ABSTRACT

With a huge culture of movies and cartoons nowadays it is not a secret that huge franchises have been made out of most popular animations. And a great number of them have been made specifically for young audience. But we can see that these cartoons are much more than just a pretty animation made for your entertainment. A lot of them communicate issues that may unintentionally cause many distractions for young minds. Many of them can lead to problems with self-development, wrong ideas of life or even self-anxiety.

Illustrations of female images in fairy tales in the modern world is a project which I think can make people understand a little more about social issues and the dark side of fairy tales. Therefore, the art-style used is a decorative illustration (for which I was inspired by old fairy tale books) with a bit of surrealistic approach to show the dark side of them. There were many problems that occurred during the process of creating my illustrations due to the size of the works and huge amount of work. Also, a lot of problems came out with data interpretation and connecting it using materials as a method of telling stories. Also, finding the data itself and connecting it with existing fairy tales was challenging and it took a lot of time. There were many problems occurred but, fortunately, the solution was always there as well.

This project shows modern social issues conveyed in fairy tale cartoons nowadays. And I think the best way to resist some of their negative behavior manifestations is to be aware of them and understand them. Moreover, I decided to choose this topic specifically because many generations have grown up on these cartoons and animations and some character behavior is perceived to be completely normal when in reality it is not. So, the scope of work is composed of 7 pieces of decorative illustrations. It includes different social issues such as obsession with social networks, Stockholm syndrome, gender bias and double standards.

For my conclusion and suggestion, the main part of my thesis project is to send the messages and communicate to the audience some female images in fairy tales transformed to the modern world, social issues and decorative illustration to create something interesting and remarkable in the art pieces. Sometimes, my ideas could not be communicated well with this topic due to very specific art. As a result, I needed to be more concerned about the messages that I wanted to report to the audience and about the way to convey these messages.