

MARK lives in the forest, and treasures his prized jellybean collection. He's happy among the trees, but is afraid of the Yeti—a large and furry forest-dweller. One day, when Mark finds traces of the Yeti nearby, he goes to the city and buys a gun. But when he confronts the Yeti, he is surprised to find that the Yeti is a good-natured beast with a jellybean collection of his own. The two become friends, and combine their jellybeans to create the best candy collection ever. Their story suggests that even when we're afraid, cooperation and friendship can be more productive than aggression and violence.

MARK & THE JELLYBEAN MONSTER

Story, Design and Illustration: Ariel Lee
cargocollective.com/arielleeart
Faculty Supervision: David Tillinghast
Typographic Supervision: Vina Rostomyan
Story Editing: Nancy Greystone

NATHAN CUMMINGS FOUNDATION

The *Uncool* project was made possible through the generosity of the Nathan Cummings Foundation, which supports projects and organizations operating at the intersection of art and social justice. NCF is rooted in the Jewish tradition and committed to democratic values and social justice, including fairness, diversity, and community. The nonprofit family foundation seeks to build a socially and economically just society that values nature and protects the ecological balance for future generations; promotes humane health care; and fosters arts and culture that enriches underserved communities.



UNCOOL: A DESIGNMATTERS INITIATIVE

Students created this book as part of *Uncool: The Anti-Gun Violence Project*, a funded educational initiative led by Designmatters at Art Center College of Design. This 14-week studio, hosted by Art Center's Illustration department and its Chair, Ann Field, focused on the development of children's books as a vehicle for anti-gun messages. Led by faculty member David Tillinghast, and through consultation with guest experts working in child development and education, the class examined ways that young children are exposed to glamorized images of guns. Inundated with messages that guns are both fun and empowering, many children grow up feeling that guns are cool. The challenge of the class was to devise materials that inspire the opposite belief—that guns are actually *Uncool*.

ART CENTER COLLEGE OF DESIGN

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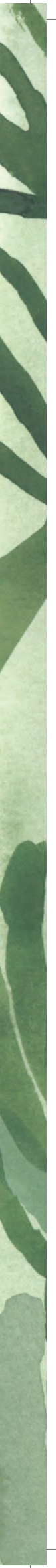
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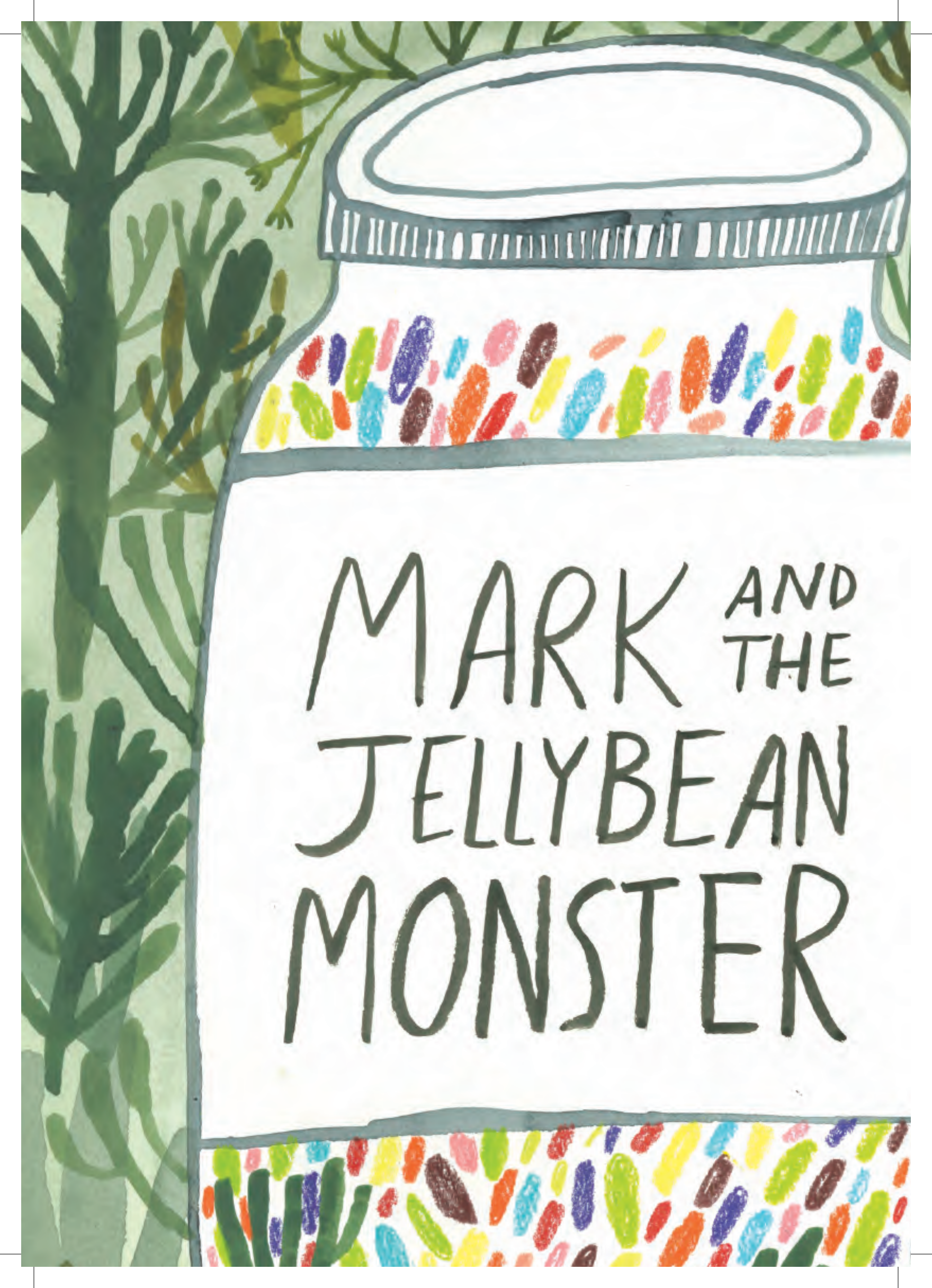
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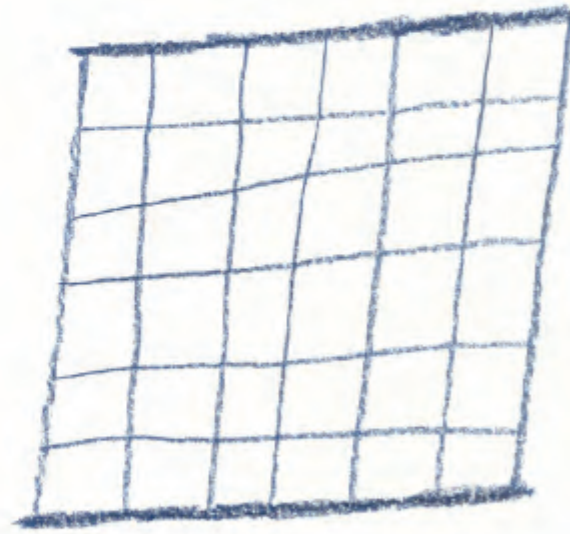


MARK AND THE
JELLYBEAN
MONSTER









IN THE MIDDLE OF THE
FOREST, THERE WAS A CABIN,
AND IN THAT CABIN LIVED A MAN.
THE MAN'S NAME WAS MARK.



A

Y

E

L

PEACH

WATERMEL




MARK'S MOST PRIZED POSSESSION
WAS HIS JELLYBEAN COLLECTION.
WHICH, AS WE ALL KNOW, IS A YETI'S FAVORITE SNACK.







A dark, stylized illustration of a person climbing a tree. The person is shown in profile, reaching up with their right hand. The tree is composed of dark, thick branches and leaves. The background is a light, textured blue-grey. At the bottom of the image, the text "MARK FEARED THE YETI..." is written in a white, sans-serif font.

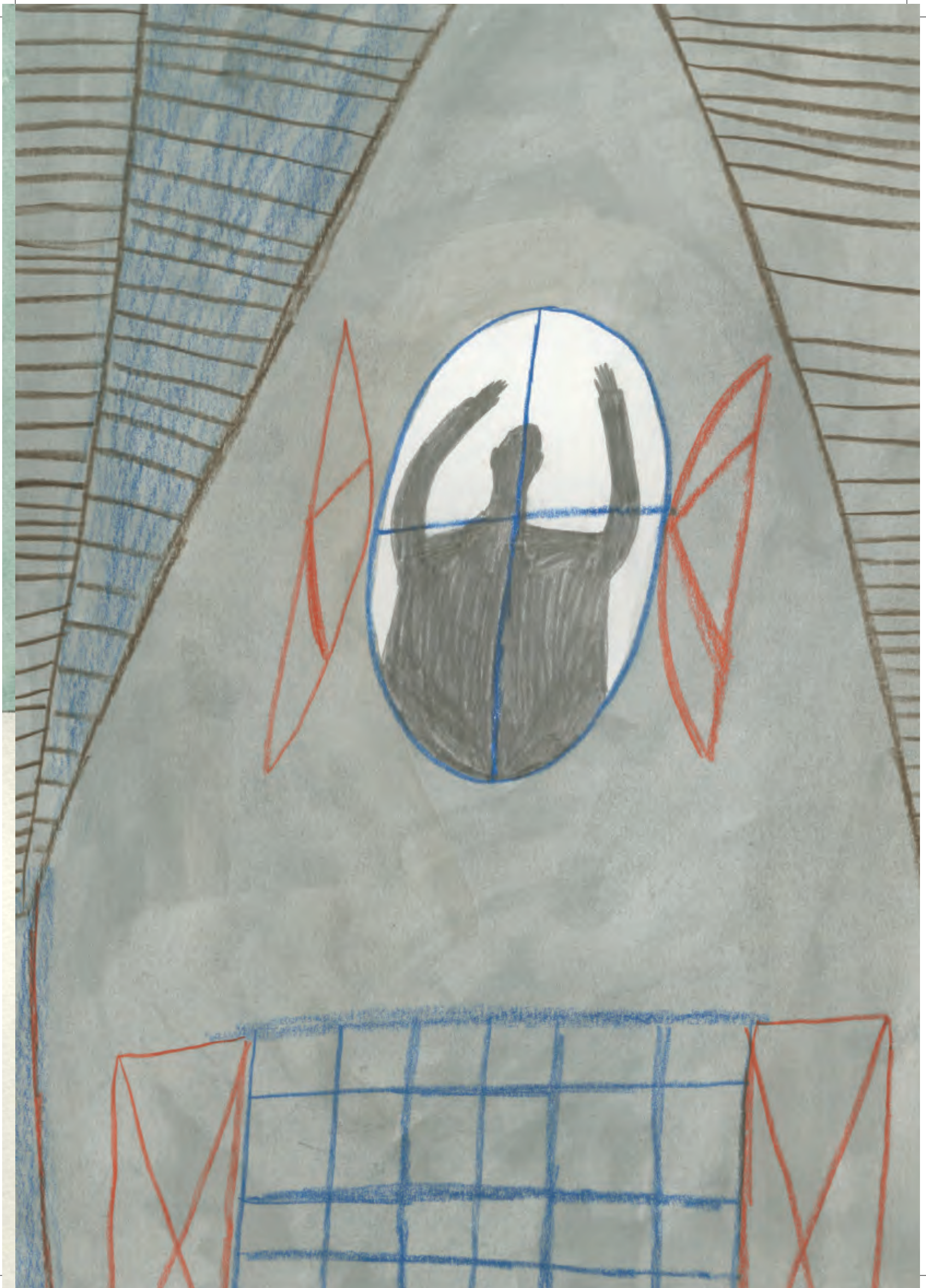
MARK FEARED
THE YETI...



...AND THE LOSS
OF HIS JELLYBEANS.

ONE DAY, IN THE
EARLY MORNING, MARK
HEARD A LOUD ...







W.D.!



MARK WENT OUTSIDE TO
INVESTIGATE.





