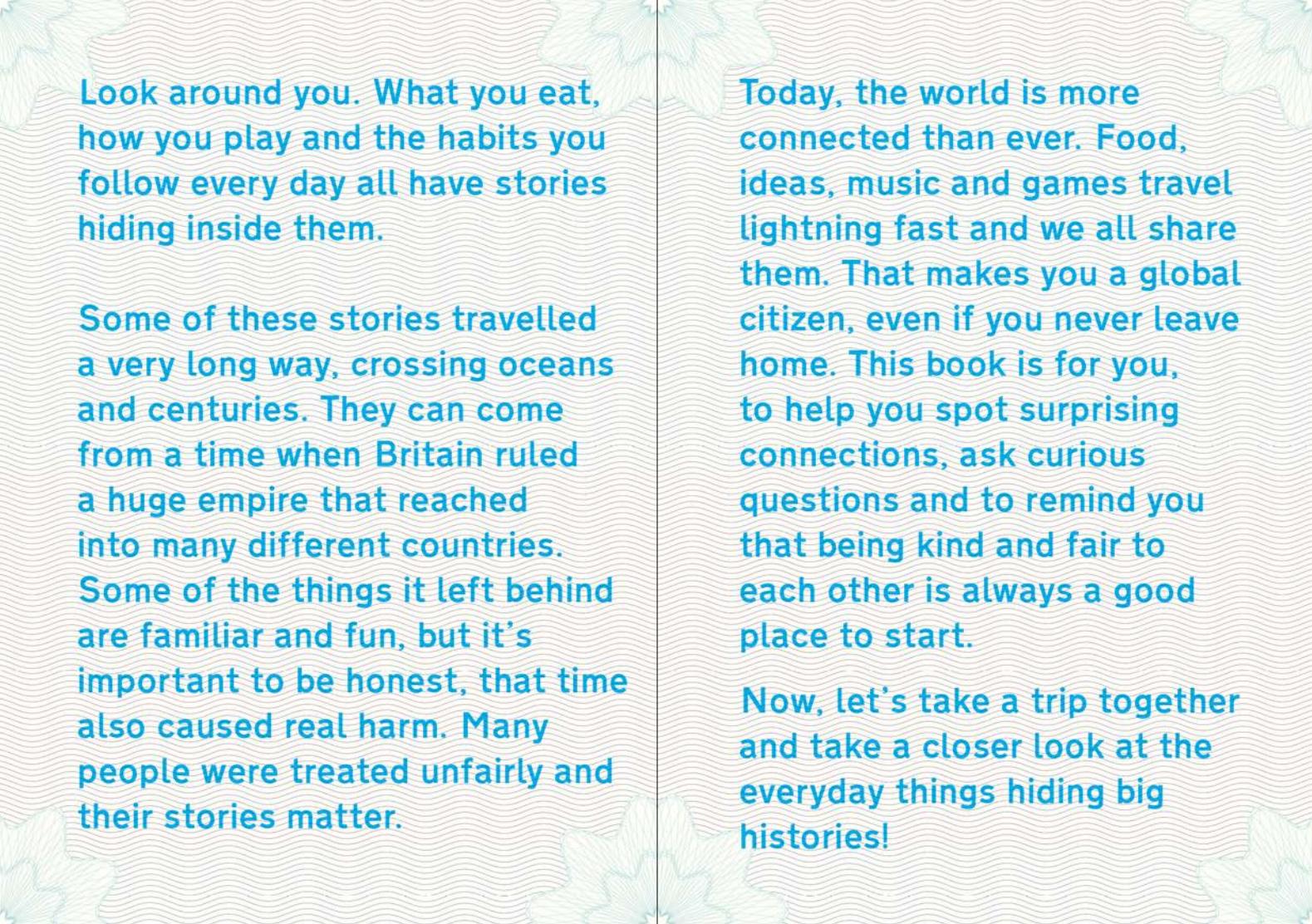


WHERE'S THAT FROM?



EVERYDAY THINGS
FROM AROUND THE WORLD
THAT CONNECT US





Look around you. What you eat, how you play and the habits you follow every day all have stories hiding inside them.

Some of these stories travelled a very long way, crossing oceans and centuries. They can come from a time when Britain ruled a huge empire that reached into many different countries. Some of the things it left behind are familiar and fun, but it's important to be honest, that time also caused real harm. Many people were treated unfairly and their stories matter.

