

# Hannah Leabon

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See more:  
[www.hannahleabon.com](http://www.hannahleabon.com)  
[www.behance.net/hannahleabon](http://www.behance.net/hannahleabon)

**The Brief:**

Sustainable Everyday  
Create a Product Range of eco-friendly alternatives to everyday products and items. Non-wasteful and non-excessive.

**Solution: Grow Up**

One of the ways to live sustainably is by growing your own food. I have created Grow Up as a way of encouraging people to start growing their own fruits, vegetables and herbs. It's aim is to build confidence in people's ability to grow their own food by starting small and working their way up. Grow Up is delivered quarterly, with a scheme of giving you the easiest to grow produce first.



**Packaging**

To deliver Grow Up, I have created a trough that is sent out to customers which they can opt in or out of. This bamboo trough is lightweight and carries the necessary equipment needed for growing vegetables. The lid is glued on the top, with easy peel off to show the instructions on the reverse. In the following deliveries, or by opting out, you are sent your seeds in a small branded cardboard box.

**GROW UP** 

Website: [www.growup.co.uk](http://www.growup.co.uk)  
 Share your tips and tricks on our Instagram: [growup\\_uk](https://www.instagram.com/growup_uk)  
 Post your greenthumb tips and recipe ideas to Instagram with the hashtag #ohgrowup to be featured.

Thank you for starting your subscription to Grow Up, you'll now receive quarterly subscription boxes to help you get started growing your produce. you'll receive an email before your next box gets sent to you with some options to fill out. We're here to help you get on your way to becoming a green-fingered genius. This starter pack contains everything you need - soil, seeds, labels, compost, stake frame and the all important trough. We've chosen these plants to grow your gardening confidence with fruits, vegetables and herbs that go together to create a tasty treat. You'll love capsicums, basil, rocket and tomatoes - an amazing flavour selection. Don't forget to label your plants so you know what's growing!

By signing up to Grow Up you are becoming part of the most sustainable way! Too many of our delicious fruits and veggies have to travel thousands of miles to get to our plates, making more damaging emissions for the world and less fresh food for us. By growing your own you help to save our planet, use sturdy storage like bins. Growing fresh herbs and green beans encourages you to cook from scratch, ensuring better and healthier meals for you.

**Basil**

Despite originating from India, basil is widely used in Italian and Mediterranean cooking. You can use it in salads, soups or make some tasty pesto.

1. Basil breathes best with bright sunlight, so give space to your trough and plant it off to its own just (perhaps a recirculating pump?)
2. Place on a window sill with some shade. Keep your basil healthy by watering it daily - be careful not to overwater. Rotate the plant so that it has equal access to the light.
3. Once your plant has reached, chop leaves as you need them, making sure you leave choices for new leaves to grow. Don't let your basil flower, it up all leaf buds as they appear in for a continuous growth. You could dry your herbs too!

**Rocket**

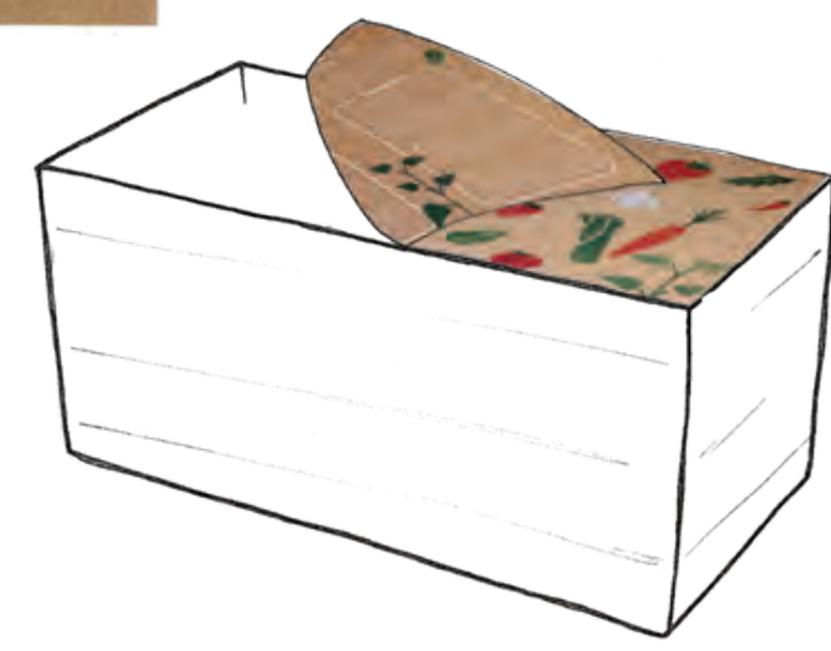
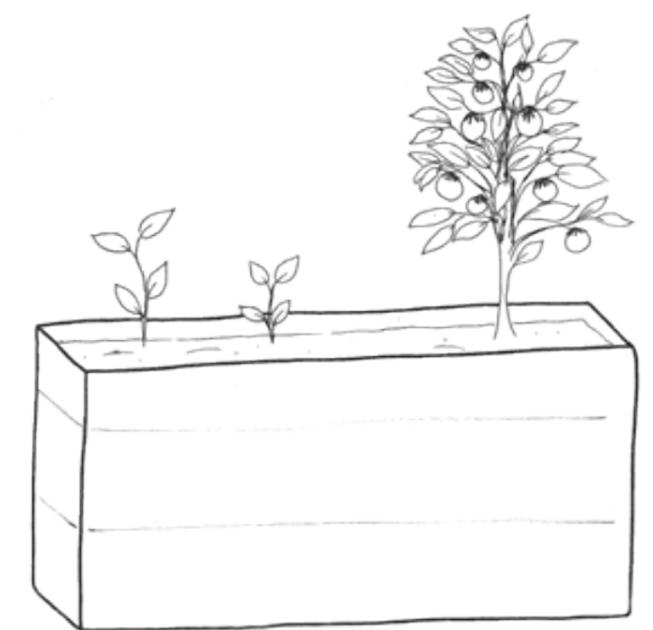
Rocket is a Mediterranean herb, commonly used in a special way in salads. Fresh rocket leaves tend to have a peppery taste.

1. Plant your rocket seeds in the trough, but don't use all of them. If you plant rocket every 2-3 weeks you can get a continuous and steady harvest.
2. Keep the soil moist, but be careful not to overwater as this can make them soggy. Harvest!
3. This one takes four weeks after sowing, regular picking helps give you the best yield. Pick a few leaves from each plant rather than all at once, pinch out any flower buds as they appear.

**Tomato**

Grow yourself the special tomatoes, ready for your midweek salads, soups and more. Grow up to 2 plants per person, each tomato plant can grow up to 40 tomatoes!