Hmmm...
... YETI HAIR!





FEAR OVERTOOK
MARK'S ENTIRE BODY.



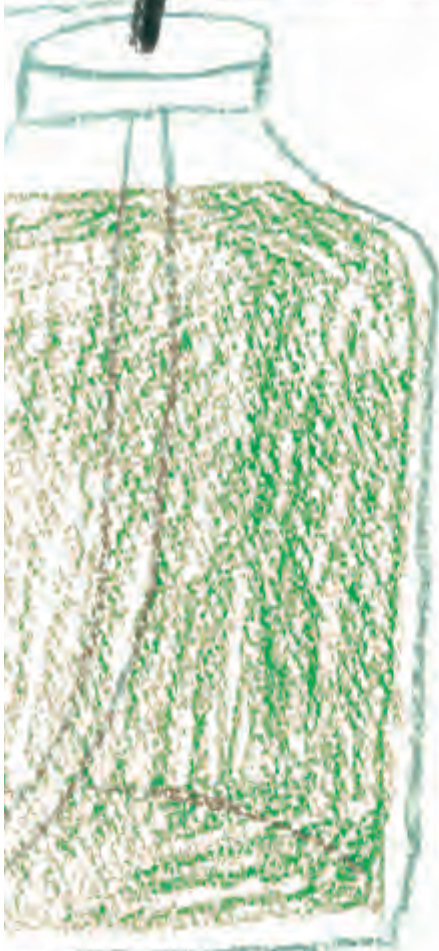
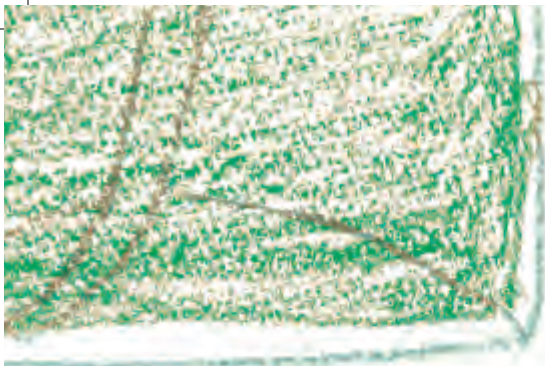




MARK DESPERATELY WANTED TO PROTECT HIS PRECIOUS COLLECTION, SO HE LEFT HIS HOME TO PURCHASE SOME YETI-B-GONE AT THE NEAREST YETI-MART.







MARK DISCOVERED
THAT THE LOCAL
YETI-MART HAD A
LARGE VARIETY OF
YETI-B-GONE DEVICES. THERE WERE
ALMOST TOO MANY TO CHOOSE FROM
BUT ONE STOOD OUT FROM THE REST...



YETI-REPELLENT 3000

GET RESULTS!!!

GUARANTEED TO WORK!

COMES WITH AN EXTRA REFILL!

YETI

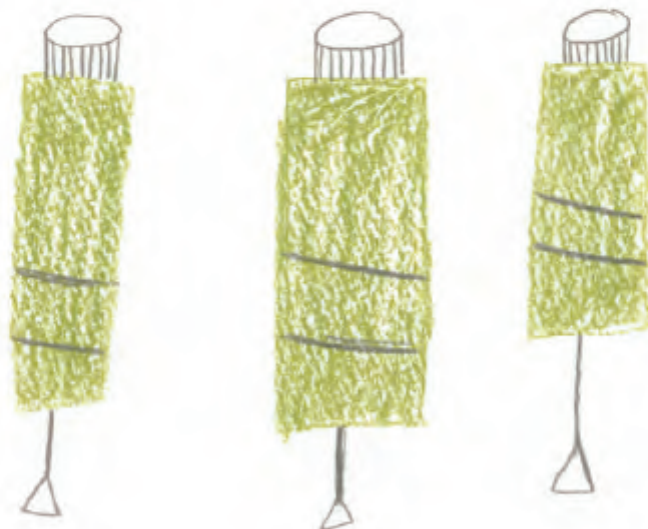
GET

SALE YETI-BE-GONE REFILLS SALE

SALE YETI-BE-GONE REFILLS SALE



ACCORDING TO THE PACKAGING, THE
YETI-REPELLENT 3000
WAS "GUARANTEED" TO WORK AND
CAME WITH AN EXTRA CAN
OF YETI-B-GONE.









MARK WENT BACK TO THE
FOREST WITH THE
YETI-REPELLENT 3000
READY TO STAND
UP TO THE YETI.





THE YETI-REPELLENT 3000 BROKE AND
THE YETI-B-GONE COVERED MARK
HEAD TO TOE WITH GREEN SLIME.






MARK WAS
SO SMELLY!





An illustration of a dark underwater scene. The background is a deep teal color, filled with various shades of dark green and purple, representing coral and seaweed. In the center, there is a large, dark, fish-like shape. Overlaid on this scene is the text "SUDDENLY OUT OF THE CORNER OF MARK'S EYE HE SAW SOMETHING..." in a white, hand-drawn font. At the bottom of the image, two large, white, cartoonish eyes with black pupils are looking out from behind the coral.

SUDDENLY
OUT OF THE CORNER
OF MARK'S EYE HE
SAW SOMETHING...



THE YETI WAS
THERE! IT DIDN'T
SEEM LIKE THE
YETI-B-GONE
HAD AN EFFECT.



THE YETI CAME
CLOSER...







...AND CLOSER...








THE YETI RAISED
HIS FIST TOWARDS
MARK. A MILLION
THOUGHTS FLEW
THROUGH MARK'S
BRAIN AND THEY
WERE ALL SCARY...



IS HE GOING TO
PUNCH ME? WHAT
WILL HAPPEN TO
MY JELLY BEANS?
WHY IS THE YETI
SO TALL? IS HE MAD
AT ME?



















HAH!
HE WASN'T GOING
TO HIT ME. THE
YETI JUST WANTED
TO GIVE ME A JELLYBEAN.







THE YETI EVEN HAD HIS OWN
JELLYBEAN COLLECTION.







THEY BECAME THE
BEST OF FRIENDS.











THEY ATE AND SHARED
THEIR JELLYBEANS TOGETHER...







JELLYBEAN FESTIVAL

... AND FOR
MANY YEARS AFTER.







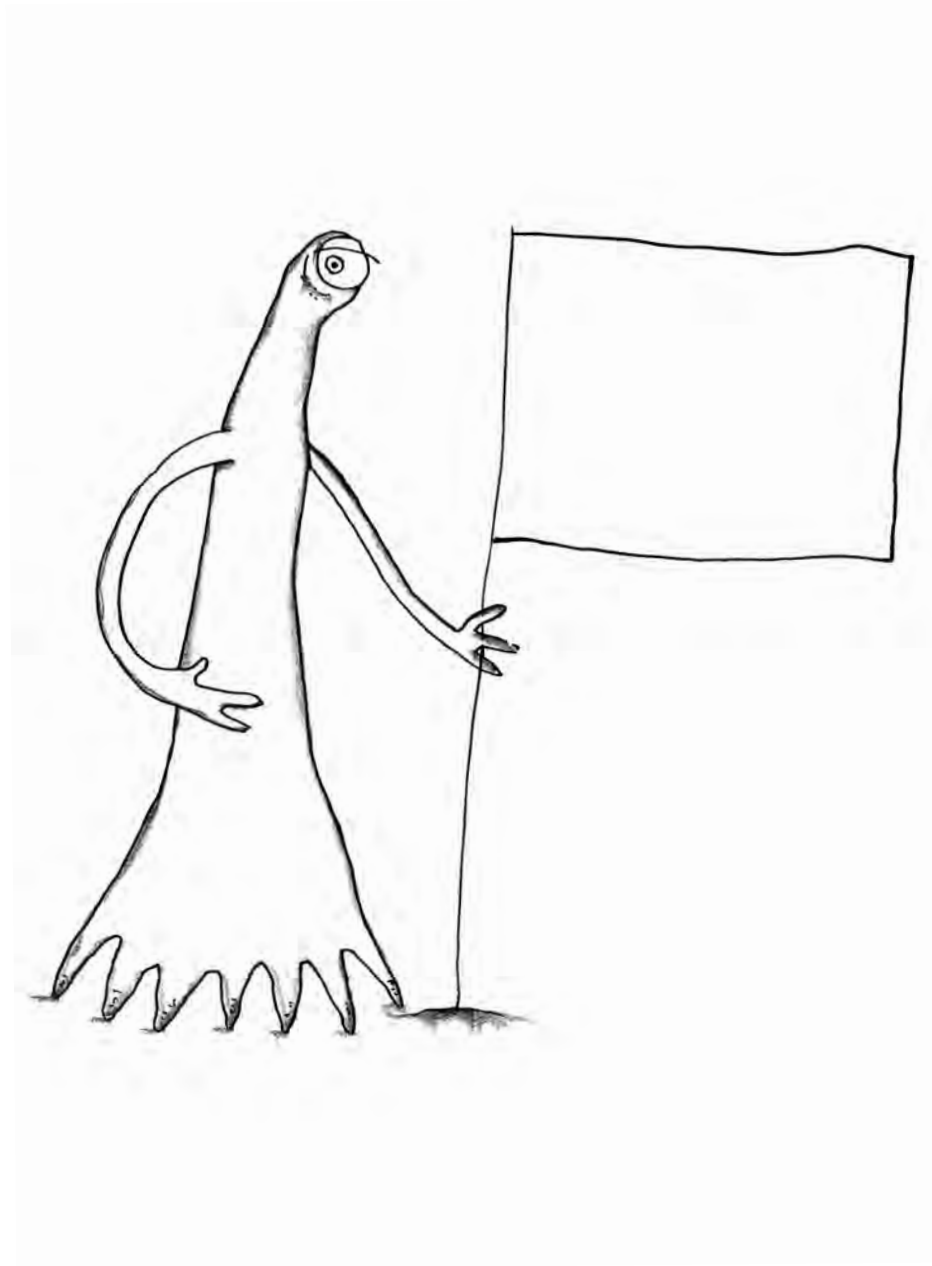
Juan Marco's **My Imagination Book** takes the reader on a journey of imaginative scenarios in which the characters they meet have all lost their weapons. This book asks its readers, "Can you give them something more playful than guns so that they can have some fun?" It is a coloring and drawing book in which each vignette invites a non-violent and whimsical replacement for the missing weapons. This encourages children to participate in a re-imagining of a kinder, more good-natured and creative world — a world without guns!