Today, the world is more connected than ever. Food, ideas, music and games travel lightning fast and we all share them. That makes you a global citizen, even if you never leave home. This book is for you, to help you spot surprising connections, ask curious questions and to remind you that being kind and fair to each other is always a good place to start.

Now, let's take a trip together and take a closer look at the everyday things hiding big histories!



FOR GROW N-UPS

This book is an invitation to learn together.

The everyday objects, foods, and customs in these pages come from a complicated past. The British Empire connected people and places across the world, but it also caused harm, injustice, and lasting inequalities. Talking about this history honestly matters—but it doesn't have to be heavy or frightening. With curiosity, care, and conversation, it can be something we explore side by side with children.

You don't need to have all the answers. It's okay to pause, to say "I didn't know that," or to wonder aloud how something familiar can have a difficult history. Those moments are part of learning. This book isn't about blame—it's about understanding how the world became the way it is, and how our lives are connected to people far beyond our own homes. We all come from different places and stories. By reading together, asking questions, and listening to one another, we can help children grow into thoughtful, kind, and curious people. History doesn't tell us who to be—but it can help us choose to be better, together.



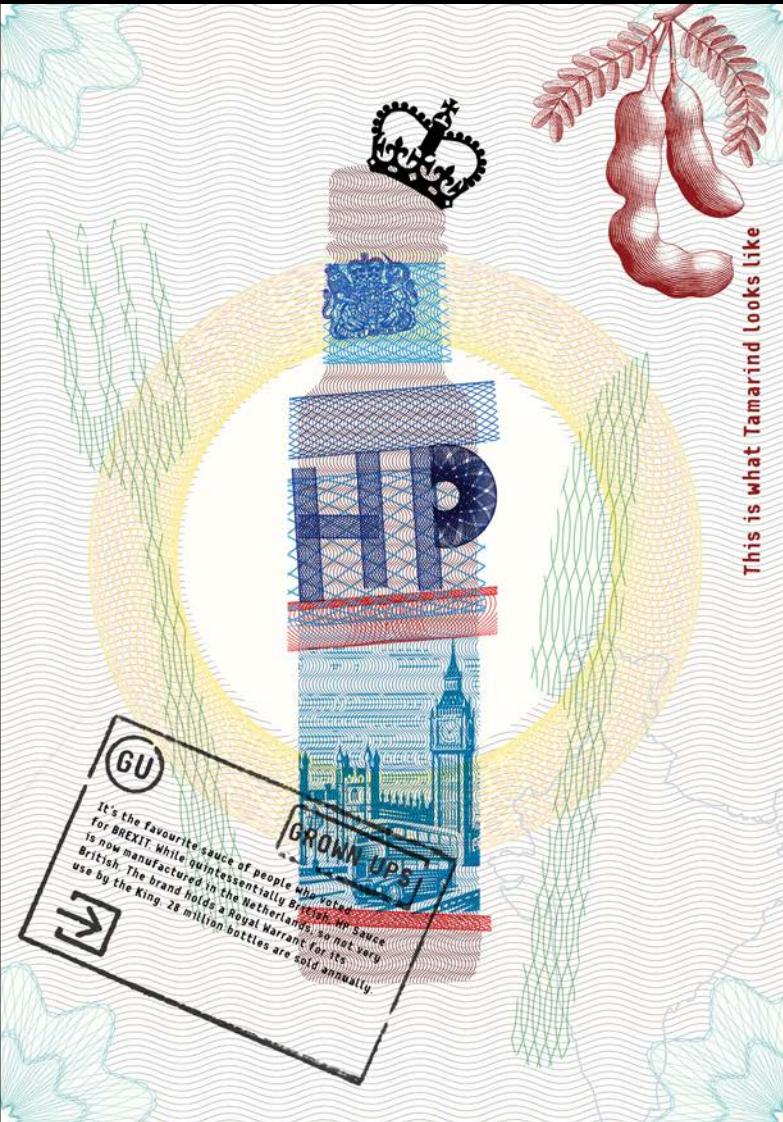
HP SAUCE

Long ago, back when Queen Vicky was on the throne, a clever sauce was born.

HP was invented in England in the late 1800s by a man who liked big flavors. He named it after the Houses of Parliament (the famous building where British leaders talk (and argue) a lot). Very weird name for a sauce, but there you go.

It got its tangy taste from ingredients like tamarind, a fruity pod that came to Britain from places like India, which was part of the Empire at the time. Ships brought spices, fruits, and ideas from all over the world—and some of them ended up on toast.

