

The Budding Biologist's Field Guide to Trees

Objectives

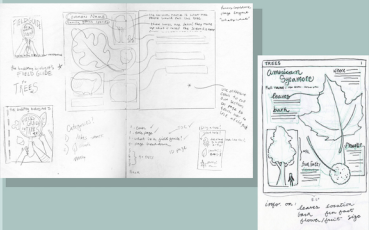
- Create a sample of a children's dendrological field guide geared towards 3rd grade reading level
- Write and illustrate in an approachable but informative manner which does not belittle their intelligence
- Create the roadmap to understanding correct field guide use without over complicating

Methods

Through taking a dendrology course and learning how to properly use a field guide, the best way to pair down and relay this information to children was determined.

This resulted in introductory pages detailing how to use the book, how to read a typical field guide page, and defining terms.

Thumbnail mockups and trial runs with graphic design, illustration, and overall composition styles were created.



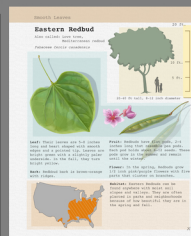
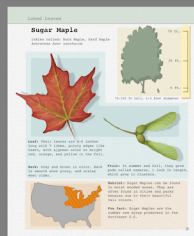
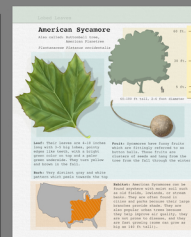
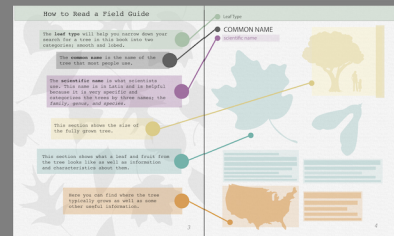
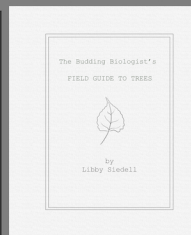
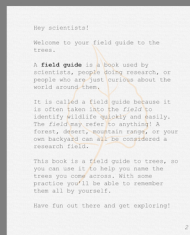
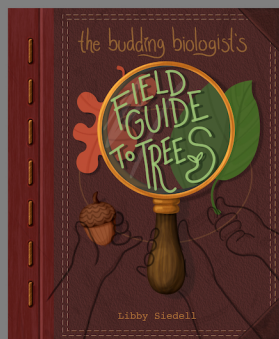
The color palette was designed to be eye catching but still natural feeling and secondary to the pages' content. Colors were coded pertaining to categories on the page and persisted throughout to maintain consistency.



The end result was an all digital method of design and illustration which aids in keeping the page simple while highlighting key diagnostic features.

Results

Ten pages and a cover of the book were created including: a title page, contents, informational pages on what a field guide is, instructional pages on how to navigate a guide, sub-category content pages, and identification pages.



Moving Forward

The goal of this project will be to eventually create a full length field guide detailing over one hundred species including more categories such as conifers, evergreens, and palms.