the GRAG

THE GET ALONG GANG SENIOR THESIS BOOK

ELLIE SCHWARTZ FALL 2019 - MAY 2020



Hello!

My name is Ellie Schwartz and I am Baltimore based Illustrator and Graphic Designer. My work encompasses a wide range of practices including hand lettering, surface design, packaging design, branding, and vector illustration! Represented in this book, is the process and journey of my senior thesis. From research and development, mood boards, thumbnails, sketches, to final. I hope you enjoy!

For my thesis I wanted to re-brand an old TV-show, comic strip, or set of characters between the decades of the 40's - 90's to cater to children in today's day in age. I also wanted to bring back an old show that adults would remember when they were a child, by incorporating that feeling of nostalgia. In today's media re-branding is something on the rise of popularity, by taking old ideas and catering them to today's generation. Being represented either as a movie, television show, or product. For my re-brand specifically I wanted to focus on a television show that would be popular to today's generation of children, specifically kids between the ages of 6-11 years old.

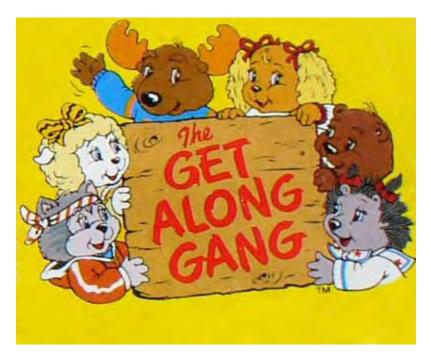
I wanted to recreate a set of characters and entertainment that would be seen and watched by children on television today. I wanted to accomplish this by not only re-inventing the characters, but the overall mood and aesthetic of the show. Accompanying this new show I also wanted to think about the marketing and advertisement aspect of it, by thinking about what types of merchandise would be readily available on the market for consumers to buy. As well as the advertisements the public would see in everyday life. By combining my love for both Illustration and Graphic Design, I am proud to present to you my Senior Thesis!

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The Get Along Gang are a group of characters created by American Greetings in 1983. The Get Along Gang is a group of anthropomorphic animal characters who live in the fictional town of Green Meadow. The group forms a club that meets in an abandoned caboose. Together the group goes on various adventures whose stories intend to show the importance of teamwork and friendship. The TV-series aired on CBS for 13 episodes from 1984-1985.



MONTGOMERY MOOSE

The leader of the Get Along Gang. He is very nurturing and kind, and knows what is right or wrong, although he is sometimes awkward. Montgomery is also very well-rounded: he excels in athletics, tinkering in electronics, and science. He wears a blue turtleneck, yellow pants and brown loafers.



PORTIA PORCUPINE

The youngest member of the Gang. She is very inquisitive, curious and likes her own style, but tends to cry or throw tantrums when frustrated. She wears a white shirt, blue folded jeans, and black and white sneakers.



DOTTY DOG

A cheerleader and second-in-command to Montgomery. She is very optimistic and always has a way to cheer things up, although she is sometimes not careful and quick to judge some things at some point. She wears a white and red cheerleader outfit, white socks and black and white sneakers.



ZIPPER CAT

An athletic feline who excels at sports. He often plays the "tough guy", which sometimes shows that he is also cynical; however, he remains friendly to the rest of the gang. He wears an orange sports jacket over a blue turtleneck, matching orange shorts, white socks and orange tennis shoes.



BINGO BEAVER

A prankster and gambler whose bets and mistakes sometimes cause his friends to be angry with him; on the other hand, however, he enjoys being with his company. He wears blue overalls which carry a red scarf inside a pocket, and black and white sneakers.



WOOLMA LAMB

An aspiring ballerina. She seems to be defined by her vanity and beauty, and is often seen carrying a mirror to admire herself. Sometimes, she can be selfish and irrational about things, but would stand up for others. She wears an entire yellow outfit consisting of a dance dress and ballet slippers.



CATCHUM CROCODILE

The shows main antagonist. He is a constant troublemaker who is always trying to take whatever he wanted, regardless of whose it was.



LELAND LIZARD

Catchum's sidekick.
Although he is rather dopey, he is not always as dumb as he looked, and is sometimes especially sneaky. In the pilot, he was able to change color, but he showed no such ability in the series.

