




# SCaHILL DESIGN

Est. 2007



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### Project title:

Character development for Emotional Assertiveness International.

### Project outline:

I have developed this brand from its initial concept – I have worked with the client with their other business as a Personal Skills Development Consultants International. As part of a brand design I always use Illustrator as a program to create ideas, I go straight to digital so i can quickly copy and adjust quickly. Below are my initial examples. The client wanted a circle design, I felt the purple colour would be regal and soft, approachable and authoritative.



**Emotional Assertiveness  
International Ltd.**



The EAI (Emotional Assertiveness) brand is now registered and patented with an International Trademark as a global brand. The main thrust of EAI is to help everyone to deal with their emotions, and how to deal with them appropriately for yourself and others.



**Emotional Assertiveness  
International Ltd.**

### Intro project:

Emotional Assertiveness the original model developed by John Parr that integrates research about Emotions and Emotional Intelligence with inputs from neurosciences and other disciplines such as transactional analysis and child development.

EAI facilitates people to develop skills for creating a place of safety where understanding the origins of unhelpful emotional cycles and to replacing those cycles with healthy behaviours - this is EAI aim.

**Client:**

The work by John Parr Msc and his research in psychotherapy led to him developing a course that can be trained and taught into a variety of situations. John is an amazing client and with him he asked me to develop characters for him to be able to use in a school setting and as identifiable figures to associate with the EAI brand.

I had no idea where this would lead me, I would not call myself an Illustrator.

The EAI characters I was developing needed to ensure that the graphic could deliver the emotion, and it represented the emotion correctly. The request for the character designs came out of the fact that John has used the example of Disney's Inside Out movie (2015 Pixar Animation Studios) to illustrate his points. He cannot move to a global presentation and use the Disney items to provide the examples. The Disney film has used sound science the ideas are not copywritten to Disney, only the imagery and scenarios are.

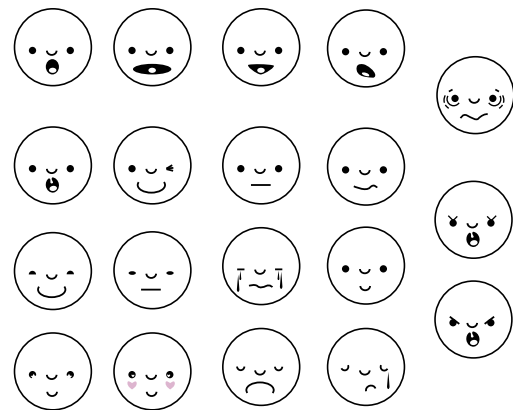


fig. 1

The Emotional Assertiveness course uses characters to help children with emotional expressions. The Disney movie Inside out consulted Paul Ekman to help with the characters narrative (ref: <https://www.paulekman.com/projects/inside-out/>) this movie was storyboarded for a period of approximately 2-3 years before production. The characters were made real by their back story, the psychology of their condition. These are such big things to consider and perhaps it will take me a lifetime to actualise?

**STAGE 1**

My starting point was character faces I wanted to try to and understand Ekman's work on microexpressions. So I spent time creating simple facial expressions. See fig.1

From this I started to build the graphics out into forms, I tried out a shape idea, simple and could be used for children and adults. See fig.2

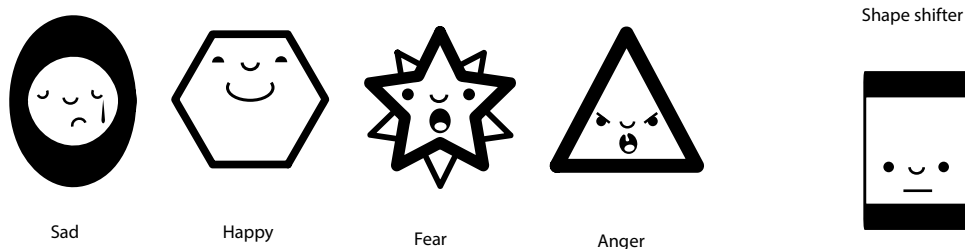


fig. 2

From the shapes it was discussed with the client that the characters needed to have arms and legs. To be expressive and human like.

Here we can see Tea pot person See fig.3... as we were working with just 4 emotions: Anger, Happy, Fear and Sadness I felt that the characterization could work where Anger could be represented as blowing his top, plus it was in John's existing video he had commissioned.

This didnt really work...