MY IMAGINATION BOOK

A COLORING AND DRAWING BOOK

WRITTEN AND
ILLUSTRATED
BY JUAN
MARCO

Story, Design and Illustration: Juan Marco Montes
www.juanmarco.carbonmade.com
Faculty Supervision: David Tillinghast
Story Editing: Nancy Greystone



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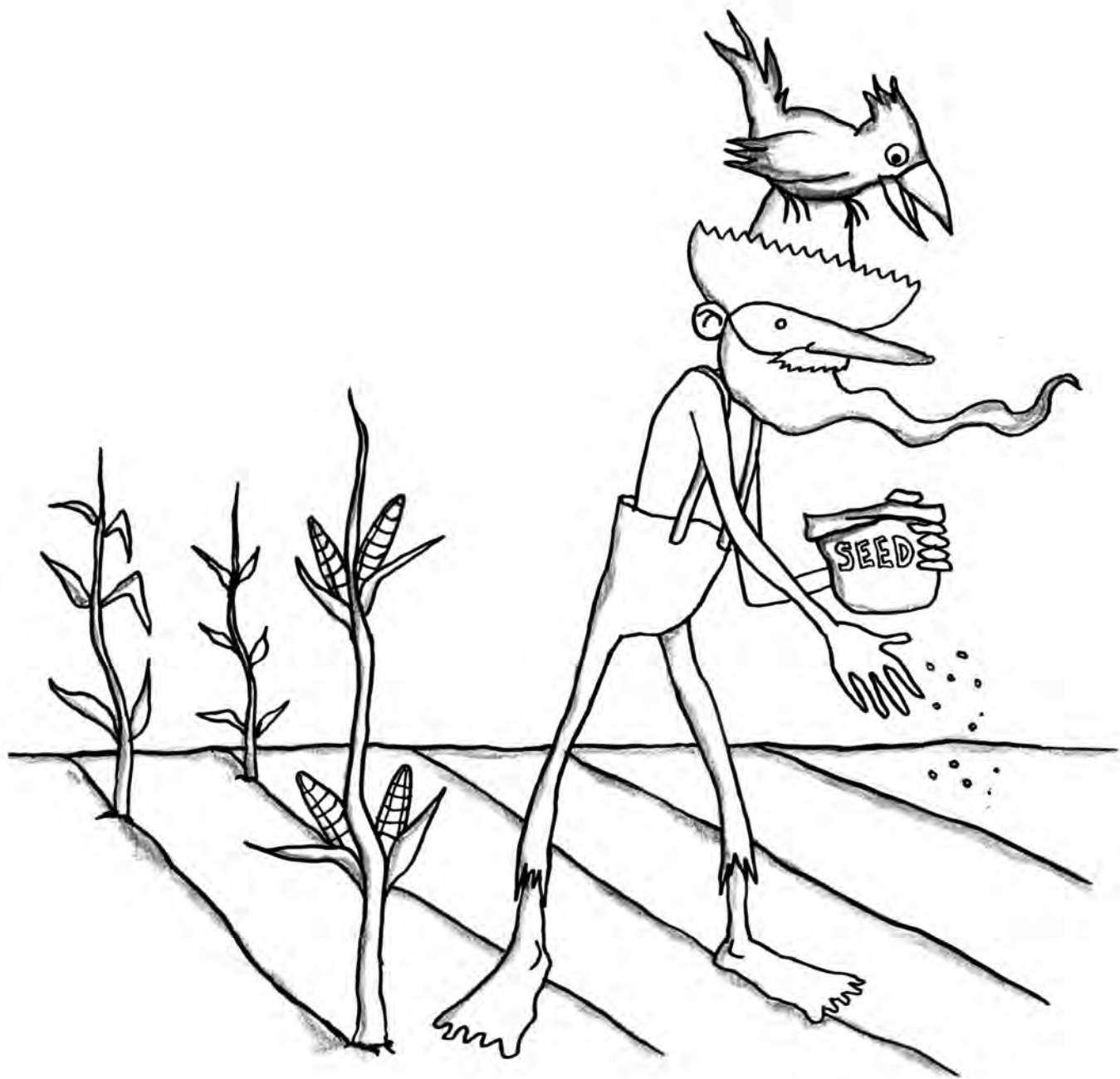
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This Imagination Book belongs to:

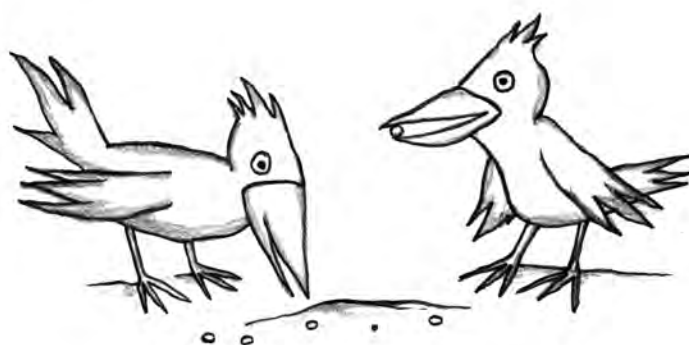






Farmer Joe is planting crops for his farm, but he notices the crows have been eating all of the seeds!

Can you draw more crows flying over the field?



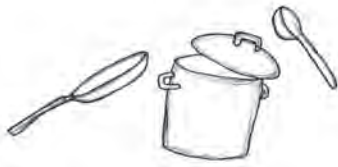
Crows are frightened by loud noises.
Farmer Joe needs something to make
loud noise with so he can save the corn
from being eaten.





Farmer Joe doesn't want to hurt the crows, he just wants to scare them away.
Can you draw the farmer holding the loudest objects listed below?

Pots & Pans



Umbrellas



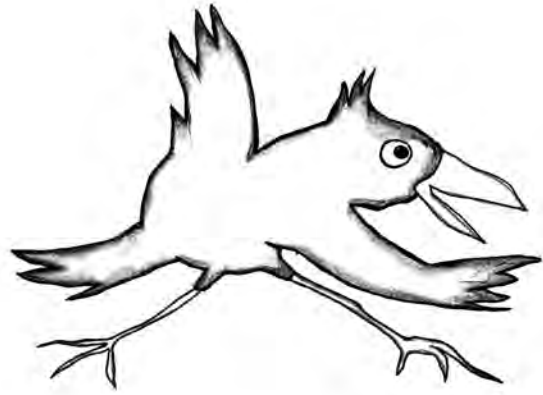
Pillows



KLANK!



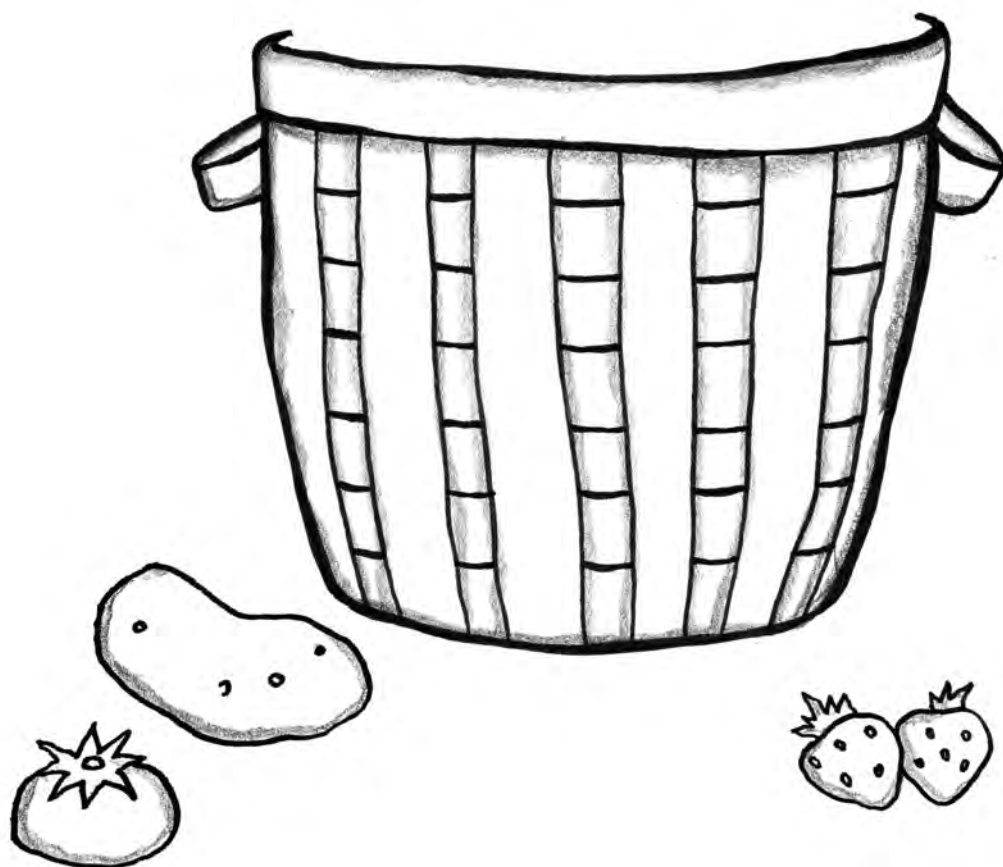
BLAM!



PING!

The crows just keep coming back for the corn. Farmer Joe has decided to share his fruits and vegetables with the hungry crows.

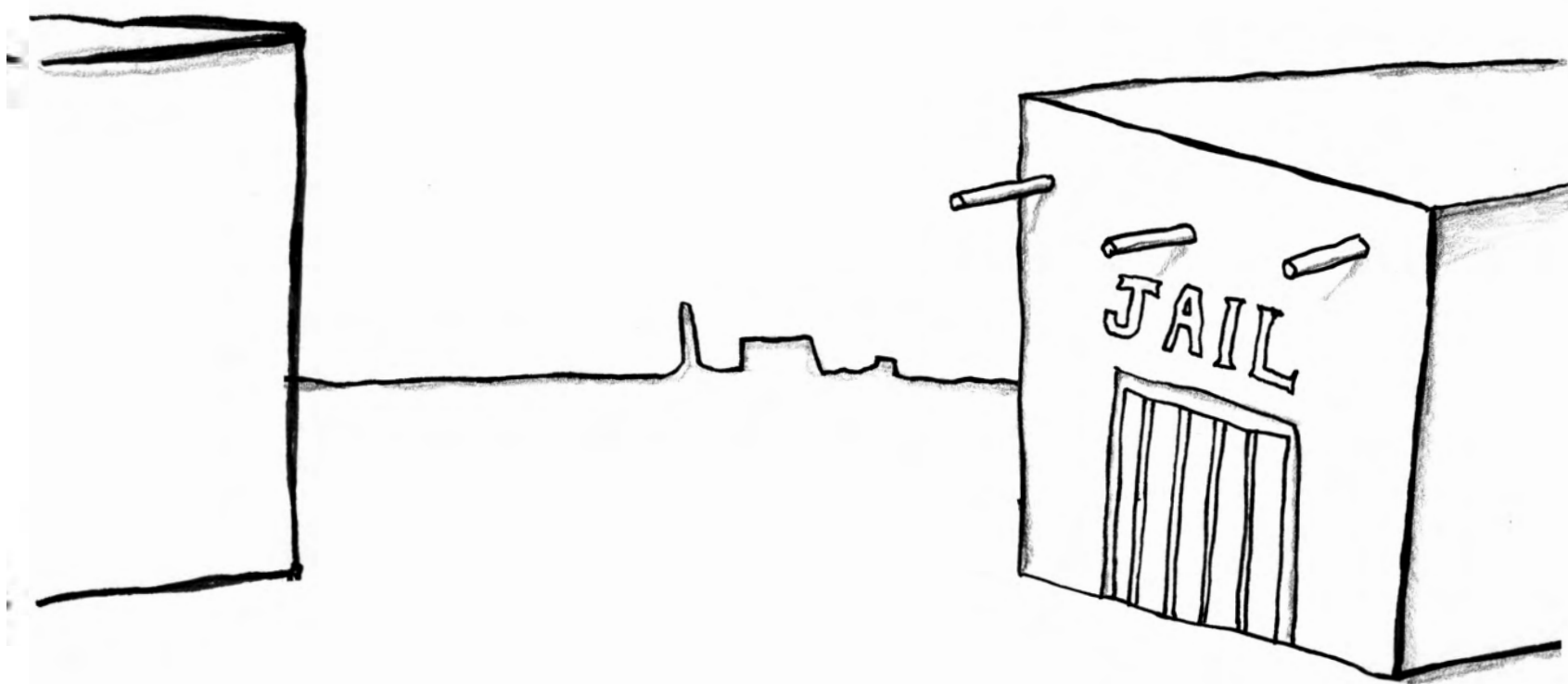
Fill up Farmer Joe's basket with some of your favorite fruits and vegetables!