MOOD BOARDS

Mood boards, exploration, research and establishing a new brand identity.















































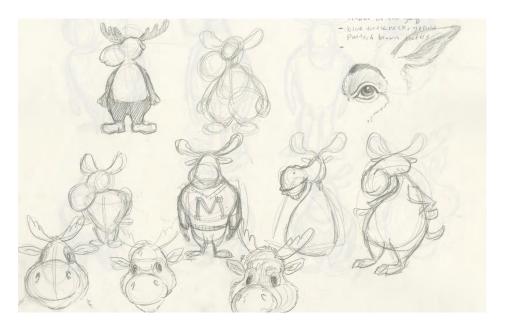


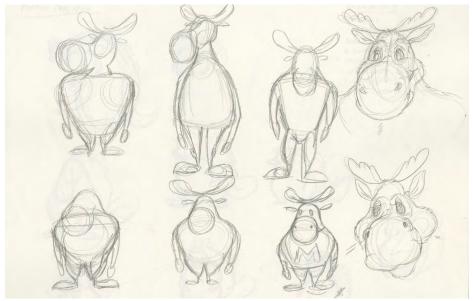


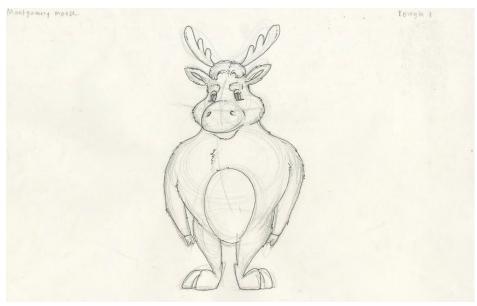
INITIAL SKETCHES

Sketches for all the characters, silhouettes, expressions, and body shapes.

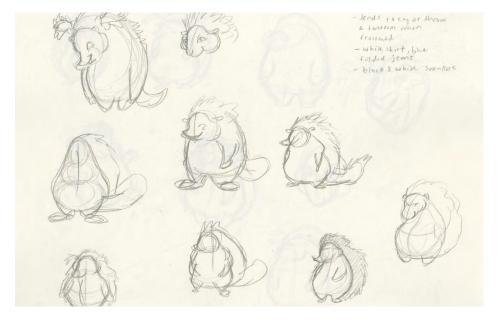
MONTGOMERY MOOSE















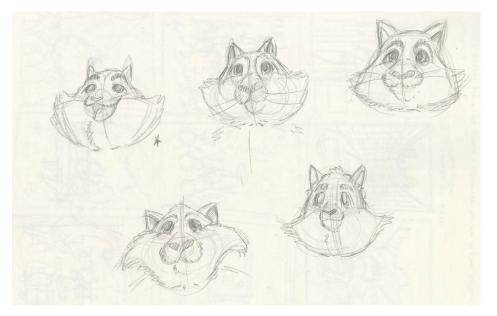
















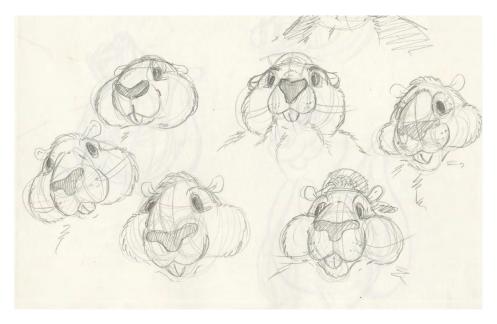














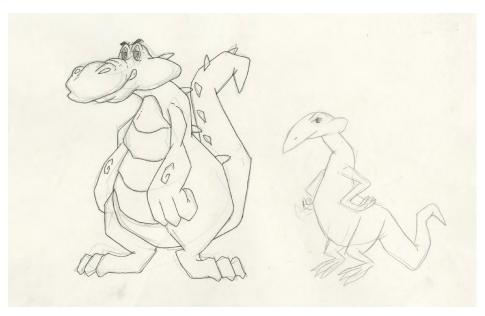




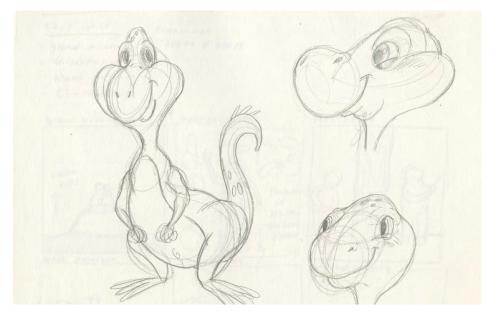
CATCHUM CROCODILE





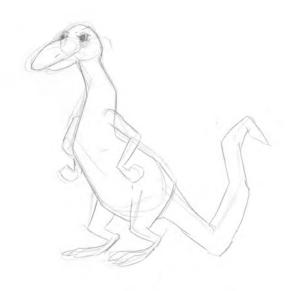












CLOTHING DESIGN

Clothing design and color palette for each character.



