




KERRY HODGSON

Illustration & Design

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ILLUSTRATION SAMPLES

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Hello!

My name is Kerry Hodgson and I am a freelance illustrator and artist based in Halifax.

Prior to moving to Nova Scotia, I worked for a number of years for a full service advertising agency in Ottawa as an art director, graphic designer and illustrator. I have worked on a variety of projects spanning editorial, advertising and publishing. Since moving to Nova Scotia I have focussed primarily on my skills as an artist.

I am a versatile and intuitive illustrator working in both traditional and digital mediums to create engaging and thoughtful visuals. And while I am inspired by many things, I have a passion for people and specialize in figurative and portrait work.

Please drop me a line to say hello, or if you wish to collaborate on a project!

"My friend Kerry Hodgson illustrated this. She's AWESOME. Her early works include a red shirt with bacon painted on it which I still wear and the coolest appendectomy card ever. She's also done tons of artsy stuff and corporate work but I can't wear those so I don't care."

— Jason Leroux

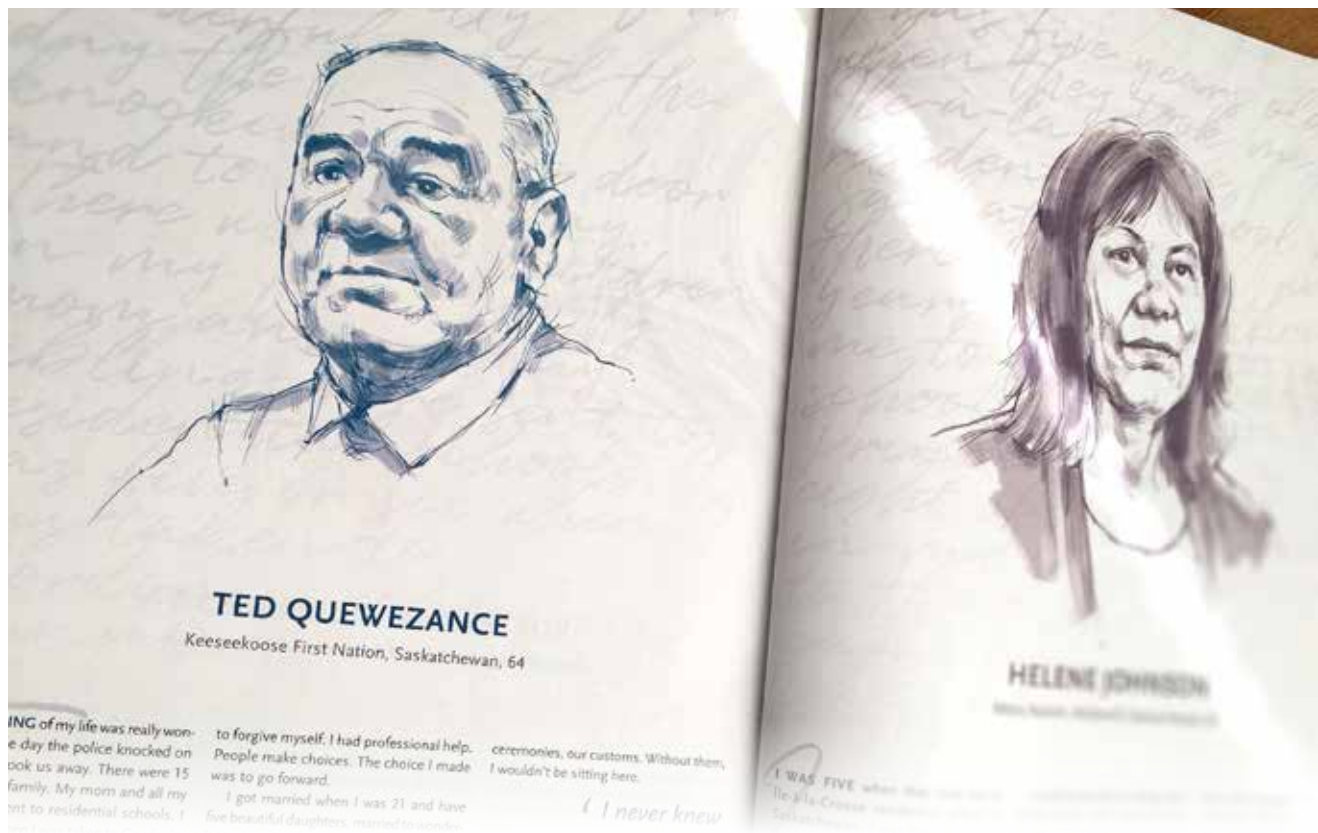
Canadian Geographic | Cover design and illustration for the 200th Anniversary of the 49th Parallel