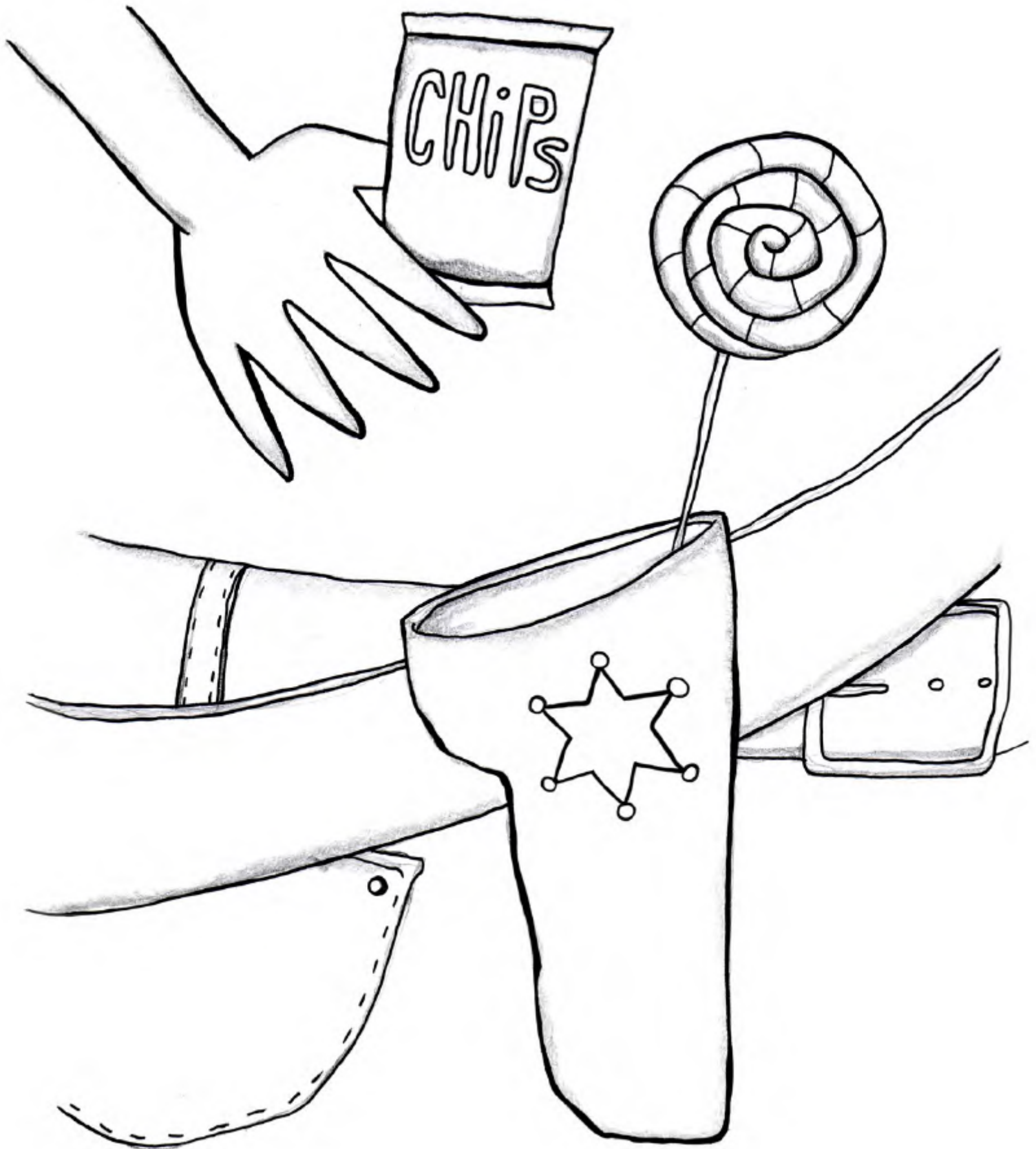
Draw the townspeople of the old west.



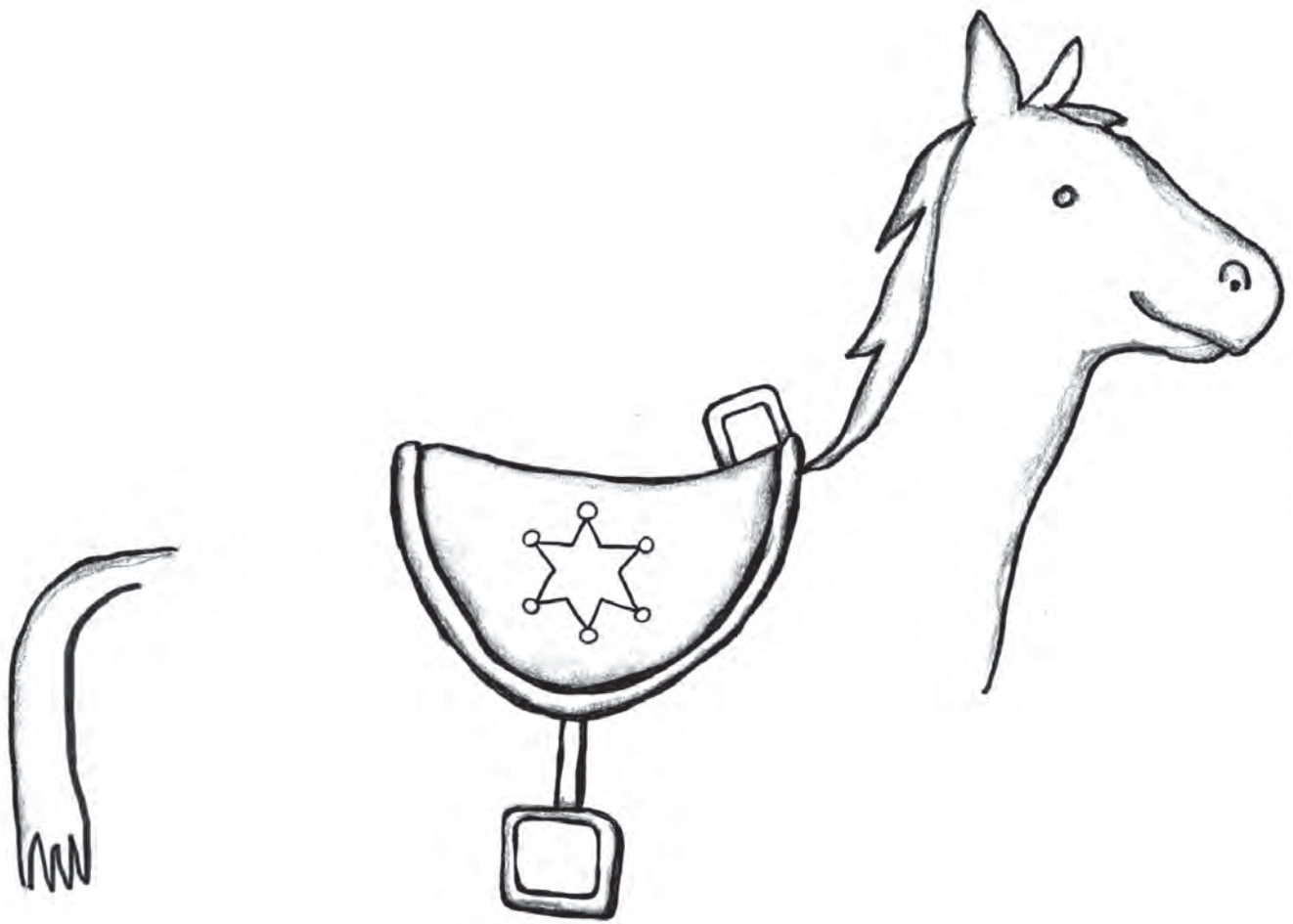
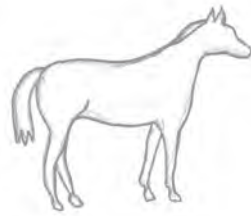
The sheriff of the town just traded in his
two pistols for a slice of delicious pie.
*Can you draw him holding a slice of cactus
pie with a fork and a plate?*



The sheriff now uses his holster to carry snacks for his long ride to town.
Fill the holster with your favorite snacks!



Draw the rest of the sheriff's horse so they can both ride into town.



The two cowboys are about to have a duel, but left their weapons back at the general store.



They decide to have a music duel to see who is the better musician.
Can you draw them holding one of the musical instruments shown below?



Guitar



Saxophone



Tambourine

The cowboys are having such a great time playing music that they forget all about their duel!



Draw them playing their new instruments!



The fair lady needs a harp to play.
Draw a beautiful harp for her.



The piano man needs a piano to play his catchy tunes. *Draw a piano for him to play.*

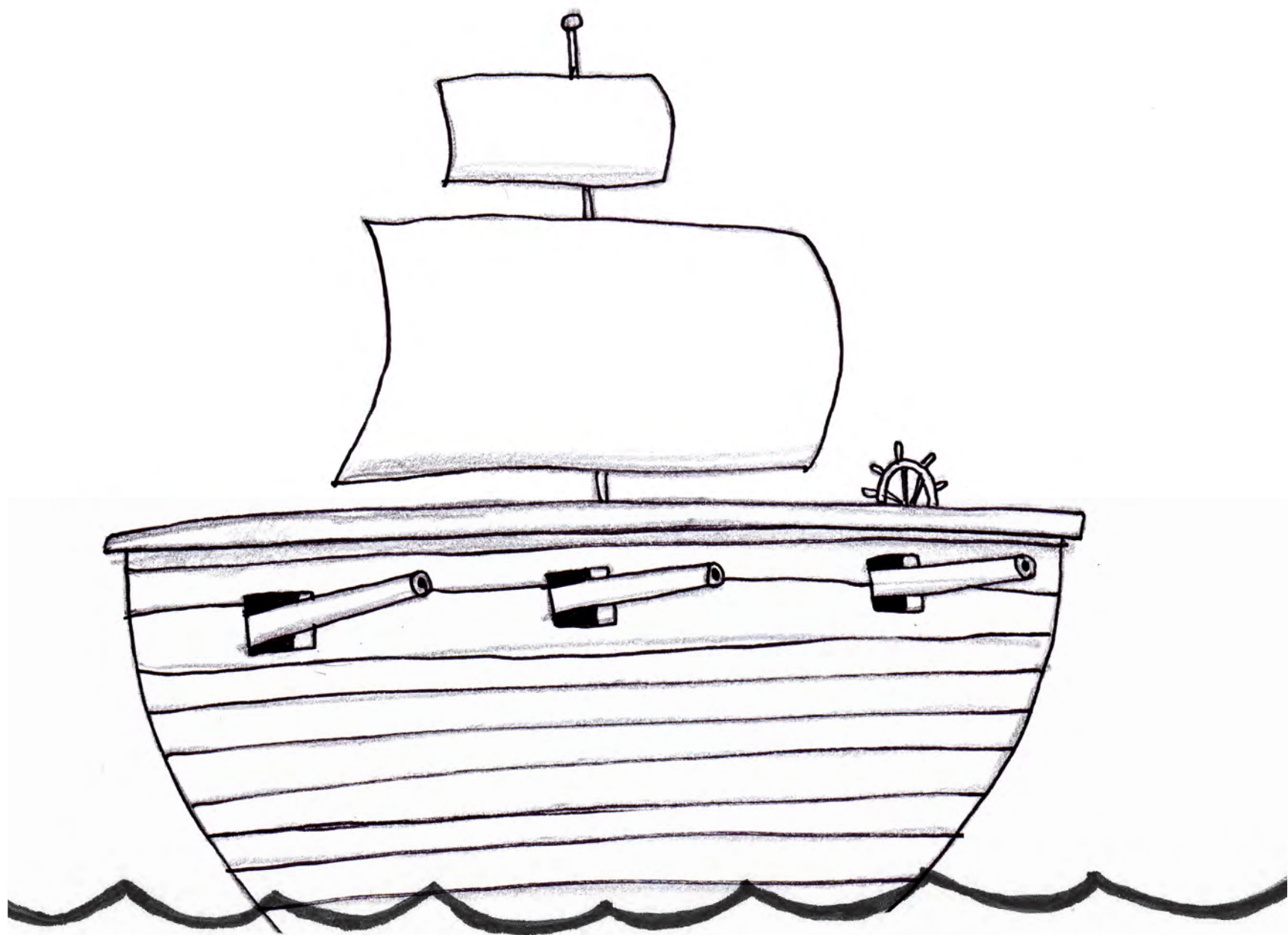


The fiddler wants to be in the band as well, but he needs a fiddle to play.
Draw him a fiddle to play.