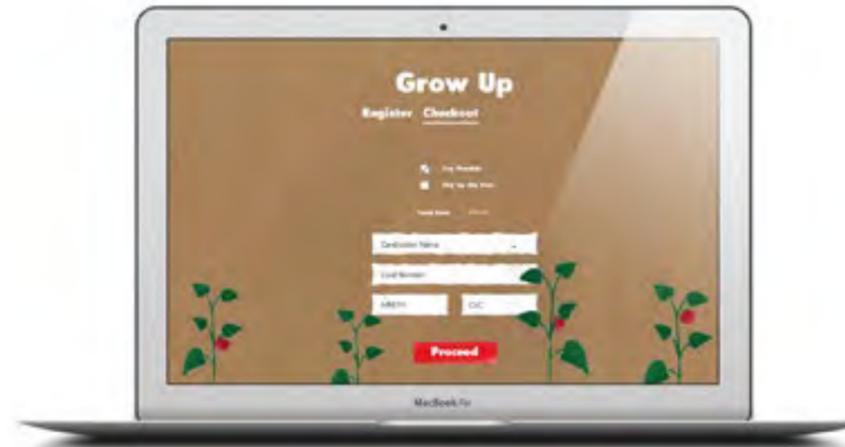
1. Tomatoes can be challenging, but keeping them indoors means you can get tomatoes all year round. Sow your seeds thinly in the trough placing the seedling compost discs down first before covering with regular compost. Sow seeds every 2-3 weeks for an endless harvest.
2. Keep them moist and warm. The first seedling should appear within 7-14 days. When they reach 3 inches tall, stop the plants in biodegradable pots, sometimes need to be pollinated. You may want to consider your harvest plant to another pot so it gets larger.
3. Turn your plant regularly so all the sides get an equal amount of light. Use the stake and frame provided to help hold up the plant and prevent snapping from the weight of the fruit. Tomatoes will take 60-80 days from sowing to harvest, but the wait is definitely worth it!



Sustainable Everyday: Grow Up

Digital Touchpoints

Here I have included the website and Instagram pages for Grow Up. The website has all the information and the sign up process as well as FAQs, recipes and help pages. The Instagram is to promote and share tips and recipes from customers and create a community. Customers are prompted to use the hashtag #ohgrowup to share their produce, tips and recipes.



Muddle: Emotional Dictionary

**The Brief:**

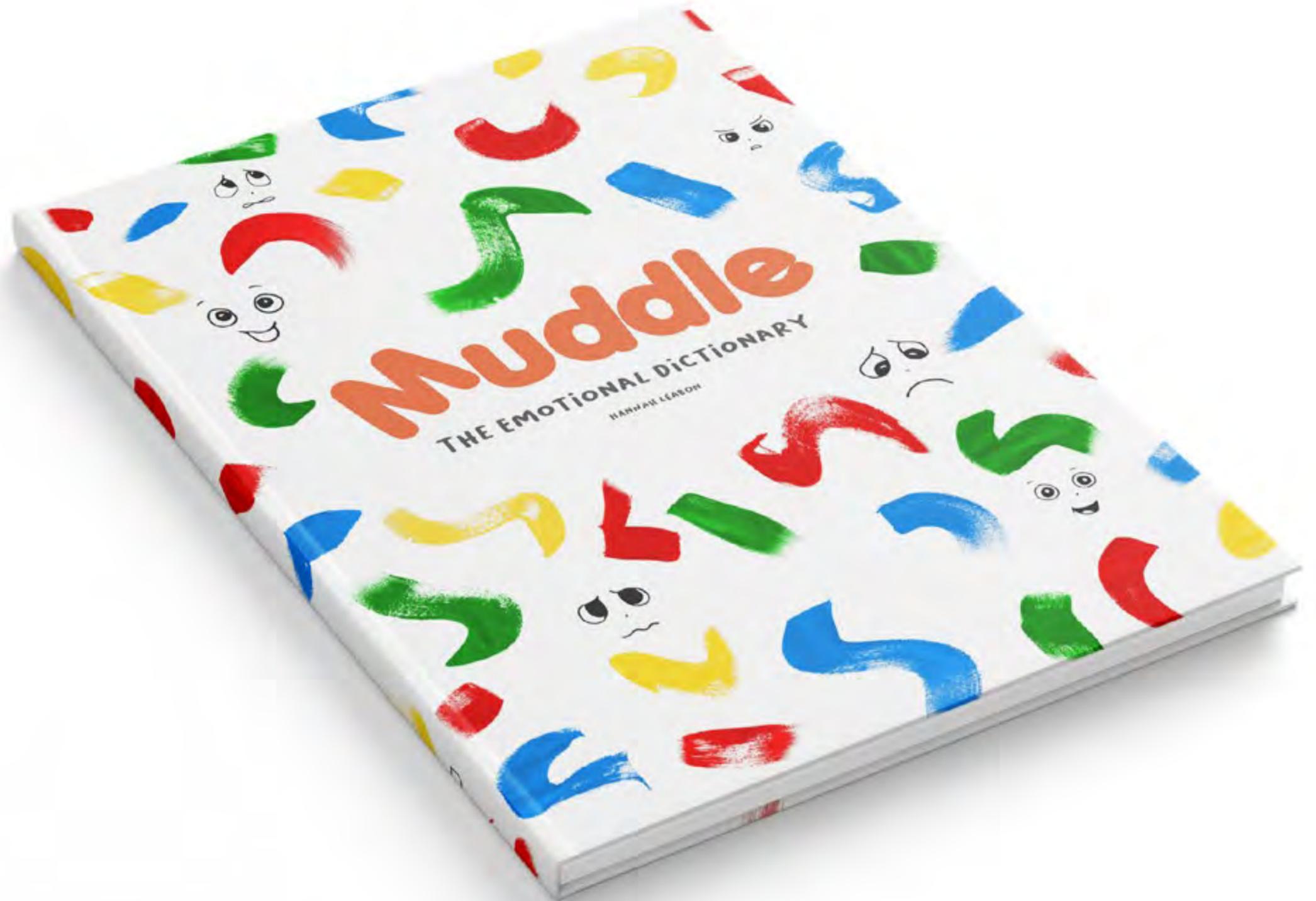
Find a brief from another department within the University and answer it visually. It could be a brief from Science, Architecture, IT, Business etc. It could be an exam question, it could be any problem that they might have – you just have to bring it to life visually.

**Question:**

BA Youth Justice - To demonstrate understanding of theories of Child and Adolescent Development.

**Solution:**

Muddle: The Emotional Dictionary. This book focuses on emotional development of young children, aiming to raise their emotional intelligence. It is designed to be a keep sake journal, rather than a story, with activities, discussion prompts and crafts inside. It is to be used with a parent/guardian.





Forever

My favourite memories...

with a friend

with my family

**Deep Breathing Page**

To encourage deep breathing during times of anger, I have put in a fold out that can be blown open. Using dandelions as this is a common childhood activity, it is a technique they can try in real life or easily imagine.



**Interactive Pages**

To engage children more, I have included more interactive pages with flaps and pull outs.