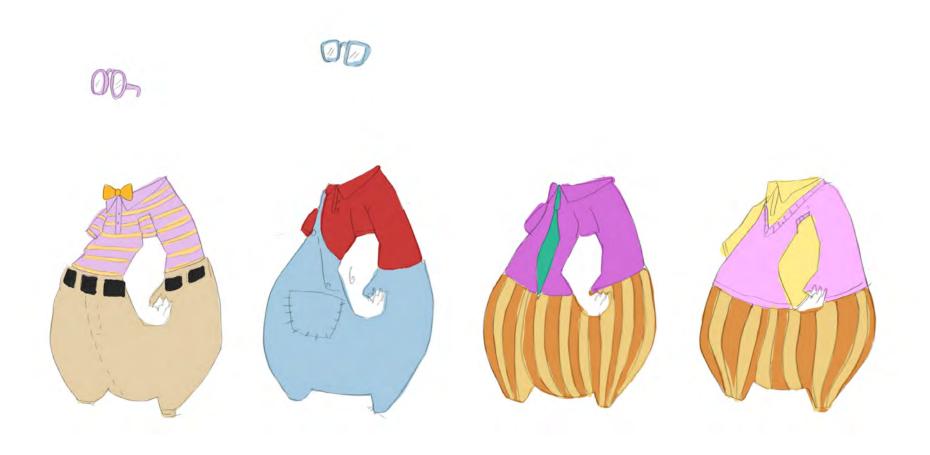
















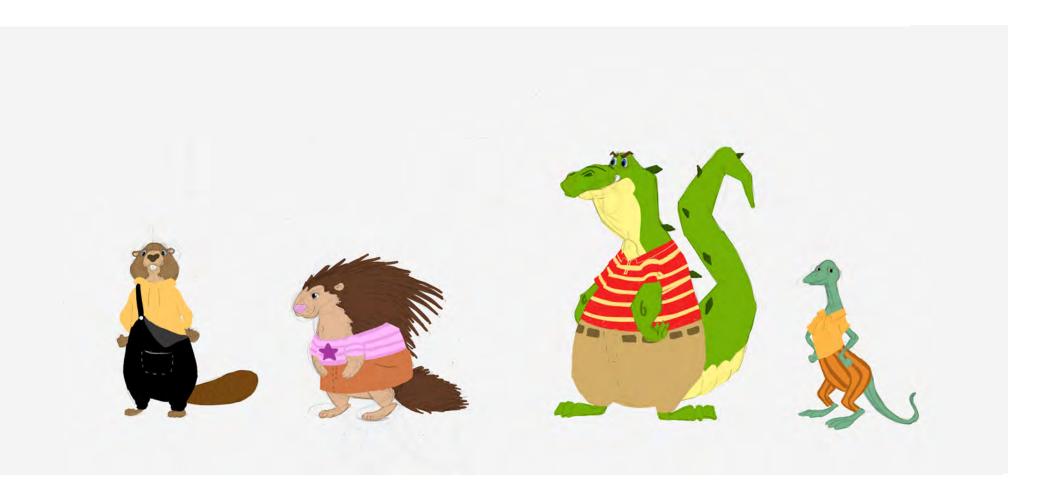
LINE UP

Full line up of all the characters.



