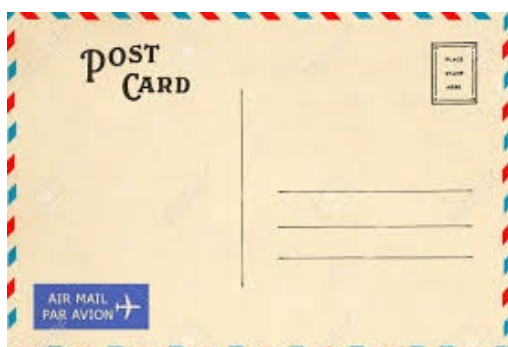


Illustrated envelopes and postcards:

We would like you to send us a series of four illustrated envelopes or postcards that archive and communicate what you get up to during the summer.



Whether you are on holiday, a day trip, visiting friends, lazing around, working on a summer job, learning something new, being creative, eating, drinking, cooking, moving house, DIY, gardening, laughing, crying (hopefully not too much of this), walking, doing sport etc etc. We want to see and share the millions of different things that you all get up to, all illustrated beautifully on your postcard/envelope

We enjoy receiving them all the way through the summer months, so send your cards at intervals about one every three or four weeks (you can send more than four if you really get into the groove). We will collect them and have them ready and on display at College Road for when you arrive in September.

The exhibition will make a fun display and we will have some idea of who you all are and what you have been doing (hopefully lots of drawing).

It also means you will have some of your work already on the walls ready for the new term. We will not assess this work but we will award a prize to our favourite one (or two or three).

You may send the work anonymously, or signed, and we will post some of them on our Instagram pages throughout the summer: @hca.illustration.ba & @hca.illustration_animation.ba

Please send your envelopes and postcards to:

Hereford College of Art
Illustration Department
College Road Campus
Hereford
HR1 1EB

Tips:

- Choose your blank postcards carefully. Vintage, retro, recycled, handmade, fancy, plain or pre-used. Think about the qualities the card already has - and then add to it.
- You should incorporate the stamp and the address into your design.
- You could work on both sides of the envelope/postcard

If you use a thin envelope, put some stiff card inside to add strength

- Consider continuity. Make your cards work as a set, both in terms of narrative (story) and aesthetic (style)
- Here are a few to inspire you.





...and some online inspiration:

<https://www.pinterest.co.uk/hadfield0374/illustrated-envelopes/>

<https://www.pinterest.co.uk/hadfield0374/illustrated-envelopes/>

<https://www.themarginalian.org/2011/09/15/floating-world-edward-gorey-letters/>

Good luck and have a great summer.

Neil Hadfield, Beth Izatt, Nicholas & Gabrielle Stevenson, Marion Elliot, and Max Low



@hca.illustration.ba

@hca.illustration_animation.ba