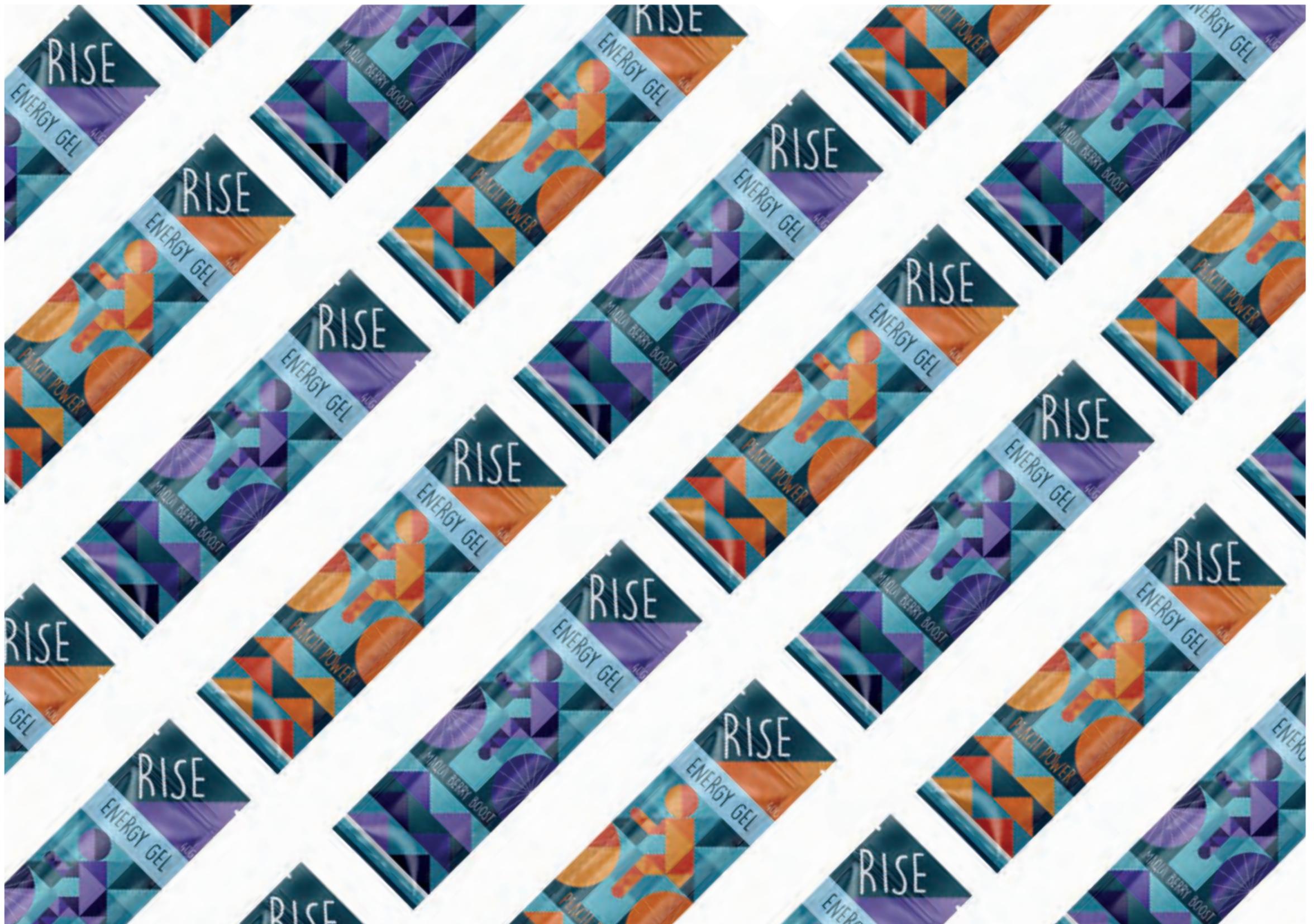
Rise Energy Gel

**Brief:**

Create a brand and application from the words given. I was given: a squeezy tube, Borris Bikes and the news headline: 33 Chilean miners are freed after 69 days trapped underground.

**Solution: Rise Energy Gel**

An energy gel to help with stamina and performance in casual and competitive long distance cyclists.



Rise Energy Gel

Final Packaging

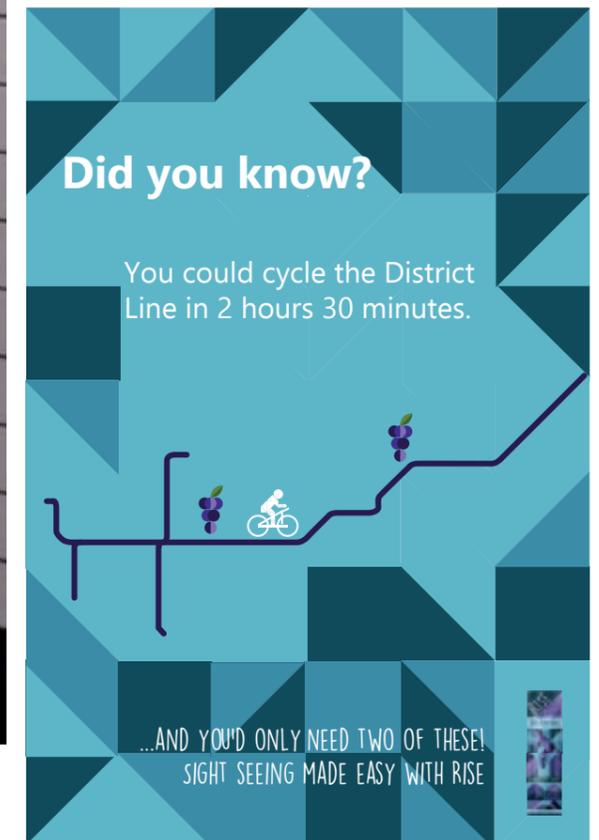
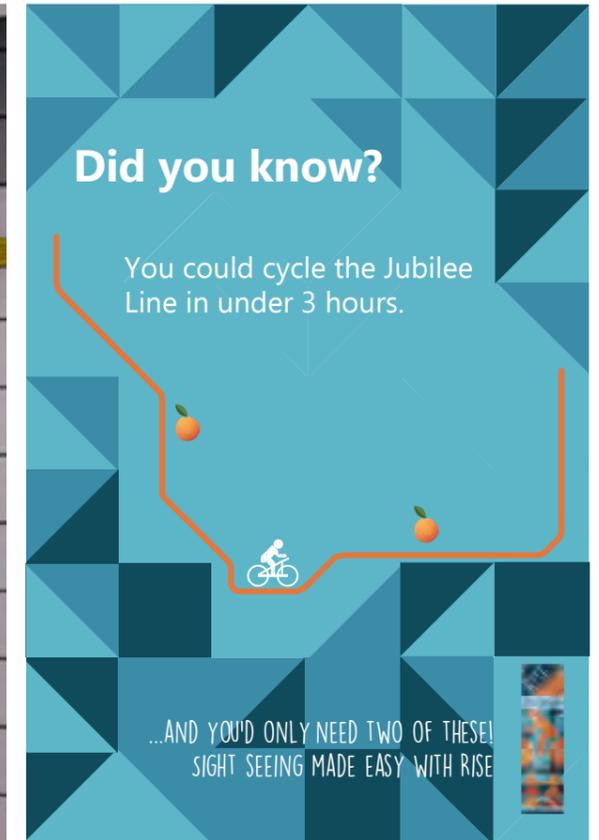
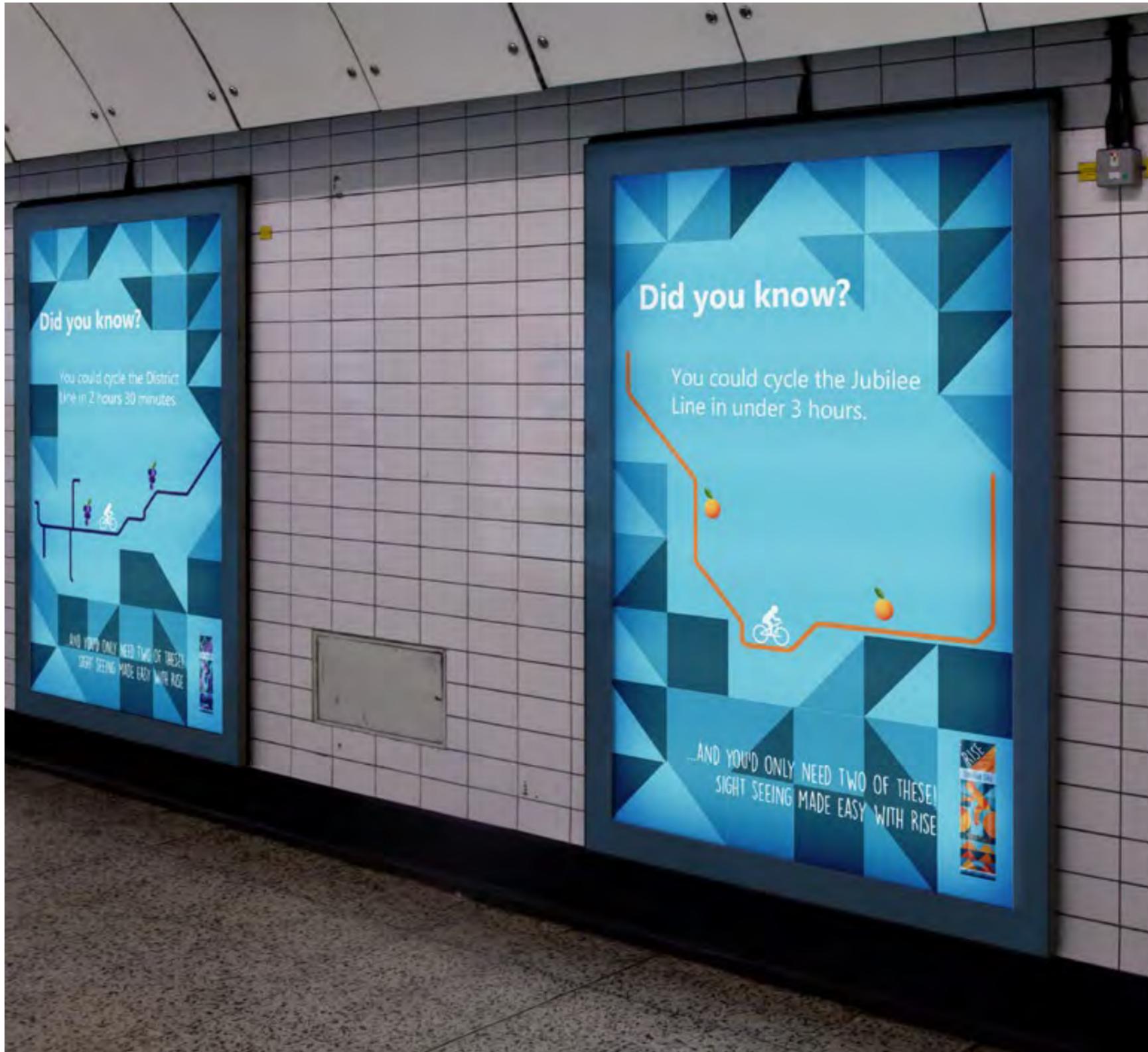
**Peach Flavour** - the miners ate tinned peaches while they were trapped.