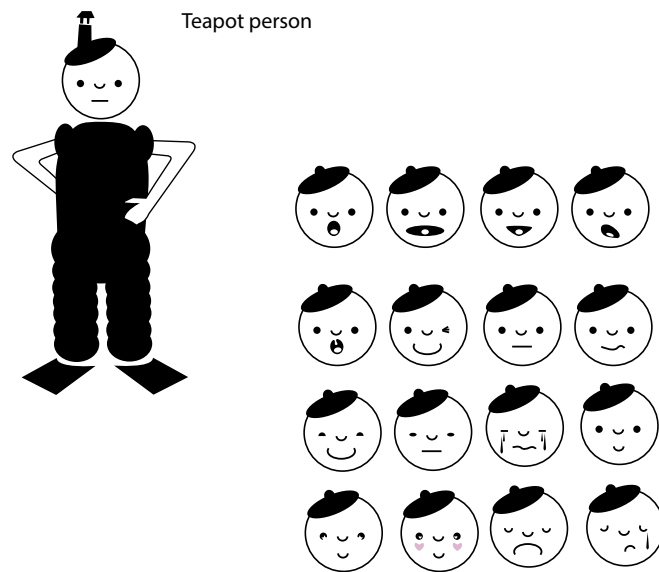


fig. 3

## STAGE 2 - Meet the team

Based on the face shape work I have created the individual characters to have a personality that will go with their position. Sadness on the left, then Anger, Fear and Happy.

I started to work on arms and legs and then character states. See fig.4

I have been thoughtful with the colour choices for skin, I took advice from the client about what suits the Australian market - where the EAI was to start. I wanted to know more about the diversity in literature - this was talked through with the EAI rep in Australia. I have used a variety of shapes and sizes to bring character variation, on the following pages you can see their development.

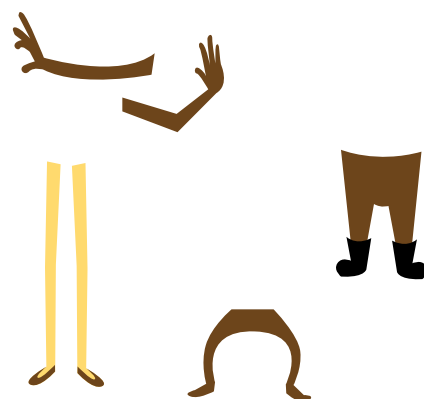
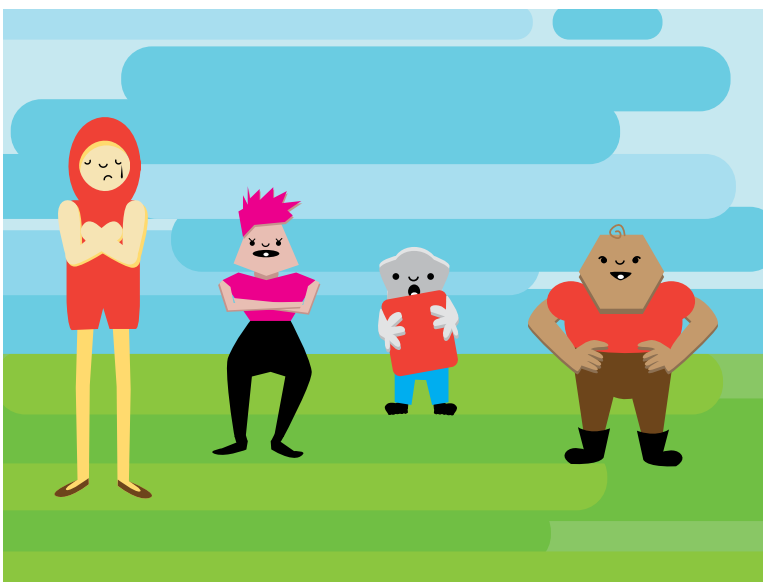
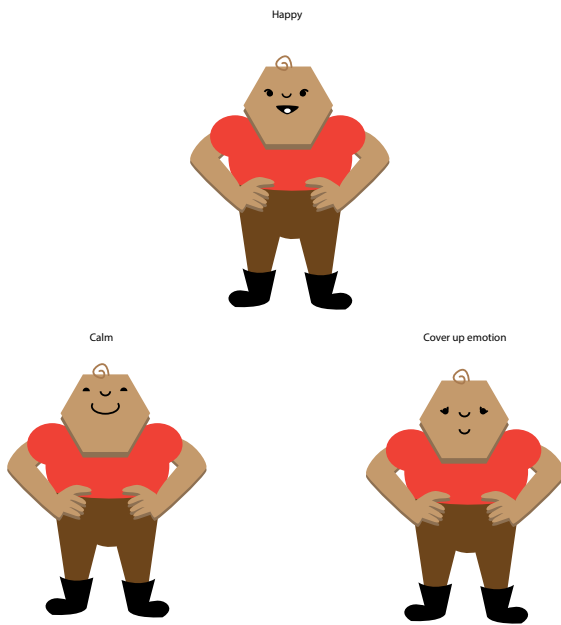
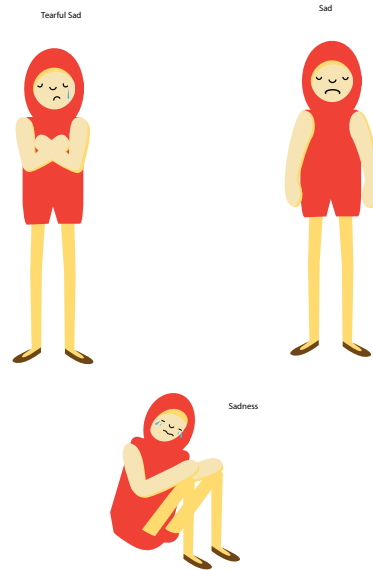