This cover was created to celebrate the 200th anniversary of Canada's border with the United States. In the magazine's 90-year history only seven covers have featured some nature of illustration. So, keen to do something a little different, Canadian Geographic asked me to create an illustration that encapsulated the spirit and long history of our straight southern boundary with the U.S.



Canadian Geographic | Feature article about the Survivors Circle

Portrait illustrations of six members of the National Centre for Truth and Reconciliation's Survivors Circle who shared glimpses of their residential school experiences.



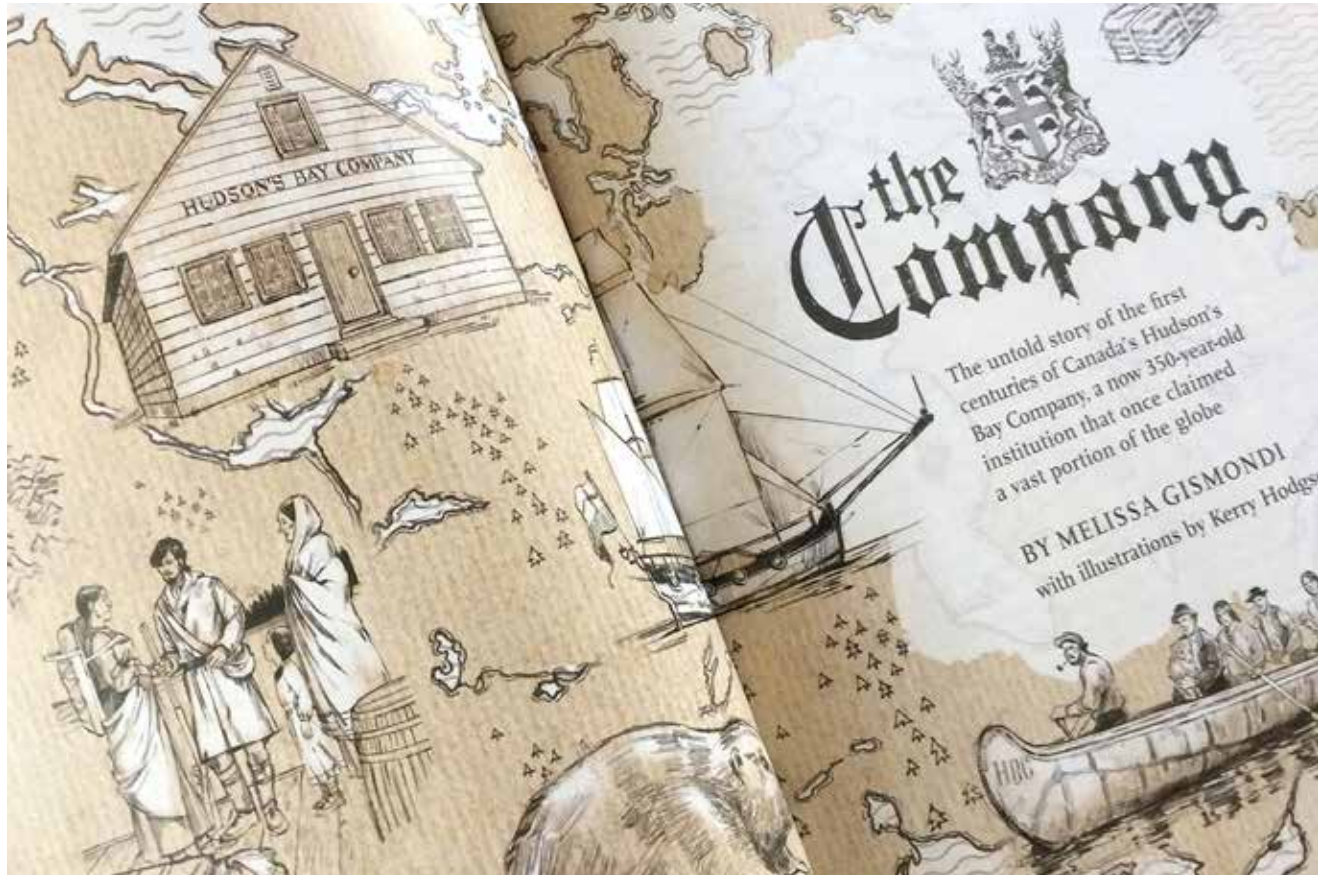
Canadian Geographic | Feature article about capelin in Newfoundland