**Maqui Berry Flavour** - a berry native to Chile, known for health benefits.



**Touchpoints**

I have used Transport for London's sightseeing cycling tours I have made posters that show how often you should use an energy gel through a long distance cycle with the context of the tube station lines.



Arthur's Big Flight

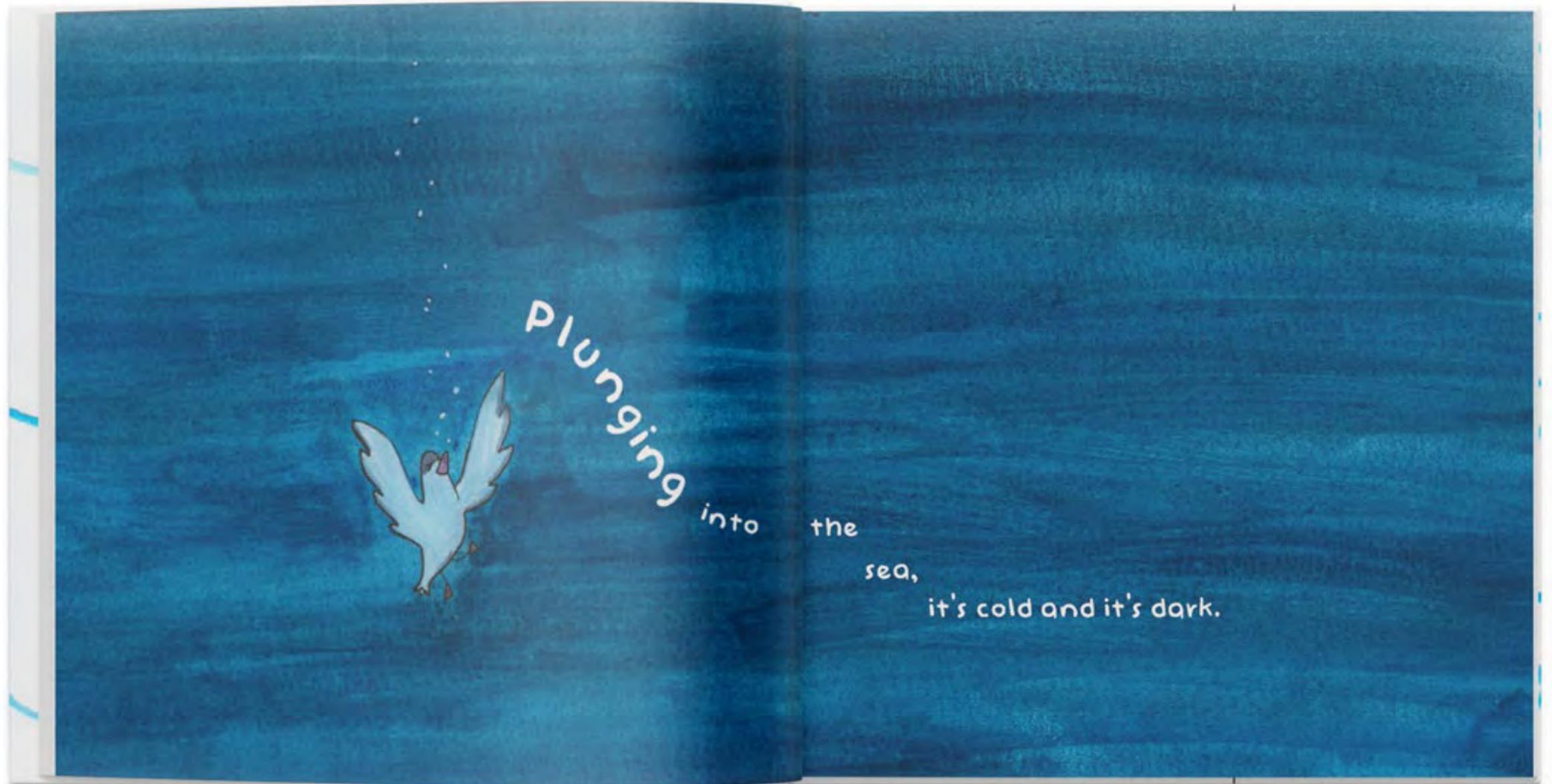
**The Brief:**

Great Explorers

To research previous explorers or expeditions, select a target audience and create a piece of communication design that captures the content in a new and exciting way.