ROUGH 1



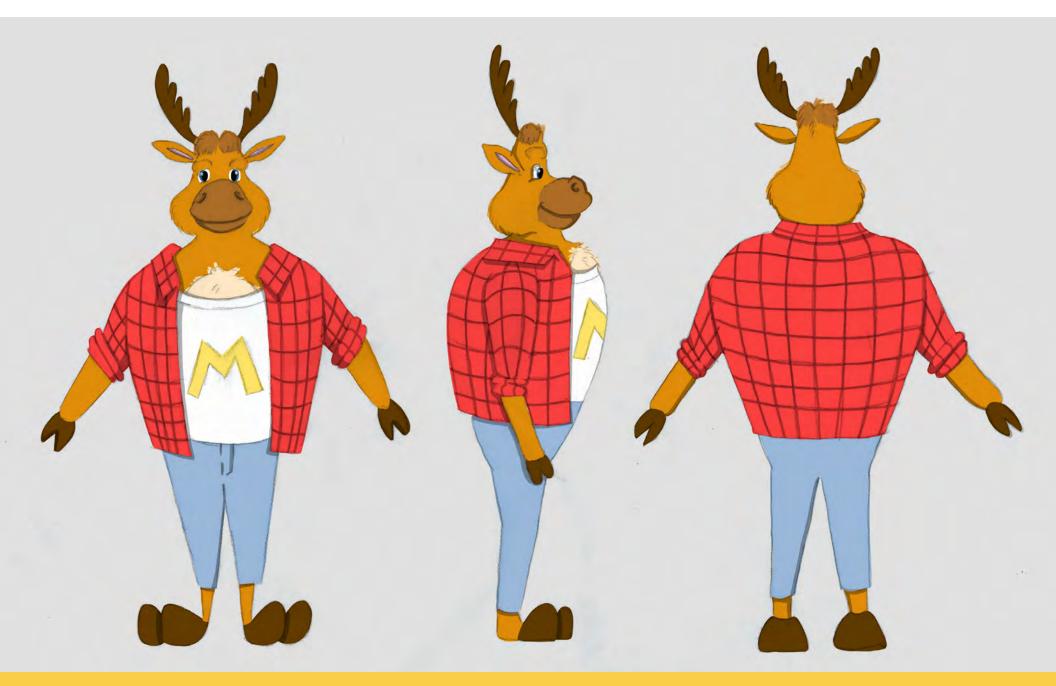


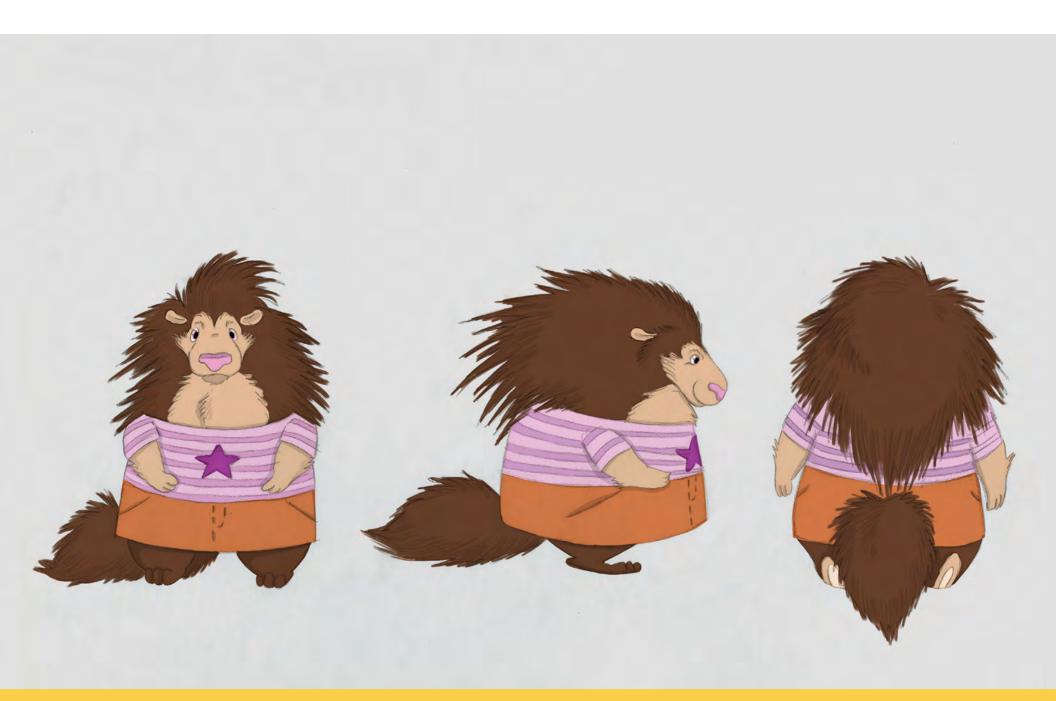




TURN AROUNDS

Turn arounds of each character.

















LOGO MARK

Logo mark for the TV-show.