Illustrations reflecting the historical, ecological and cultural impact this tiny fish has on the local fisheries and communities.



Canadian Geographic | Illustrations for a feature article about the origins
of the Hudson's Bay Company

A look back at the early years of the 350 year old institution that once
claimed a vast portion of the globe.

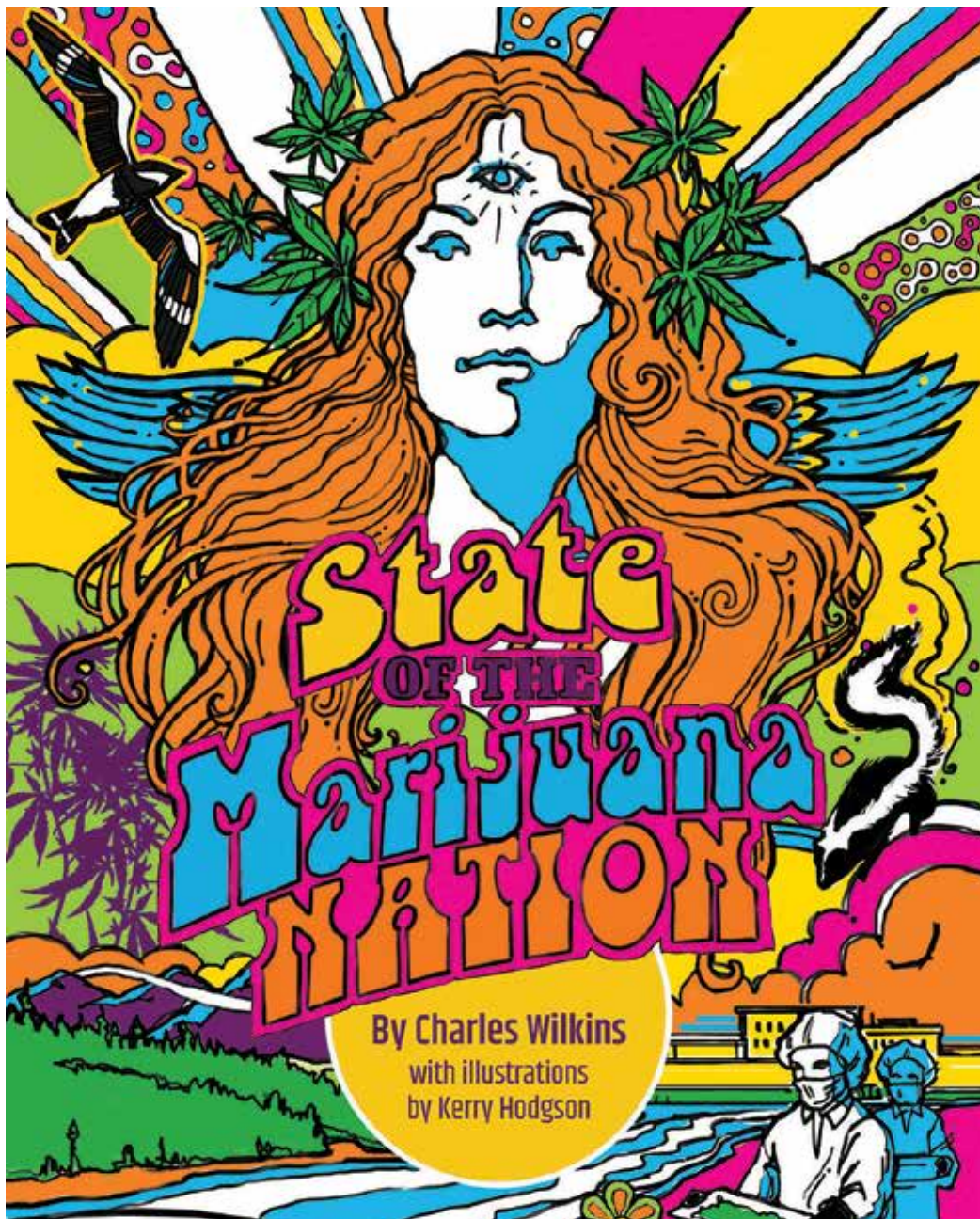


Canadian Geographic | Illustrations and design

Various illustrations for "Our Country", a recurring article where prominent Canadians reflect on locations in Canada that are important to them.



Illustrations with a psychedelic flavour for an article discussing Canada's changing relationship with pot.



Ottawa Senators Hockey Club | 2006 logo redesign and re-brand*

In 2006 Acart Communications was tasked by the Ottawa Senator's to develop a new primary jersey logo. My role was re-illustrating the existing Third Jersey Centurion, giving him a bolder, more determined look. I also worked on the launch campaign along with the roll-out of the graphic guide-lines. This was done in conjunction with Reebok's new uniform launch.



Jane Goodall Institute of Canada | 80th birthday campaign poster*

A pro-bono poster design showing Jane's journey to become one of the world's most inspiring researchers and conservationists.

The Evolution of Jane Goodall

Dr. Jane Goodall turns 80 this year
Let's celebrate her journey of discovery by following her evolution