**Solution: Arthur's Big Flight**

A children's storybook on animal migration with the idea that animals are great explorers with the journeys they take. Arctic Tern's hold the world record for the longest animal migration.





ARTHUR'S  
BIG FLIGHT

Hannah Leabon

Arthur's Big Flight

Spreads from Arthur's Big Flight



Looking for help, he befriends the whale,  
who says "I know the way, you can follow my tail!"



He rests on a rock after an almighty  
thrill, but wait a minute...

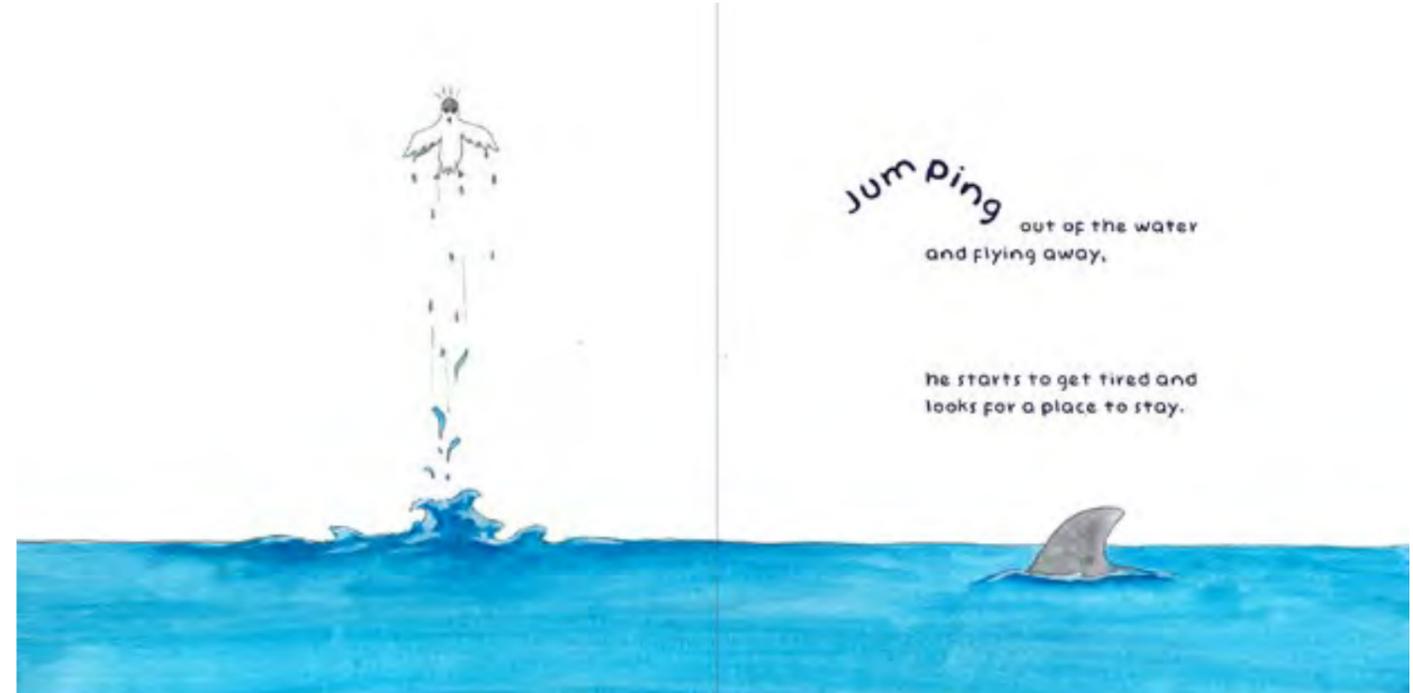


THIS ROCK WON'T  
STAY STILL!



Jumping out of the water  
and flying away.

He starts to get tired and  
looks for a place to stay.