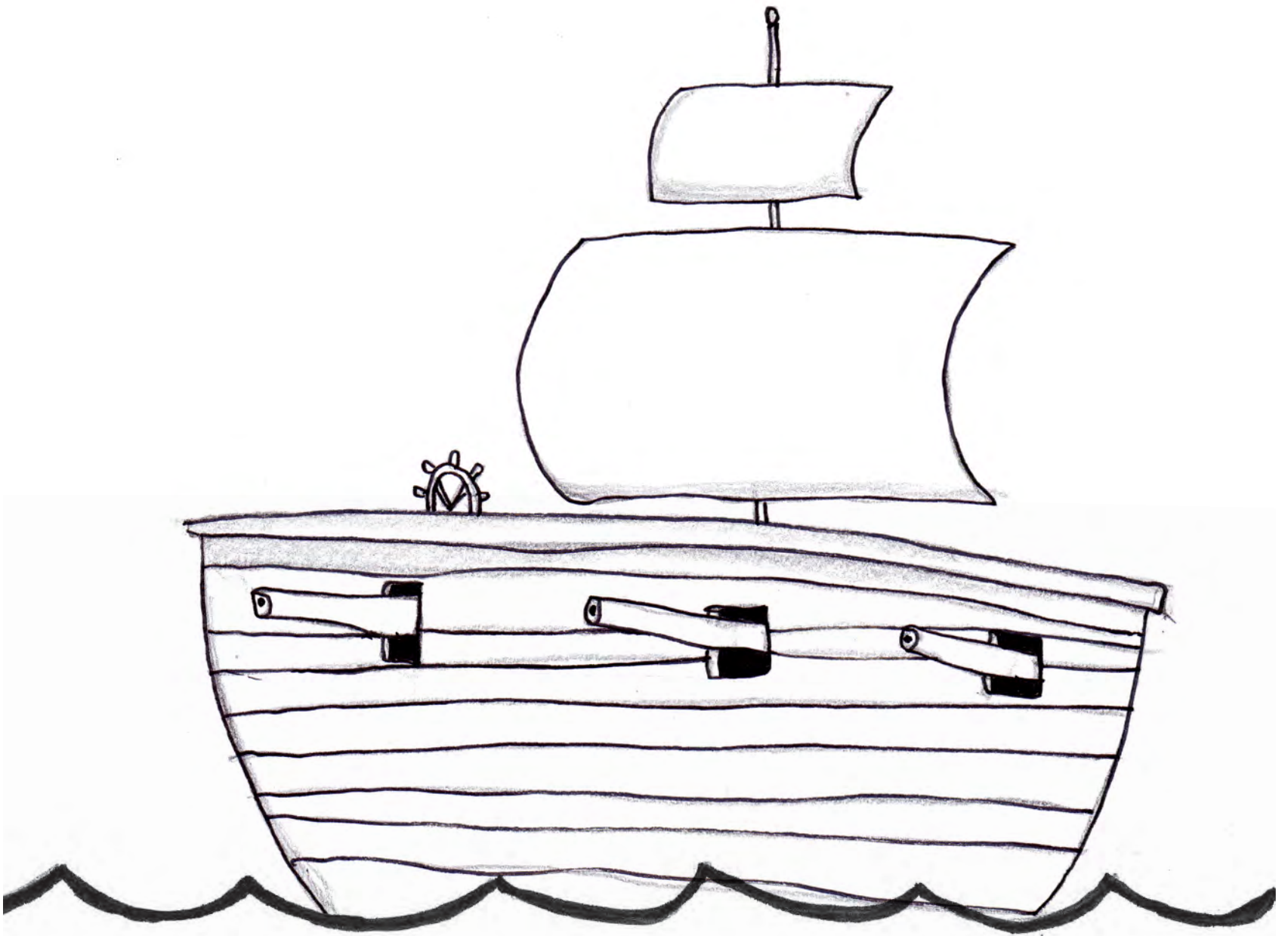


*The musicians need an audience.
Draw an audience enjoying the music!*

These two pirate ships just crossed paths.



Draw their different flags at the top of the sails.



The captains of the ships lost
their hats in the strong winds of
the salty sea.



Create new hats for them to wear!



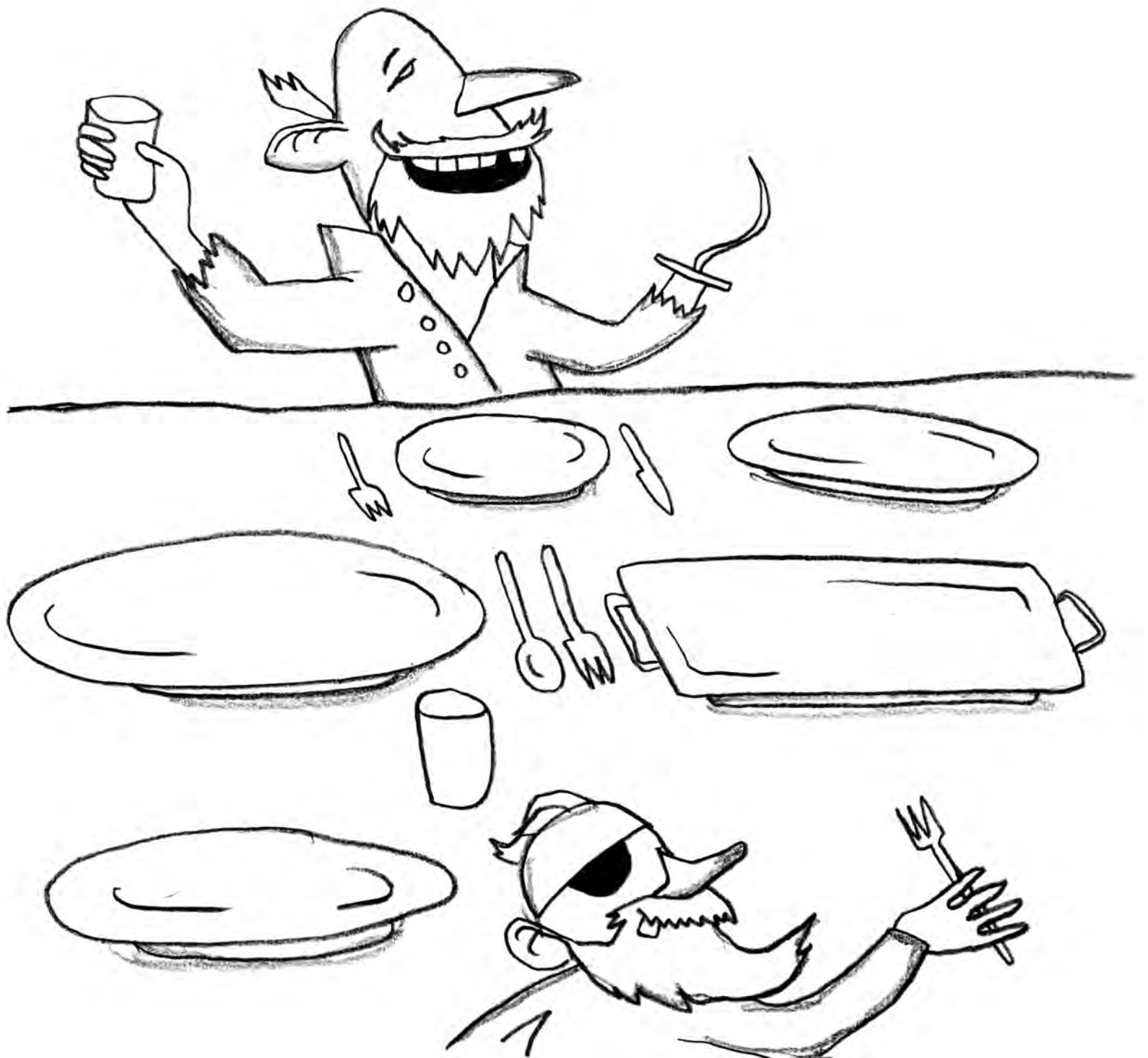
Both ships also ran out of cannonballs to shoot out of their cannons.



*Draw them having a food fight instead!
What food are they throwing?*

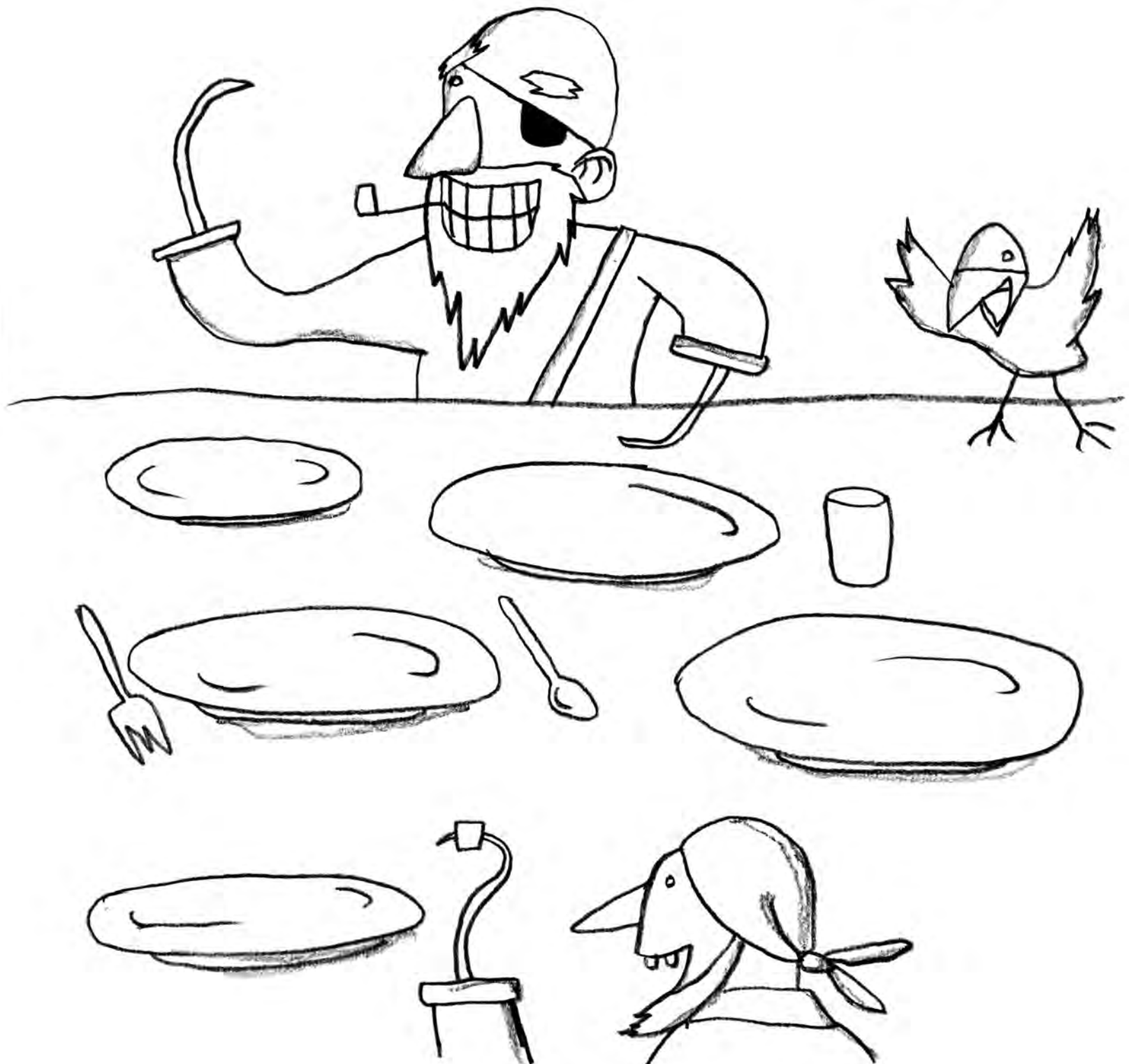


All that food tossing made the pirates very hungry. *Can you draw them eating foods that start with the letter P?*