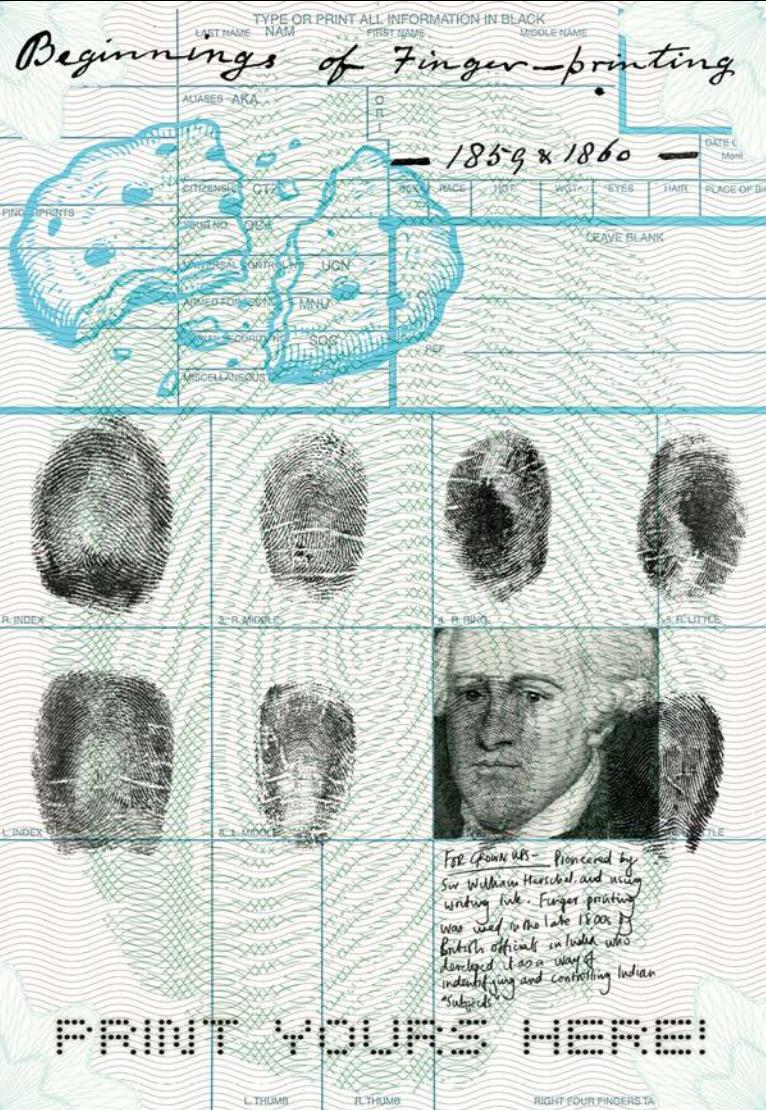
So HP Sauce is basically history you can eat. And it's way tastier than a textbook.

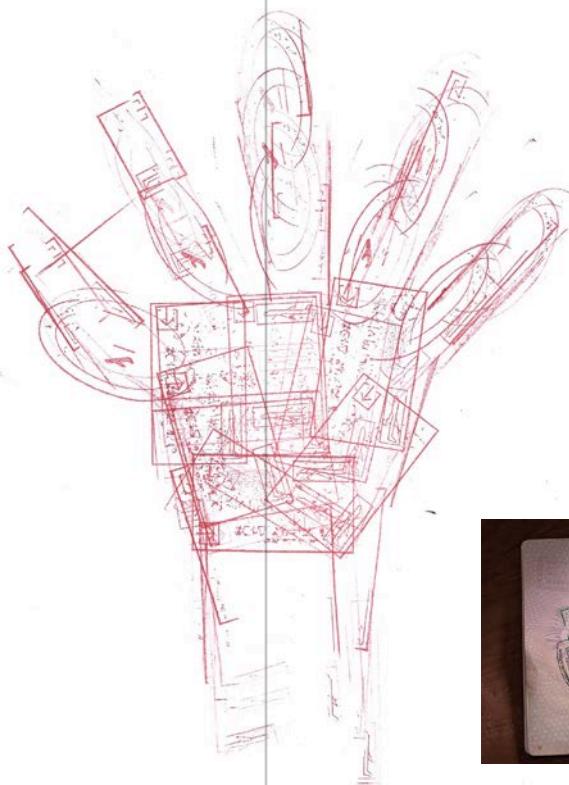
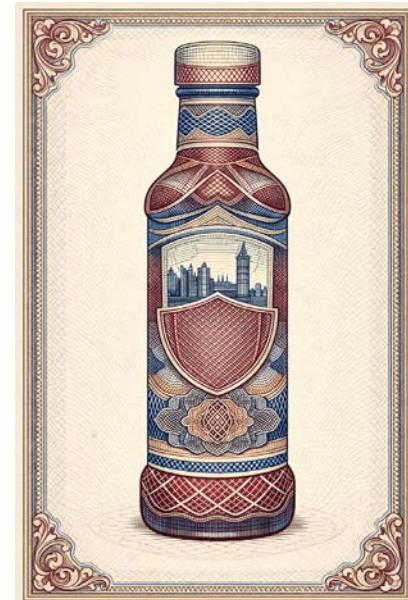