fig. 4

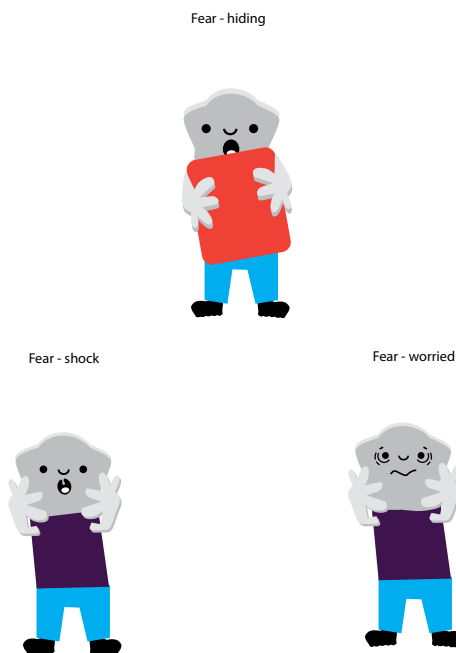
## Meet the team : Happy



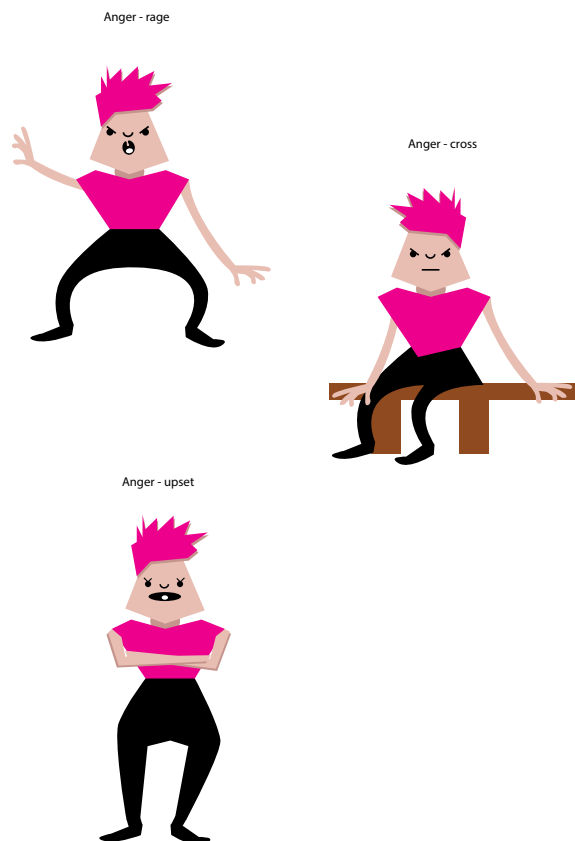
## Meet the team : Sad



## Meet the team : Fear



## Meet the team : Anger



These were getting closer, but the client still wanted it to be more human like but still a cartoon. Here we move onto...

## STAGE 3



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The characters sex was determined, the colour was refined and the feel of them was also reviewed. I took on board what the client wanted as their ambition for the project grew.

The EAI work can be expanded hugely, Emotional Intelligence the basis for EAI, Emotion is a much discussed area in this period of a pandemic. John's desire to work with schools and his ambition to push into post-war zones, where children have been exposed to atrocities, he feels that Emotional Assertiveness can be the psychological tool to help a new generation.

With this ambition in mind, the initial design brief was just local and small and now the positive attributes from the course that John Parr has developed means that I could really provide graphic design support to assist in delivering his aims and objectives – on a global stage.

Please meet...  
Anger, Sadness, Fear and Happy.



Examples:  
Find the Emotion card game DRAFT



Sadness

Fear

Explosive Anger

Really Happy