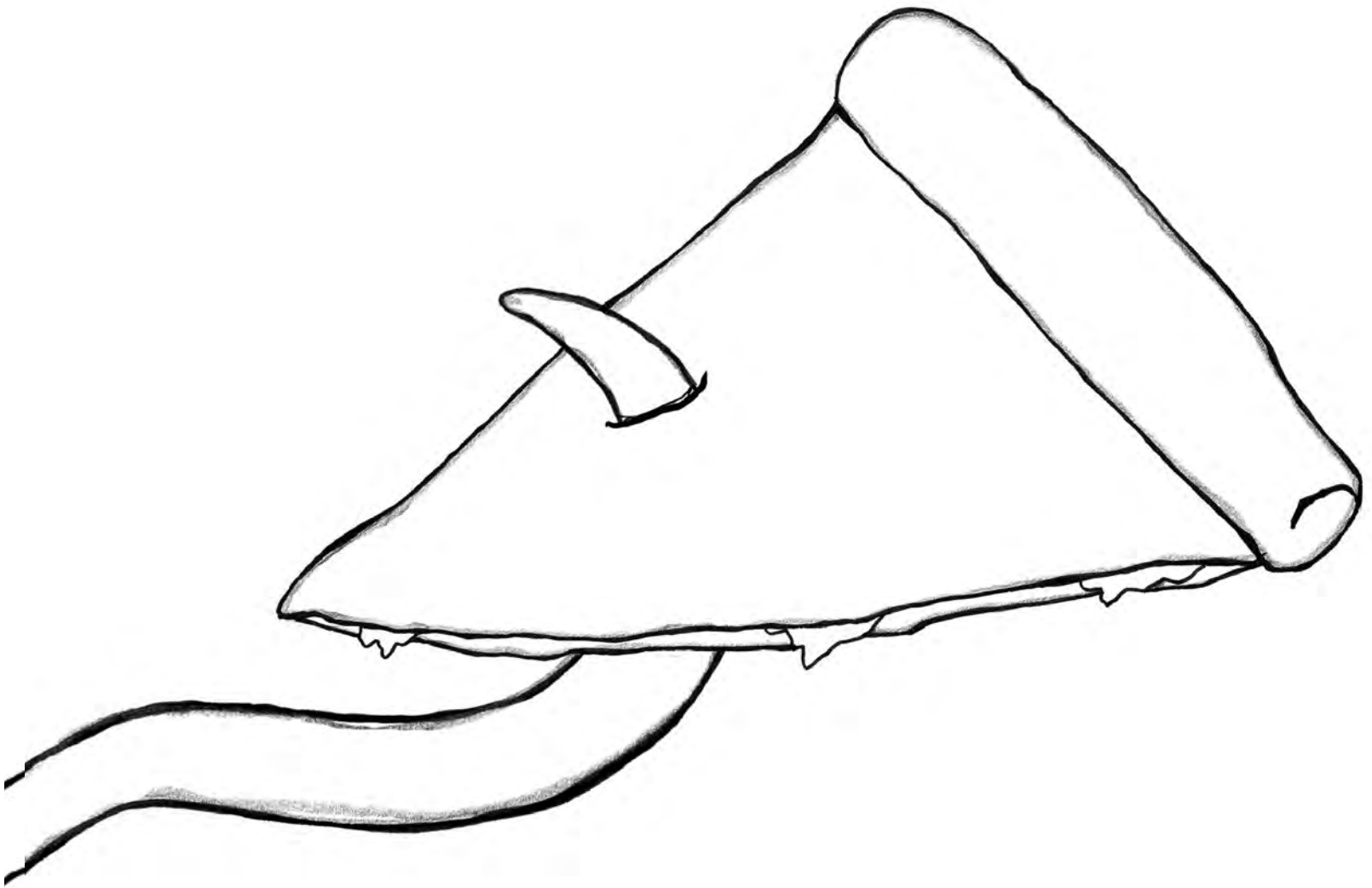
*Pizza,
Pudding,
Pasta...*

Can you name more?

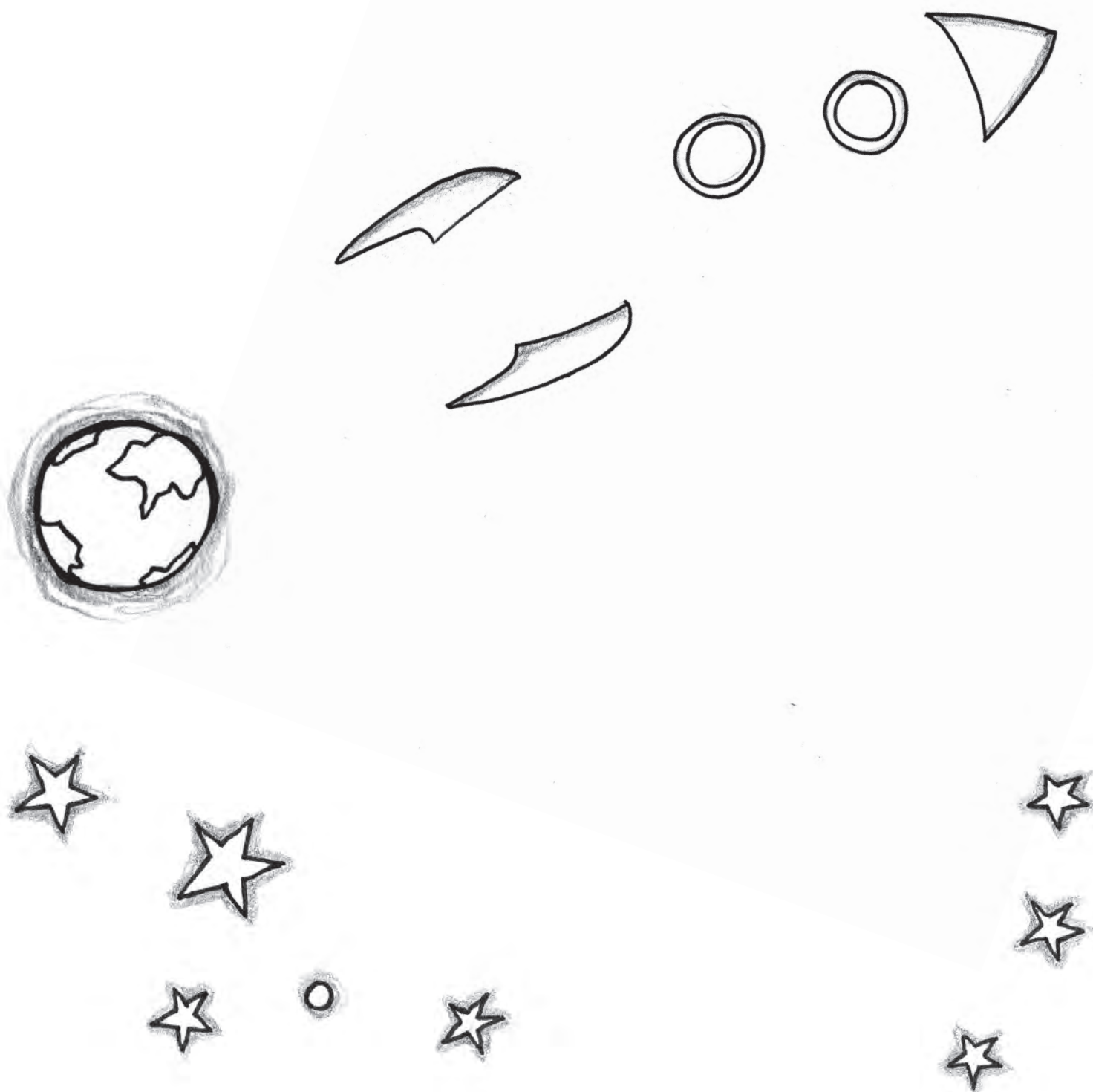




*Fill the pizza slice with
your favorite toppings!*



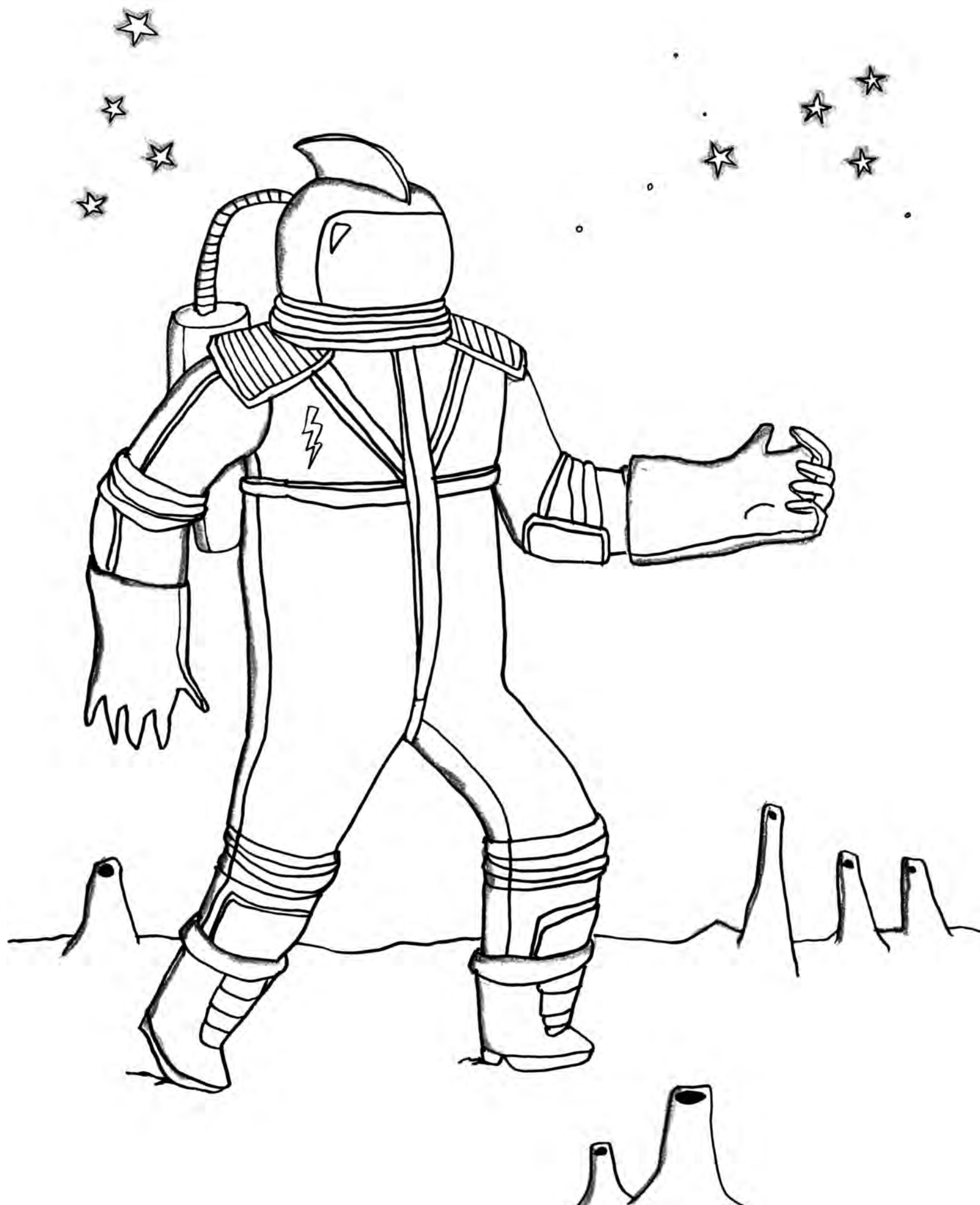
This rocket ship is leaving Earth to discover a mystery planet. *Draw the rest of the rocket ship.*