Arthur's Big Flight

**Arthur's Big Flight**  
Due to Covid-19 this book has been  
unable to be printed.

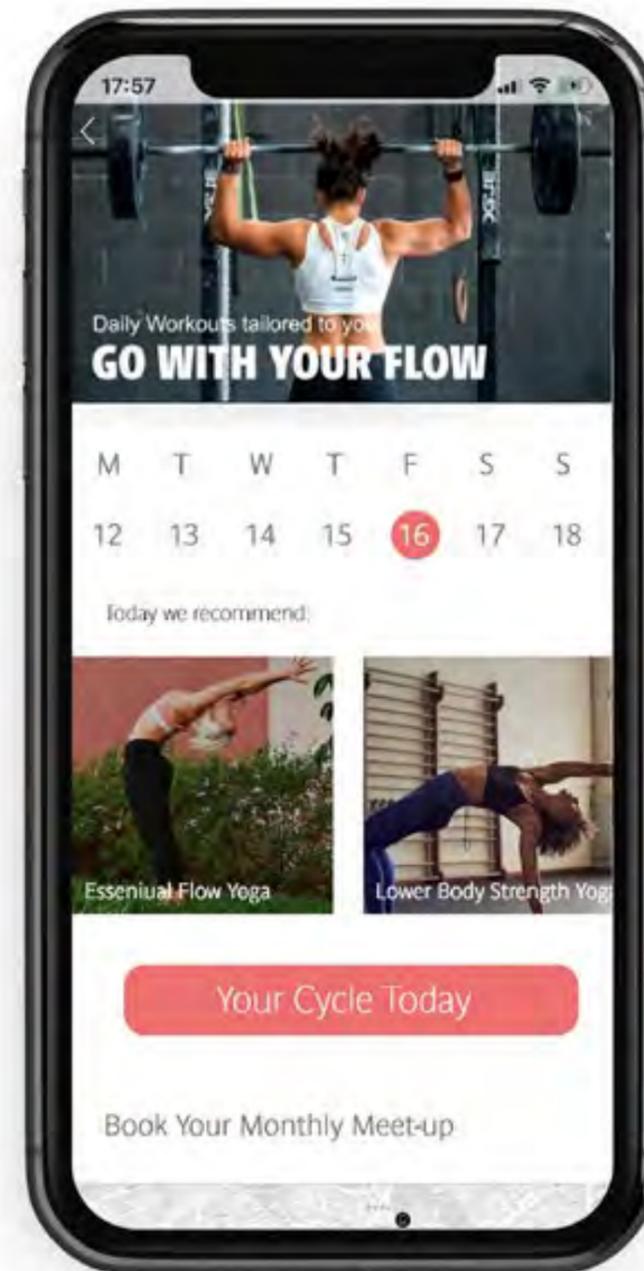


**The Brief:**

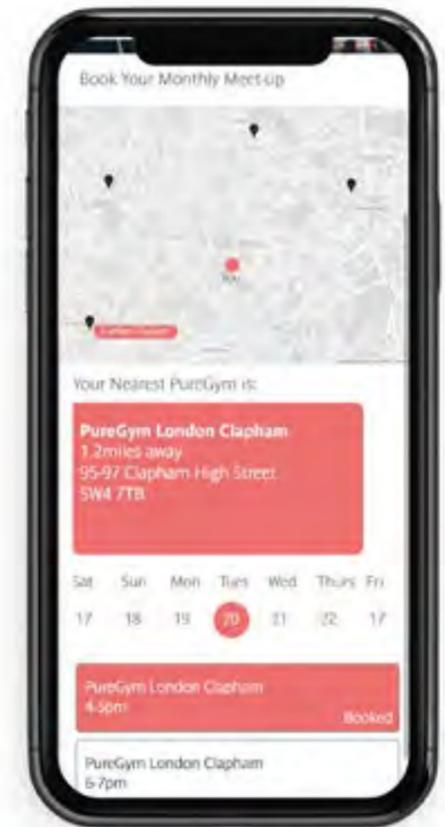
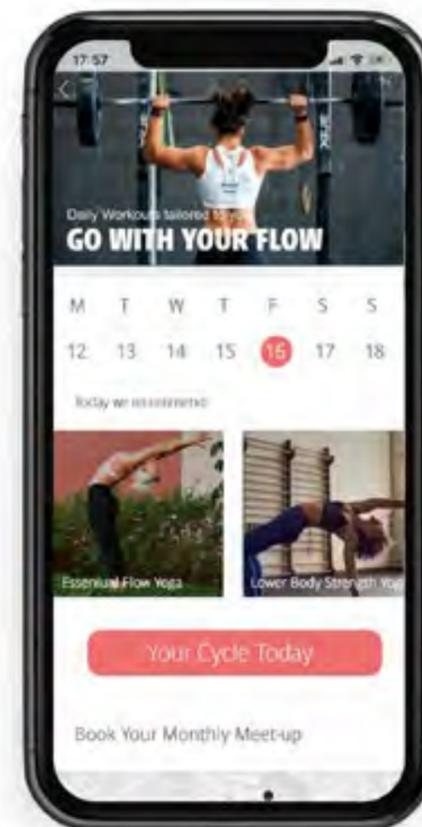
D&AD New Blood Nike  
Make Nike Plus membership the number  
1 community for 14 - 19 year old girls in  
London in 2020.

**Solution:**

48% of girls stop exercising when they  
start their period. My idea is to combine  
Nike's Training Club app with a period  
tracker to keep girls exercising and to  
help them understand their bodies. It  
encourages a monthly meet up exercise  
class to create a community within the app.



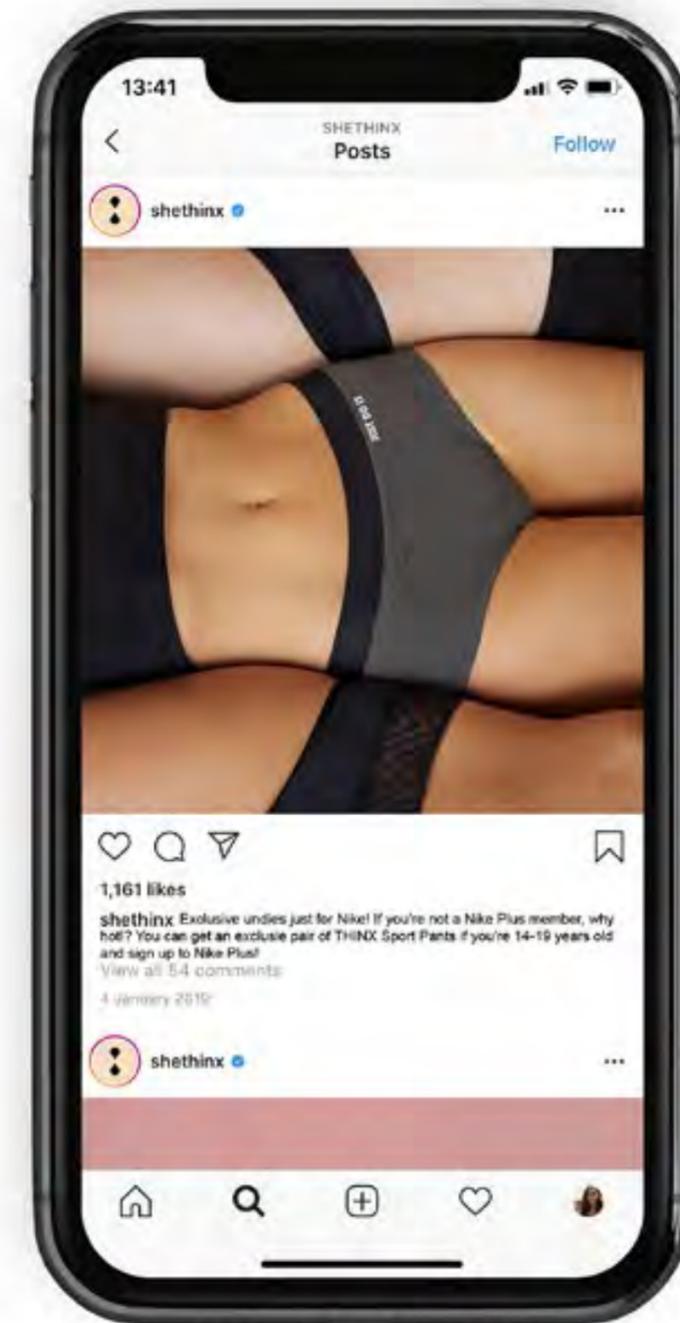
**Go With Your Flow on Nike Training**  
Add on to Nike Training Club app, period tracker, workouts and local meet up bookings. The meet-ups would be at PureGym locations around London.



Nike: Go With Your Flow

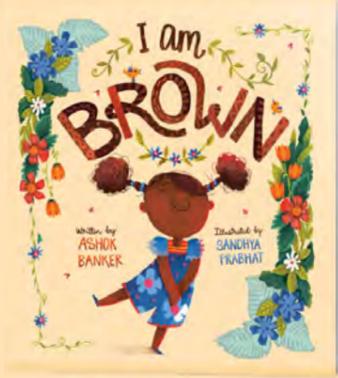
**Touchpoints**

I have suggested for Nike to collaborate with Thinx Period Pants, offering young girls a more sustainable sanitary product option that is more comfortable for exercise. When signing up to a Nike app, they receive a code for discounted period pants and exclusively designed period pants made with Nike.



Social Media:

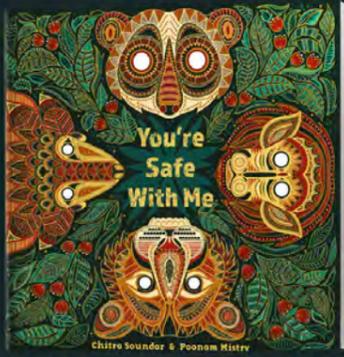
Social media content for Lantana Publishing made for Twitter and Instagram, showing books published over 2020.