FINGER PRINT ING

A long time ago, people realized something amazing: no two fingerprints are the same—not even twins! This idea was carefully studied in British India, where officials needed a way to tell people apart without mixing them up (awkward). Soon, fingerprints were used to solve crimes, catch bad guys, and prove who touched the cookie jar.

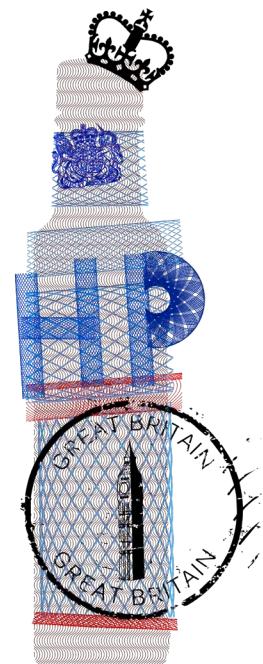
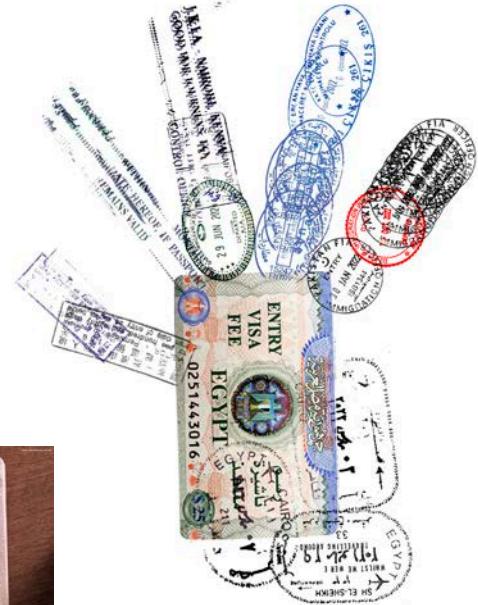
Your fingers are basically tiny detectives.





Chat GPT

1



<https://www.asciiart.eu/image-to-ascii>

ABC

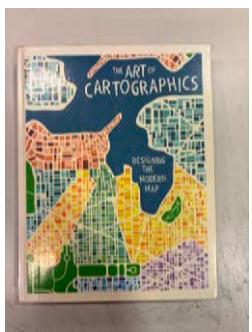
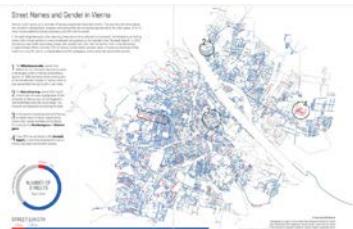
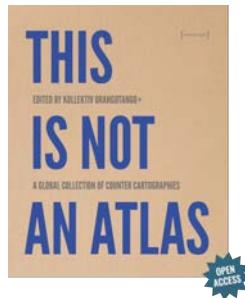
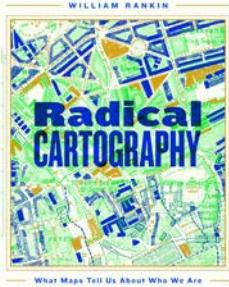
ABC

Gwilloche



Mapping colonial legacy

binding?



Small size.
Huge opportunity.