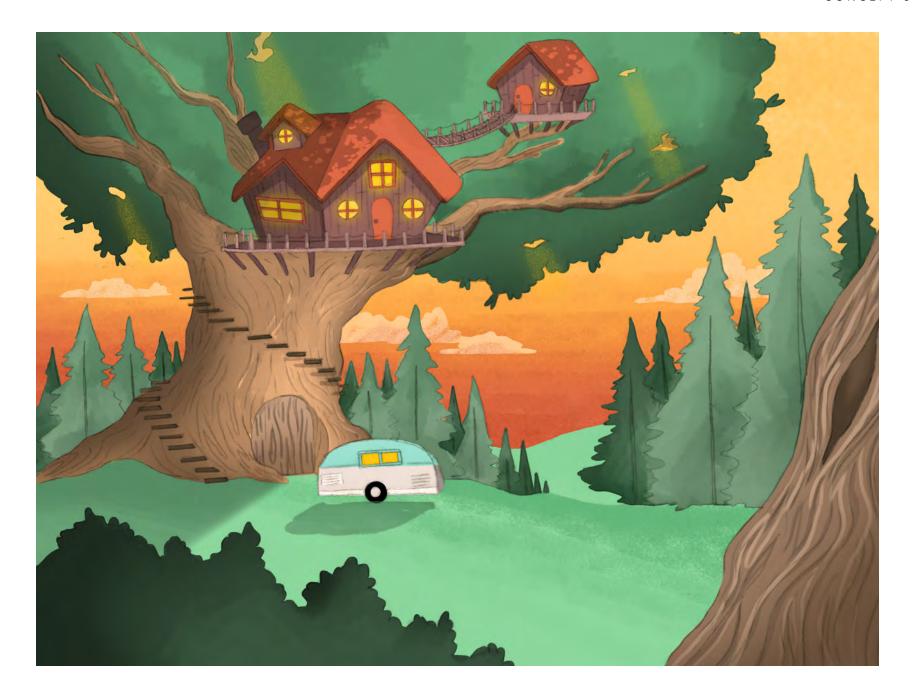


CONCEPT SCENES

Concept scenes of where the characters will be living.











TITLE CARD

Title card for the TV-Show, shown during commercial breaks.



MARKETING & **ADVERTISING**

Marketing and Advertising for the show. Including advertisements you would see and products available in stores.

BILLBOARD

Billboard Advertisement seen in cities, subways, malls etc.

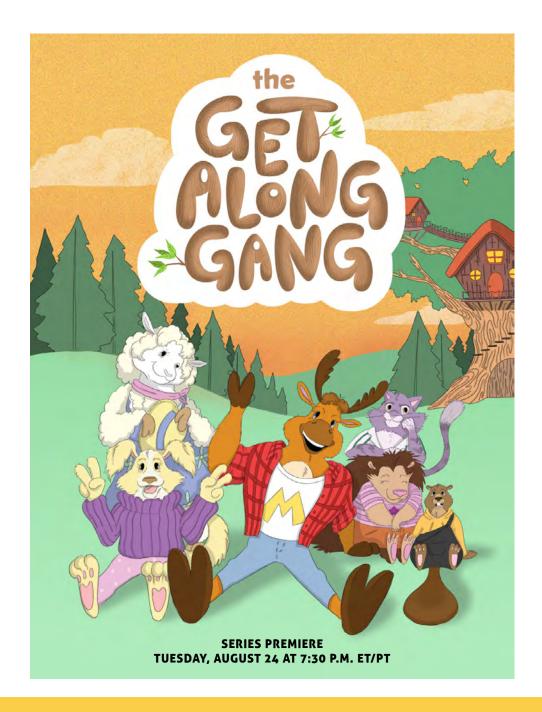






POSTER

Poster design for the show seen in magazines, stores, subways, print collateral.





T-SHIRT

T-shirt for kids to wear.























LUNCH BOX

Lunch box design for kids.













BACKPACK

Backpack design for kids.











THANK YOU

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Minsun Eo
Dae In Chung
Jerome Harris

LET'S WORK TOGETHER

My services Include but are not limited too:

Branding

Logo Design

Design Layout

Print Media

Publication

Packaging

Storyboards

Motion Graphics

Vector Illustration

Surface Design

Hand Lettering

Character Design

Concept Art

Visual Development

Stationary Products

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