from a girl with a dream to a woman with a global mission

The Dreamer

Growing up in England, Jane dreamed of working with wildlife in Africa. Her mother told her, "If you really want something, and if you work hard... and never give up, you will somehow find a way."



The Adventurer

Fulfilling her dream in Tanzania in the '60s, Jane Goodall discovered that wild chimpanzees are much more like us than anyone had imagined. Her observations about chimpanzee tool use caused Dr. Louis Leakey to exclaim, "Now we must redefine tool, redefine Man, or accept chimpanzees as humans."



The Scientist

At first, Jane was criticized by the scientific community for naming wild chimpanzees and forming bonds with them. In 1966 "Dr. Jane" proved her scientific chops by earning a Ph.D. in animal behaviour.



The Activist

In 1986, Dr. Jane reluctantly decided she must leave her beloved chimps in the forest to travel the world and raise awareness about the threats facing chimpanzees, including habitat loss and the bushmeat trade.



The Inspiration

At 80, Dr. Jane Goodall — now a United Nations Messenger of Peace — is inspiring new generations of "Janes" through Roots & Shoots, a global movement of youth who create and lead sustainable change for their communities.





You can join Dr. Jane's journey by supporting education and conservation programs through the Jane Goodall Institute of Canada. Jane is hoping to raise \$80,000 to celebrate her 80th year.

Will you help?