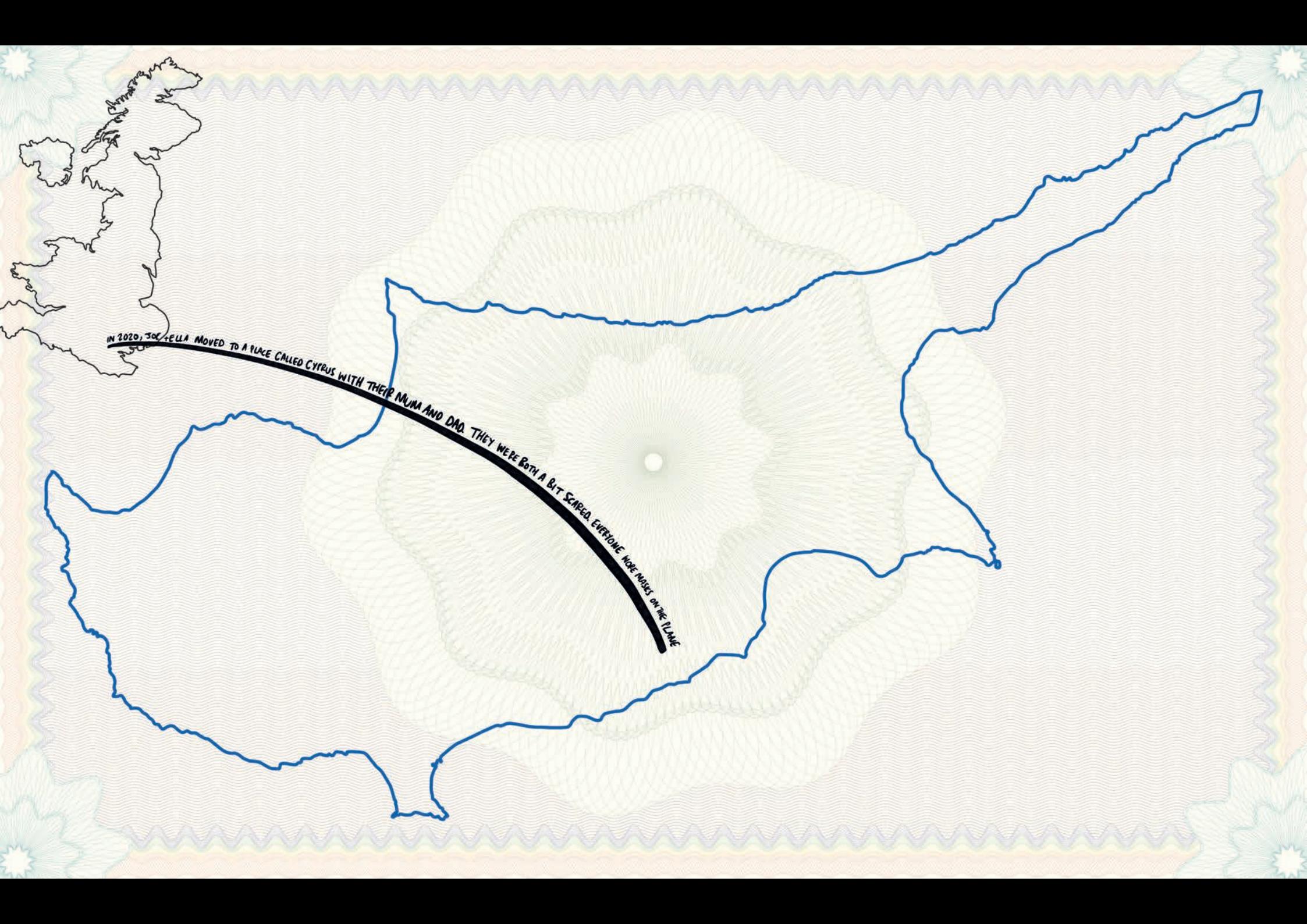
FOLD NAME:



Non-linear form
of narrative, does it fit the
text?

Wayfinding within the text?

Could this be 'a day in the
life", kids school uniforms etc



IN 2020, JOE + TELLA MOVED TO A PLACE CALLED CYPRUS WITH THEIR MUM AND DAD. THEY WERE BOTH A BIT SCARED. EVERYONE WORE MASKS ON THE PLANE.

Rough plans

- Decide on direction today
- Iterate towards first prototypes in order to show initial stuff to kids book publisher client
- Engage with chosen production method (Riso? screen printing? publications?)
- Mine and expand on found references ready for Annotated Bibliography
- Consider appropriate format for testing for when prototype(s) ready

AIM: by non-teaching week, prototypes ready for testing, testing organised. (Leaving time before midpoint for findings, adjusting prototypes and further testing if needed)