★★★★★  
"A note-perfect hymn about acceptance, pride and belonging"  
**The Observer**

★★★★★  
"This picturebook is an exuberant and delightful celebration of being brown"  
**BOOKS FOR KEEPS**

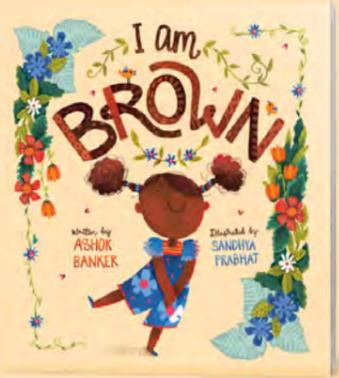
**UKLA** UK LITERACY ASSOCIATION Longlist  
**The Guardian** Picture Book of the Month  
**Early Years AWARDS** Finalist  
**BookTrust** Inspire a love of reading Best Books Guide



★★★★★ **"Stunning"** *The Bookseller*  
★★★★★ **"Striking"** *The Wall Street Journal*

★★★★★ "A great addition to the bedtime routine" *Book-Trust*  
★★★★★ "A stunning, reassuring bedtime story" *ALA Booklist*

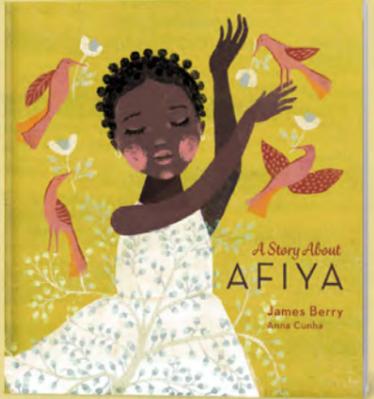
**Goodreads** The Guardian Children's Book of the Month  
**Goodreads** 3 Star Winner  
**The Guardian** Children's Book of the Month  
**The Klaus Flugge Prize** Finalist



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**BOOKS FOR KEEPS**

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**BookTrust** Inspire a love of reading Best Books Guide

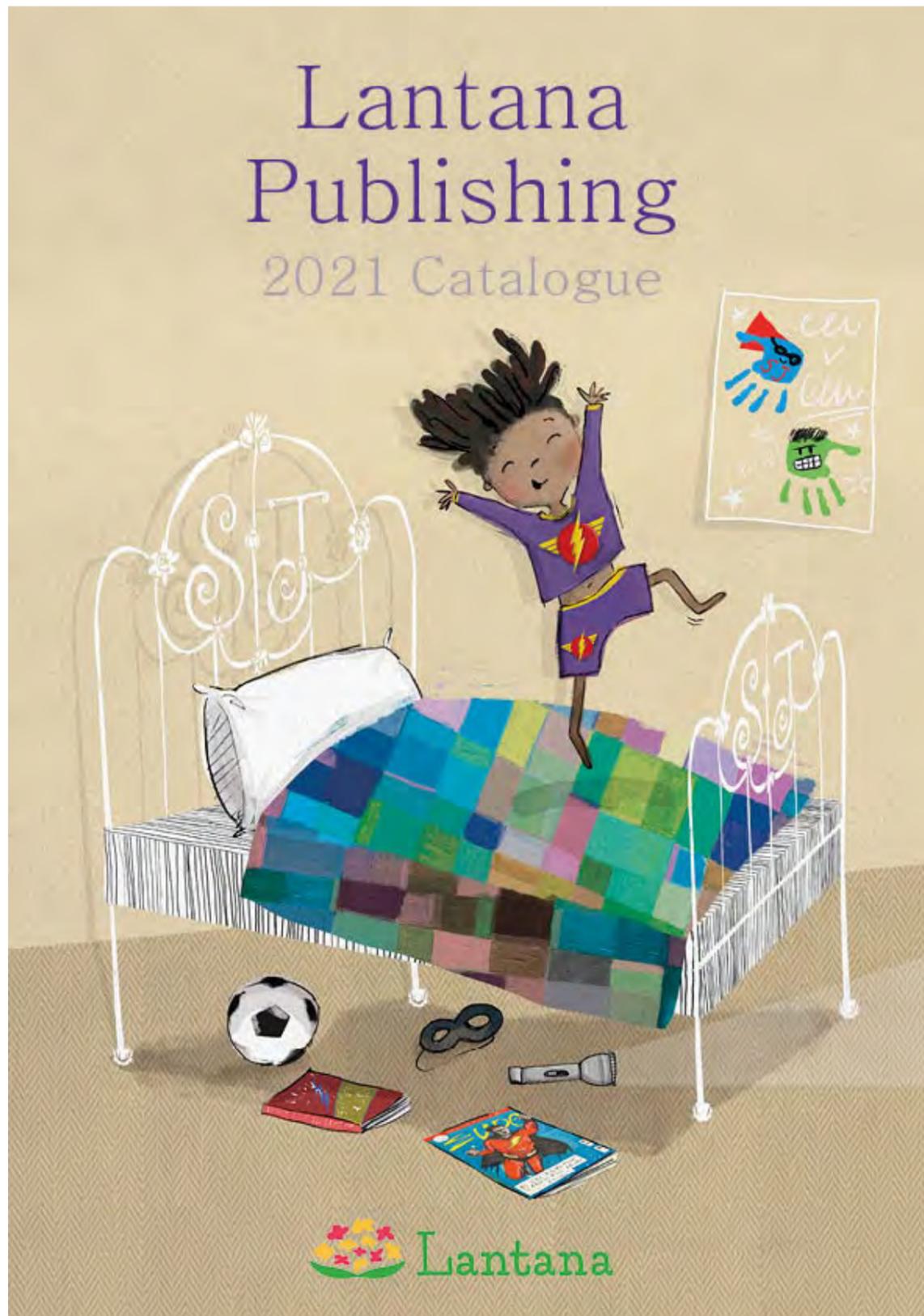


★★★★★ **"A book to treasure"** *Books for Keeps*  
★★★★★ **"Perfect for bedtime reading"** *Book-Trust*

★★★★★ **"Gorgeous"** *School Library Journal*

**THE READING AGENCY** Best Children's Book of the Year  
**The New York Times** Best Children's Book of the Year  
**The Guardian** Picture Book of the Year  
**Children's Book of the Month**

2021 Catalogue:  
Cover design and page designs for new releases for the 2021 catalogue.

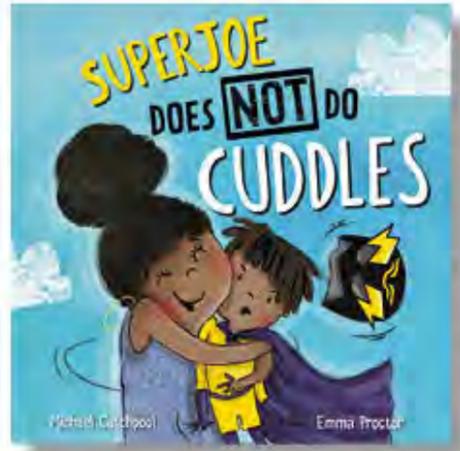


## SuperJoe Does NOT Do Cuddles

Michael Catchpool & Emma Proctor

SuperJoe is convinced he doesn't need cuddles from his mum. He flies around the neighbourhood rescuing people from escaped tigers, runaway trains and raging rivers, all while battling his nemesis the Grey Shadow. Naturally, he refuses all cuddles. Until one night, when he can't sleep...