Visit janegoodall.ca/campaigns to donate today

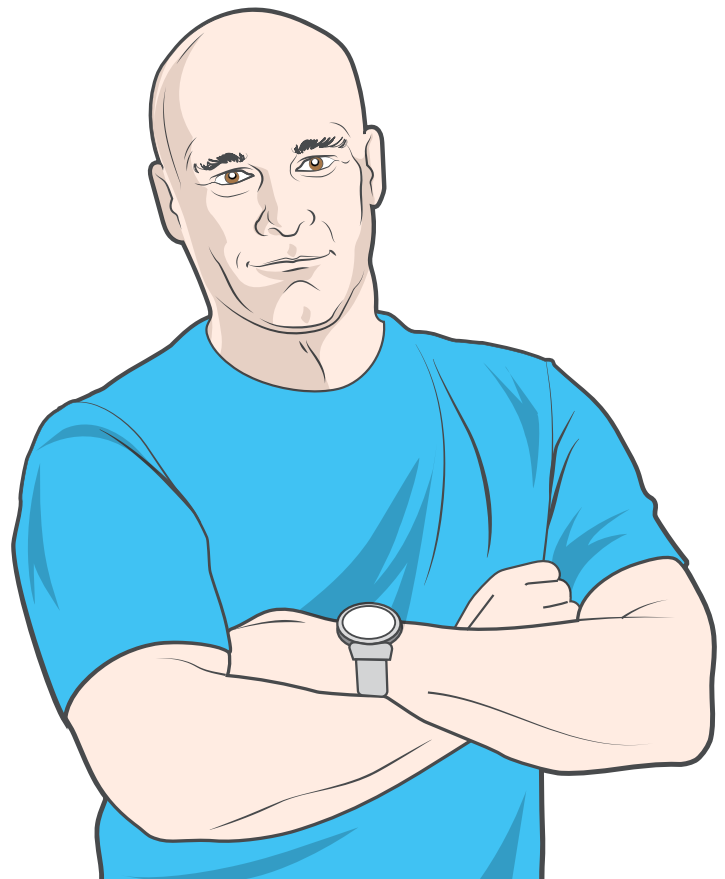
Photo by Hugo van Lawick


the Jane Goodall Institute of Canada



Public Safety Canada | Flood Mitigation campaign
Partnering with Bryan Baessler*

Acart developed a timely Flood Mitigation campaign for Public Safety Canada. I took a simple, informational approach to the illustrations. This look was applied to multiple print and digital media, giving tips and information to Canadians on how to be more Flood Ready. Public Safety partnered with Bryan Baessler, who endorsed the campaign.



**Bryan Baessler's
TIPS TO MAKE YOUR
HOME MORE
#FLOOD
READY**

There are lots of things you can do to reduce potentially expensive damage from overland flooding. Some are relatively quick and easy.

- 1** Put sealant around basement windows and the base of ground-level doors.
- 2** Make sure your sump pump is working and install a battery-operated backup.
- 3** Raise large appliances in the basement above the potential water level from a flood.
- 4** Check that your roof and eavestroughs are draining properly in heavy rains.

Don't wait for the water!

For more #FloodReady tips and resources
visit
Canada.ca/Flood-Ready

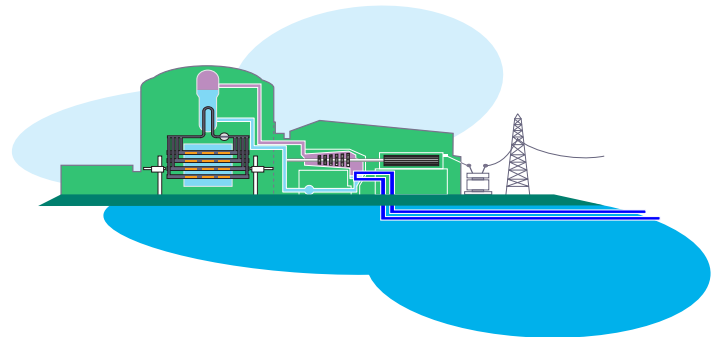
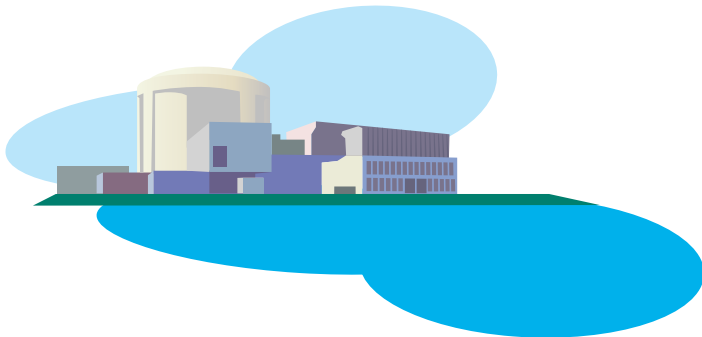
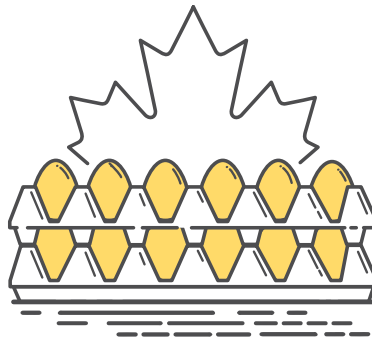
@EmergencyReadyinCanada
 @Get_Prepared



York Region Transit | Transit Safety Campaign*

Inspired by old comics, I created an ironic character for York Region Transit to send important transit safety messages. Using colourful illustrations and memorably exaggerated scenarios YR Man gave simple reminders and precautions. This campaign went on to win two industry awards.





I also paint rock stars on rocks

