

# PROPORTIONS + PLACEMENT

the keys to whimsical illustration

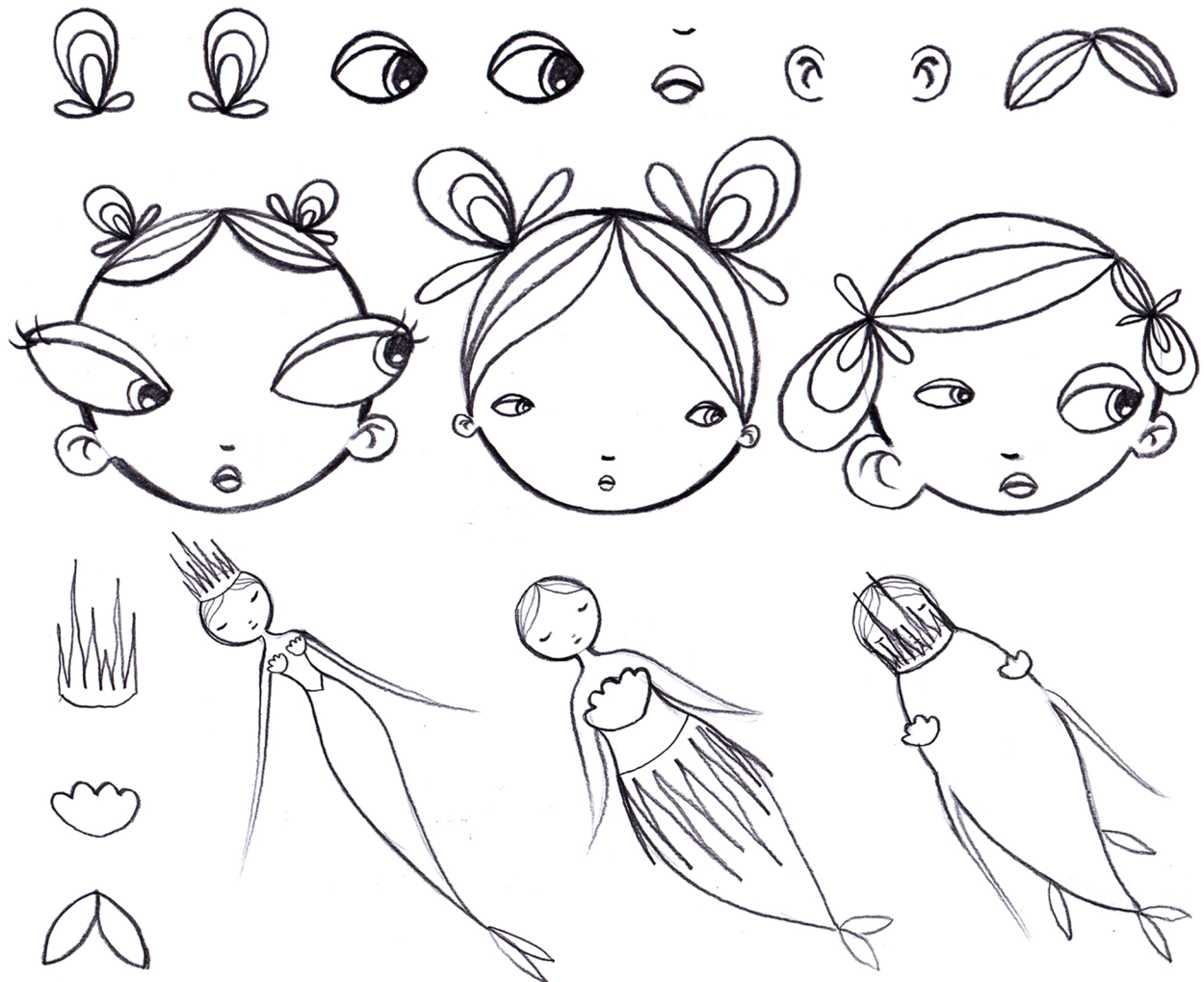
There is a lot of foundation work that we have already looked at when it comes to illustrating, and you might not be fully aware of it, but we've actually been playing with these ideas of proportion and placement.

A lot of how we judge our work comes down to our understanding of these principles and how well we think we did achieving the expectation we had for ourselves to get "the head the right size" or "the legs in the right place". But a lot of what makes something whimsical is the idea that it doesn't always exist in our reality, or we didn't expect to see something presented a certain way (eg. oversized carrot bunny ears on a bonnet).

I've noticed through my learning, that flipping peoples' subconscious expectations about what you're drawing allows them to perceive your work with a more open interpretation. Children are great for this, because their imaginations are active and therefore not difficult to tap into. Adults, however, tend to look with a more critical eye and have too many visual cues/memories to pull from to simply expect that they'll *open up* when they see your work. We can try to tap into their imaginations though... by taking what they think they should see and delivering it in a different way.

Of course, we're not really aiming to please the viewer, or even stir something up in them, we ultimately want to satisfy our own imaginations! In this case, thinking of proportion + placement becomes a vital tool in allowing yourself to explore and stimulate your own curiosities. If I told you to "draw something that has never existed before", how do you think you might do? I would be overwhelmed and probably stress knowing where to start... But if I asked you to "draw me a face and exaggerate, then move to a new position, your favorite facial feature", my guess is you would find the task easier to approach and still deliver me something I wasn't expecting to see. Proportion + placement are tools to help you think a little differently - how you use them will reveal your *imagination at work*.

## REFERENCES FOR VIDEO TUTORIAL



Try creating your own examples with different proportions + placement to the ones shown above. See if you can create at least 3, but if you're feeling up to it, see how many you can create before you start running out of curiosity.