ISBN: 9781913747657 | Ages: 3-6 | Hardcover | Price: £11.99 | Extent: 32 pages | Dimensions: 260mm x 260mm | Category: Picture Book  
BIC Code: YBC | CBMC: B3M79 | Pub date: 16th Sept 2021 | Rights held: World | Origin: UK



Michael Catchpool is the author of 8 picture books including *The Cloud Spinner*, illustrated by Alison Jay, which received a Kirkus Star. With a PhD from Cambridge University, Michael is currently a school effectiveness advisor.

Emma Proctor is a UK-based illustrator with a degree in Illustration from Middlesex University. Emma has worked inhouse for many high street clients including Clinton Cards, Hallmark Cards, Moonpig and Disney.



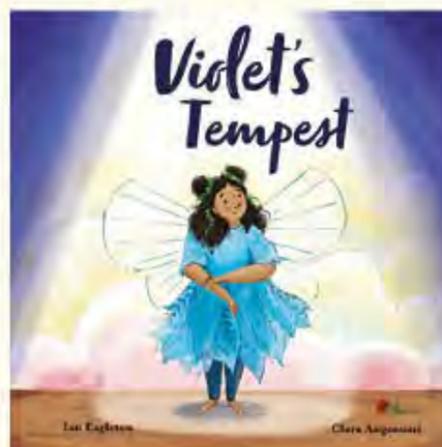
**Key Themes:**  
Superheroes, Adventure, Bravery, Courage, Humour, Fantasy, Bedtime, Diversity, Inclusion, #OwnVoices, #BlackLivesMatter

## Violet's Tempest

Ian Eagleton & Clara Anganuzzi

Violet's world has changed. Her voice has gone from a giggle to a whisper. So when her teacher casts her in the school play, she is filled with worry. How will she ever stand in front of a crowd and overcome her shyness? With the love and support of her family, Violet must find her inner confidence and turn that whisper into a roar!

ISBN: 9781911373520 | Ages: 3-7 | Hardcover | Price: £11.99 | Extent: 32 pages | Dimensions: 260mm x 260mm | Category: Picture Book | BIC Code: YBC | CBMC: B3M79 | Pub date: 2nd Sept 2021 | Rights held: World | Origin: UK



Ian Eagleton is an education consultant and primary school teacher. He is also the founder of The Reading Realm, a popular educational app for teachers. Violet's Tempest is his debut picture book.

Originally from the Seychelles, Clara Anganuzzi studied Illustration at Falmouth University before completing an MA in Children's Illustration at the prestigious Cambridge School of Art.

**Key Themes:** Self-confidence; stage fright; anxiety; school play; acting; alternative family; Shakespeare for kids; The Tempest

## My Mindful A to Zen:

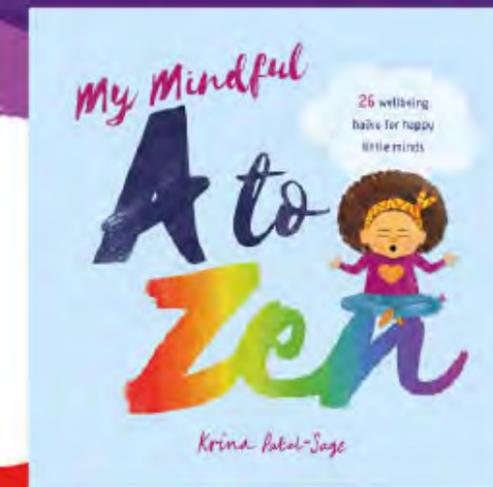
26 Wellbeing Haiku for Happy Little Minds

Krina Patel-Sage

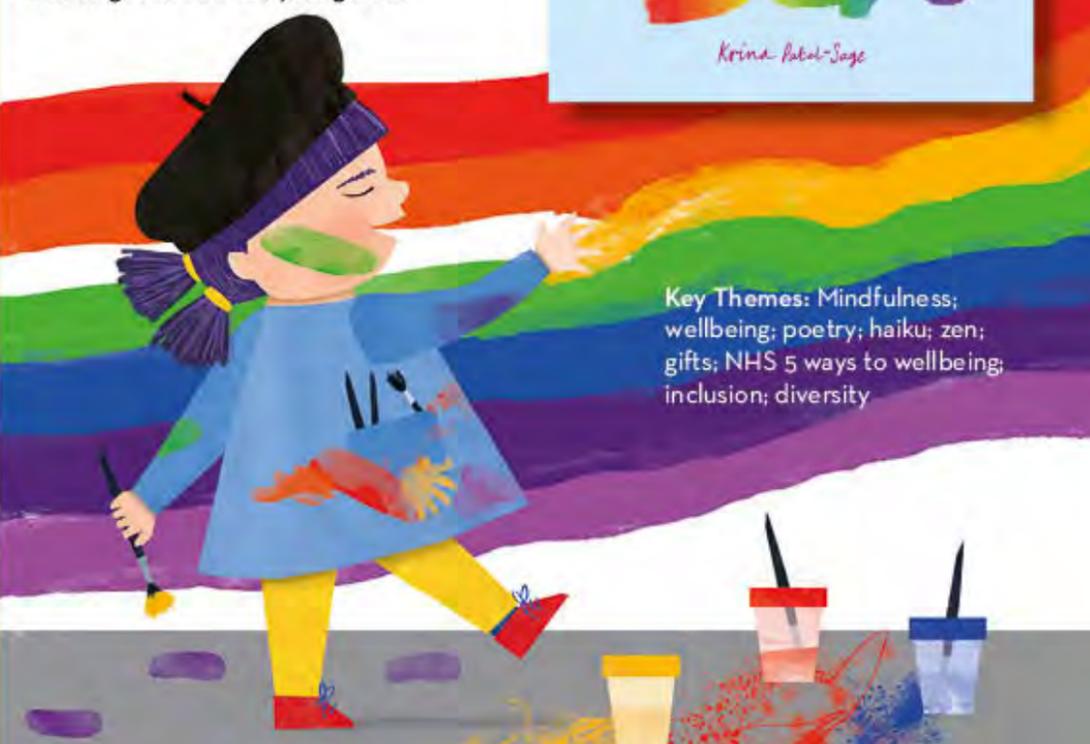
These haiku poems for the soul gently introduce children to mindfulness concepts like Om, Yoga and Zen, as well as goals for mindful living like Gratitude and Positivity. With its delightful cast of inclusive characters, this inspirational poetry collection promotes wellbeing with every letter.

ISBN: 9781911373803 | Ages: 3-6 | Hardcover | Price: £11.99 | Extent: 32 pages | Dimensions: 260mm x 260mm | Category: Picture Book | BIC Code: YBC | CBMC: B3M79 | Pub date: 14th Oct 2021 | Rights held: World | Origin: UK

NEW IN  
OCTOBER  
2021



Krina Patel-Sage is an illustrator, author, and designer. Beginning her design career at a children's publishing house in 2012, she developed a passion for illustrated non-fiction. In 2018, she was shortlisted for Penguin's WriteNow illustration prize. You'll find her in the local woods most days, spotting birds and fungi with her two young sons.



**Key Themes:** Mindfulness; wellbeing; poetry; haiku; zen; gifts; NHS 5 ways to wellbeing; inclusion; diversity