*Now draw the mystery planet!
It's so colorful!*



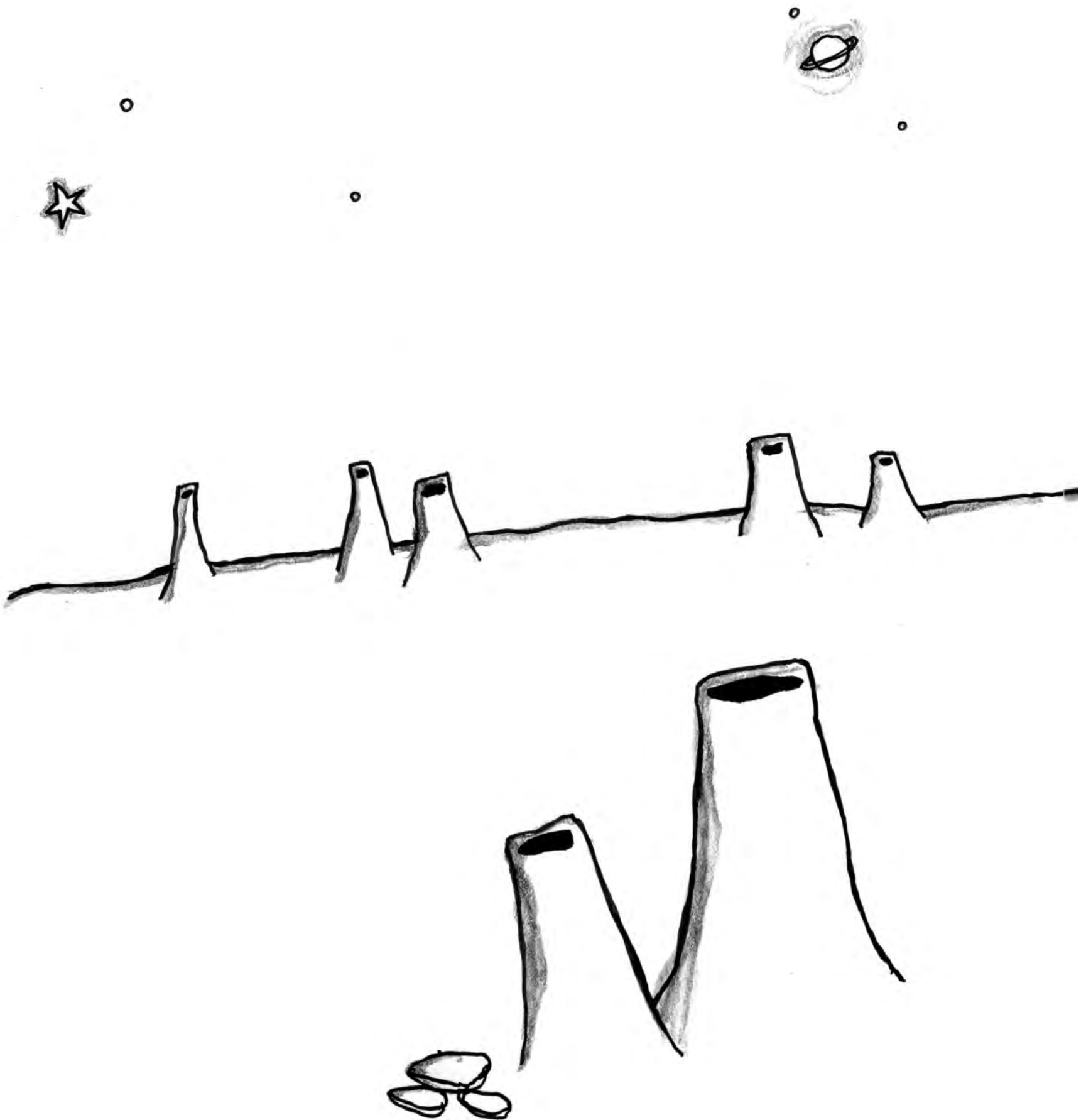
The space ranger discovers three aliens!
*Help them become friends by drawing the
space ranger holding a present from Earth.*

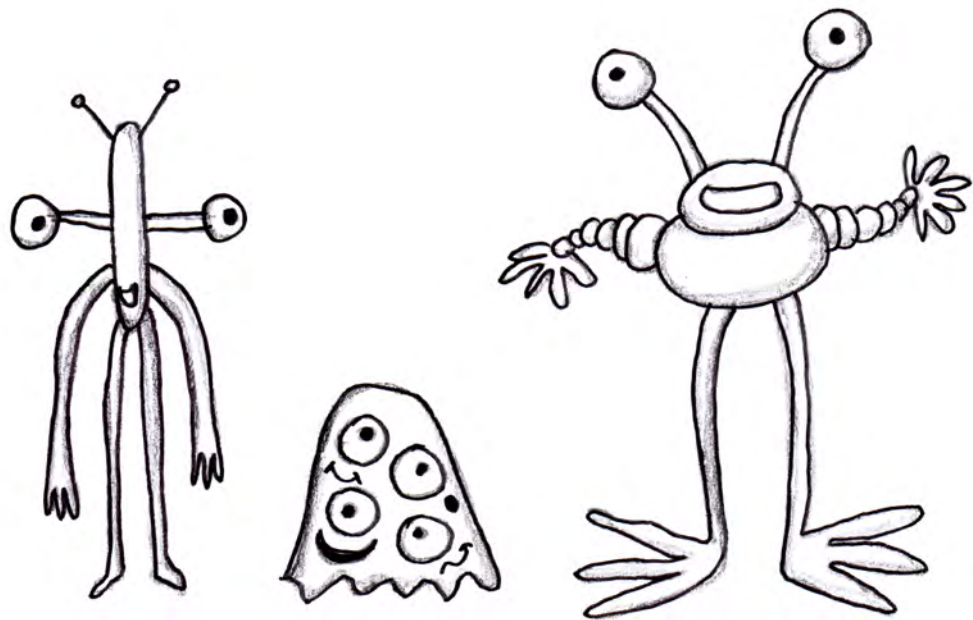
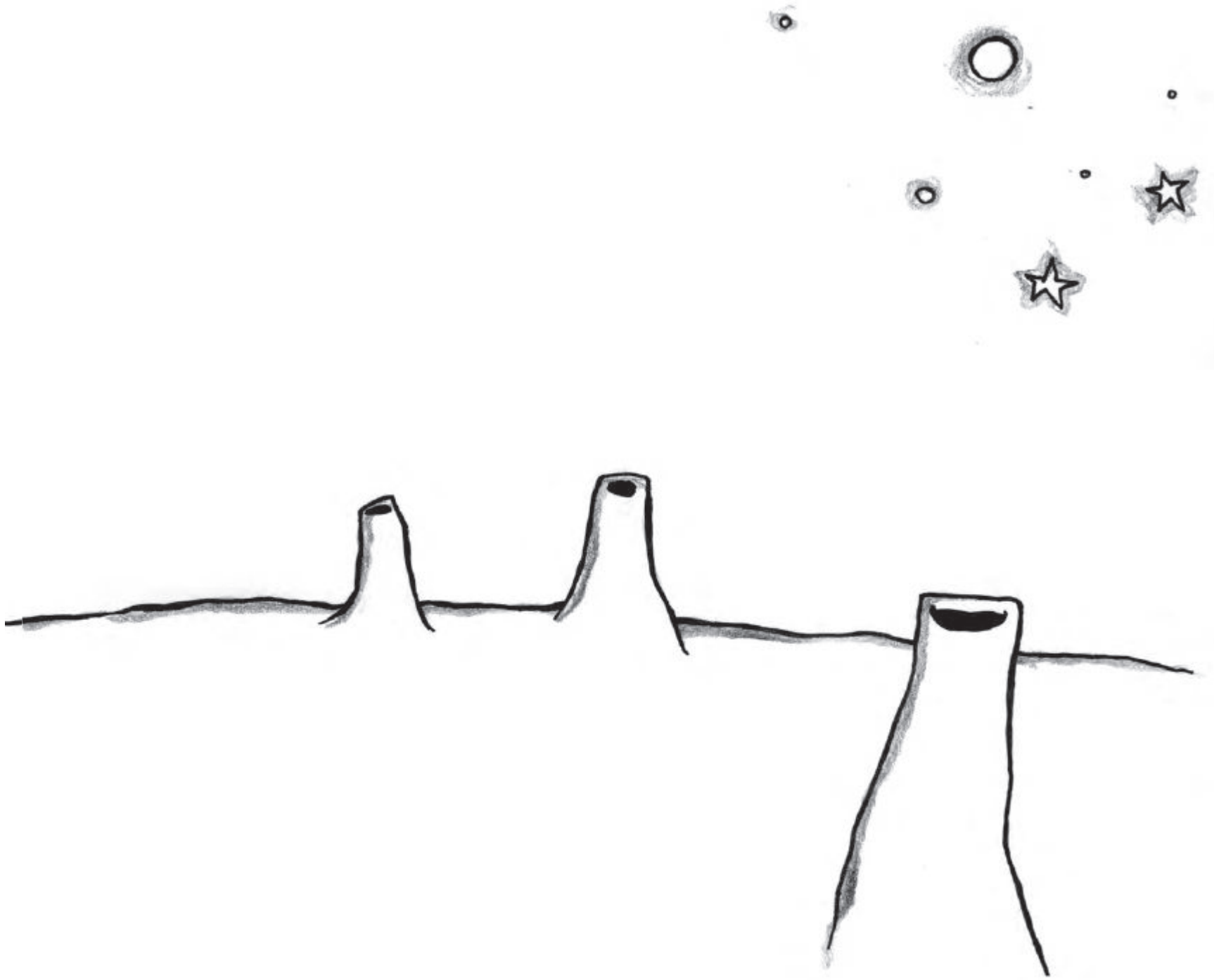


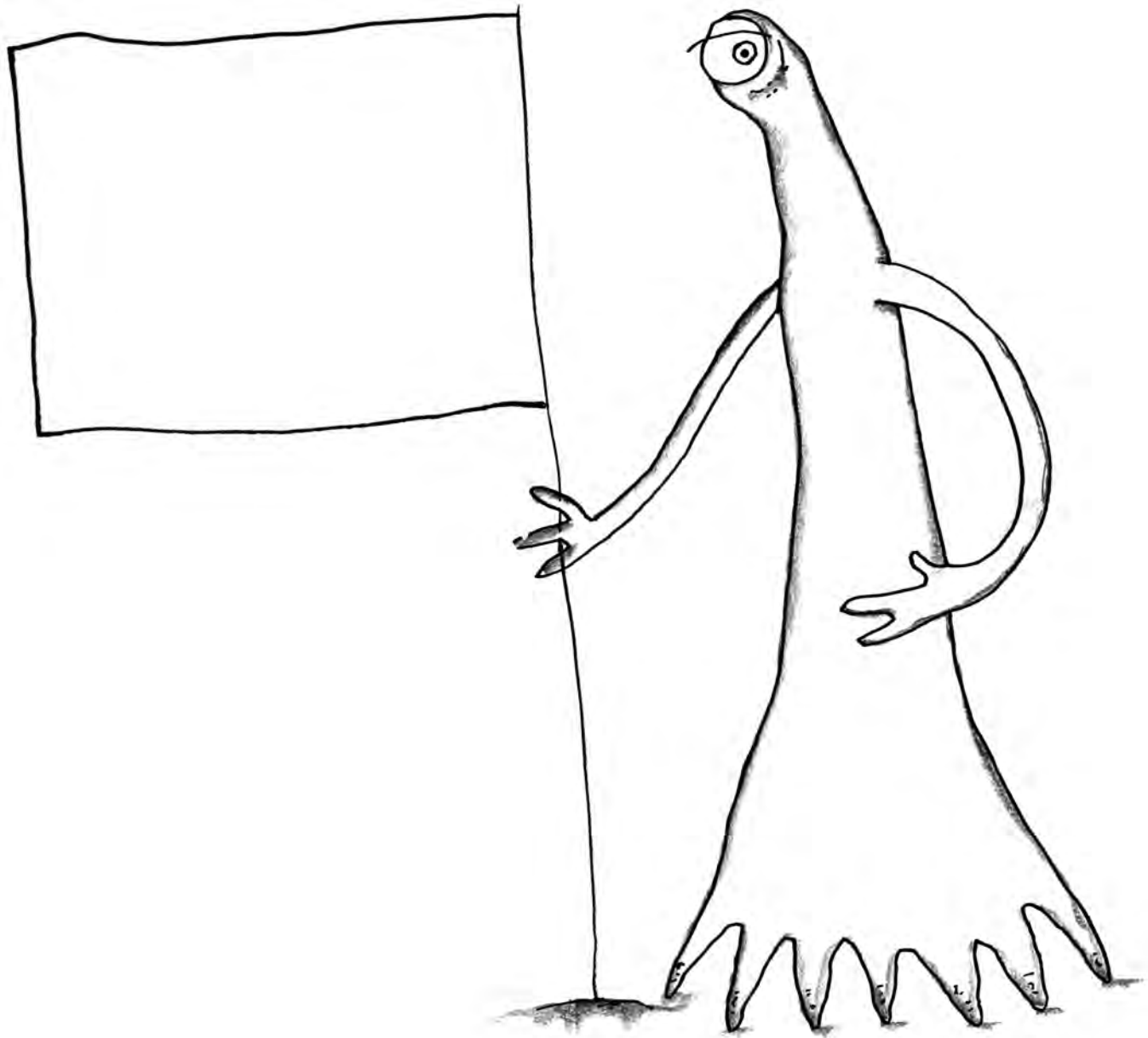


(THANK YOU!)

