

## **JOHANNA BASFORD (Contemporary Graphic Designer – still alive)**

**Johanna Basford is a Scottish Contemporary /modern Graphic Designer.**

She studied **Textile Design** at **Duncan of Jordanstone College of Art and Design** in Dundee, specialising in silk screen printing. After graduating she exhibited her work at **New Designers** in London. She set up a **hand printed wallpaper** business. She leased a studio for screen printing, and designed very expensive wallpaper patterns for interiors. During the recession, the market for luxury interiors failed. She was forced to change her business. She realised that drawing was her passion and that becoming a **Graphic illustrator** was a good move. **She is now based in Aberdeen, in North East Scotland. She works from her home studio.**

### **Her sources of Inspiration/themes:**

She loves **natural forms; botanical references, gardens, bumble bees, seed pods, dung beetles, blossoms, thorns, gnarly apple trees, fox gloves, spiders webs etc.**

### **Her creative process:**

**Her drawings are very intricate and complex and are in Black and White - she uses bold, lines, marks etc to produce a strong graphic effect. To create her work, she draws using a rotary pencil using a 0.5 B lead. She uses a variety of pens, eg: Staedtler pigment fine liners** feature heavily. She draws on super smooth white layout paper, **a good paper for scanning** which is **thin enough to trace** on, if she needs to work on multiple layers.

Everything is roughed out eg: **outlines of blossoms and foliage begin at a central point in the design, and grow outwards.** The designs are organic, and the pattern slowly creeps its way over the paper. **Finally, she re-draws the design in ink, adding detail and areas of block fill and texture.** After the entire design has been inked, she scans the artwork into Photoshop. **She uses an A3 Scanner to scan the drawing in sections into Photoshop on her IMac. Her Photoshop skills extend to: scan, cut, copy, paste, rotate, scale, save.** She uses the computer to **sharpen details, resize areas and do any symmetry / flipping** required. **The computer is a tool used to polish the hand drawn artwork and transfer it to digital format for onwards use.**

### **What are her designs applied to?**

She designs everything from **packaging, websites, billboards, textiles, glass, fabrics, lighting, book covers to fashion, iphone apps, furniture, handbags, ceramics.** She has completed artwork for **Thorntons, BrewDog, Crabtree & Evelyn Cosmetics Starbucks etc.**

### **How has social media effected the way she works?**

Social Media is a powerful tool for marketing her work. **Twitter** in particular is incredibly useful. The Internet makes the world a small place and social media has given everyone a voice. **TwitterPicture** has been her most effect piece of self promotion to date; it introduced her work to thousands of new clients and helped grow her online profile considerably.