Draw your own different alien species!

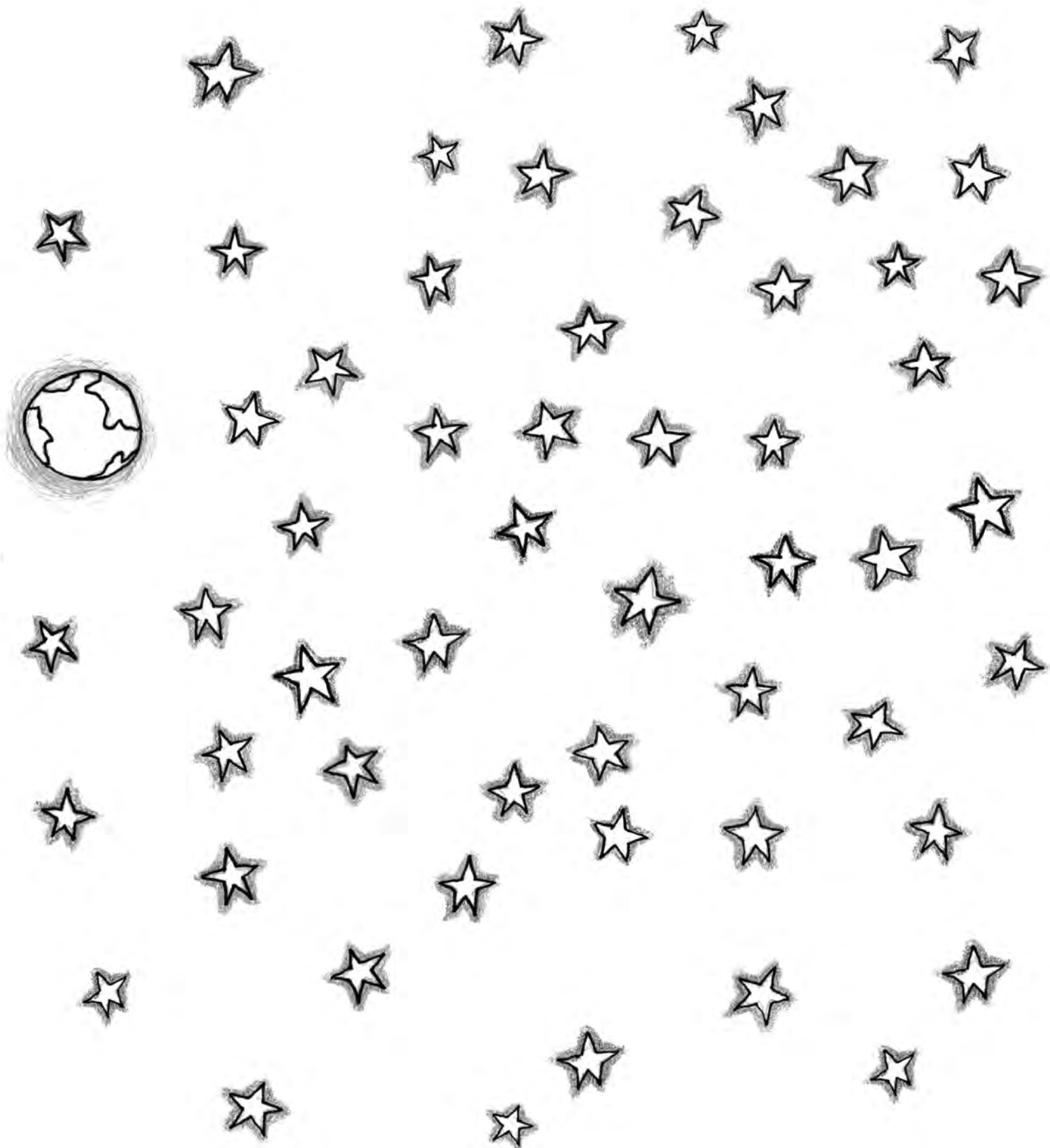


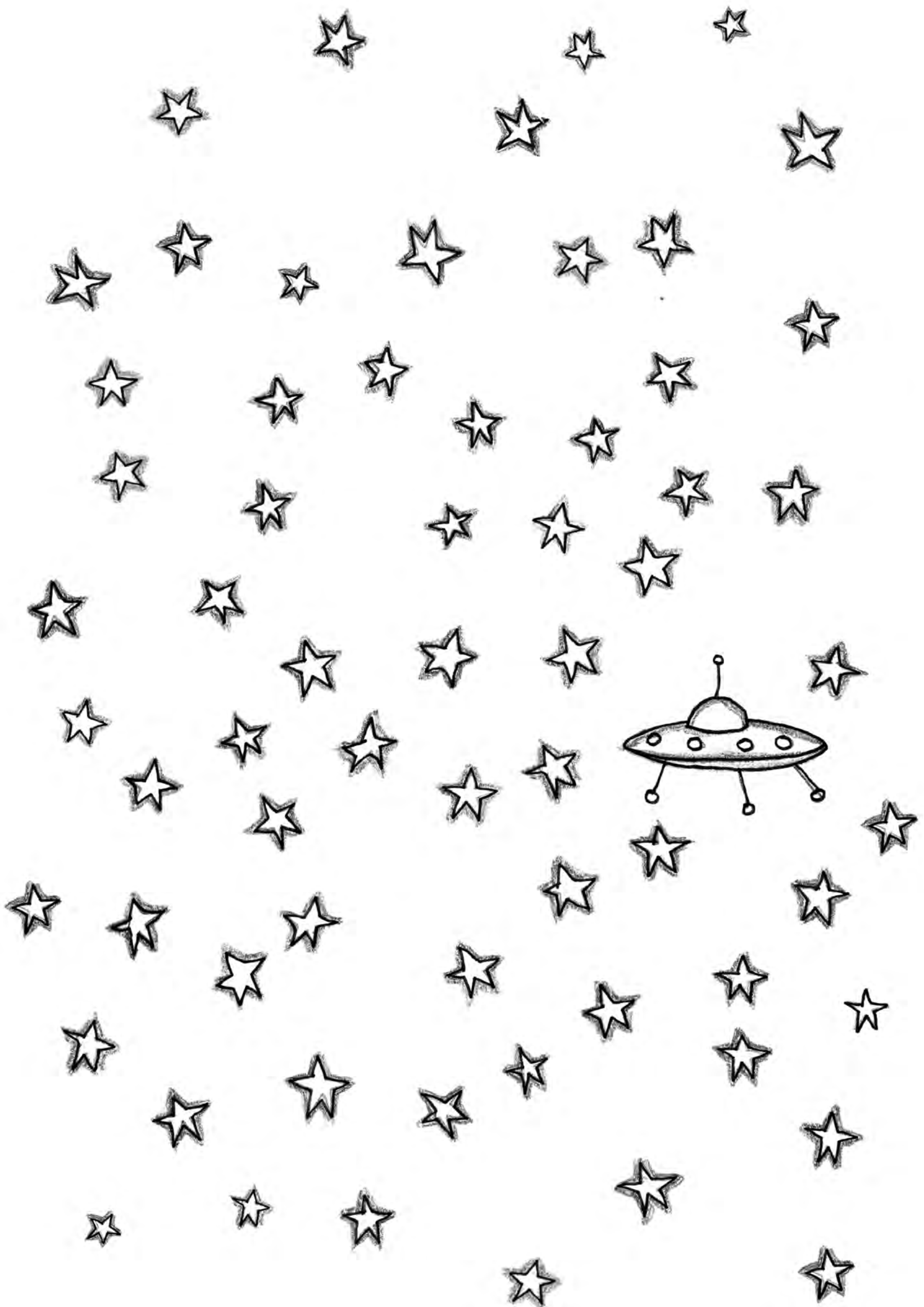




Draw what the mystery planet's flag looks like.

The flying saucer is heading to Earth to visit the humans. *Can you help the flying saucer find its way to Earth by drawing a safe path through the stars?*





The flying saucer made it safely to Earth!
The alien is offering the human boy a gift
from his home planet.

Can you draw the alien's gift?



THANK YOU!
(☺☺☺)



*Can you picture a world without guns?
Just use your imagination!*





Zoarmax 133 is a visitor from another planet, on a mission to understand our unfamiliar world. Using his alien technology, he scans three objects: a mouse, a flower and a gun. His scanner declares the mouse and the flower "Cool," but can't make sense of the gun. Zoarmax 133 then journeys around the world to find out whether the gun is "Cool" or "Uncool." Go with him and decide for yourself!



ZOARMAX 133'S BIG QUESTION



KIN LOK



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ZOARMAX 133'S BIG QUESTION

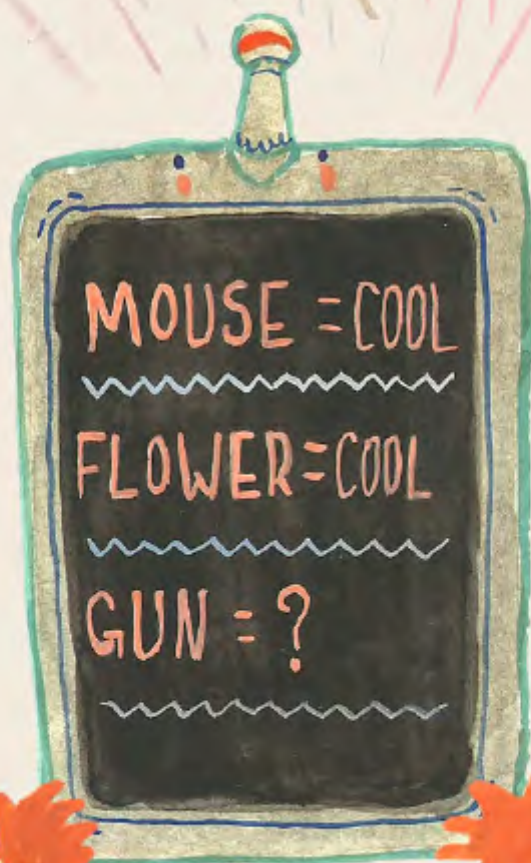
KIN LOK



ONE DAY ZOARMAX 133 LANDED ON EARTH.
WITH HIS SCANNER DEVICE, HE SCANNED THREE
OBJECTS: A MOUSE, A FLOWER AND A GUN.




"OH, A MOUSE IS COOL AND A FLOWER IS COOL...
BUT HMMM, WHAT ABOUT THE GUN? WHY DOES MY
SCANNER JUST HAVE A '?'"



"HOW CAN I FIGURE OUT IF GUNS ARE COOL OR UNCOOL?"





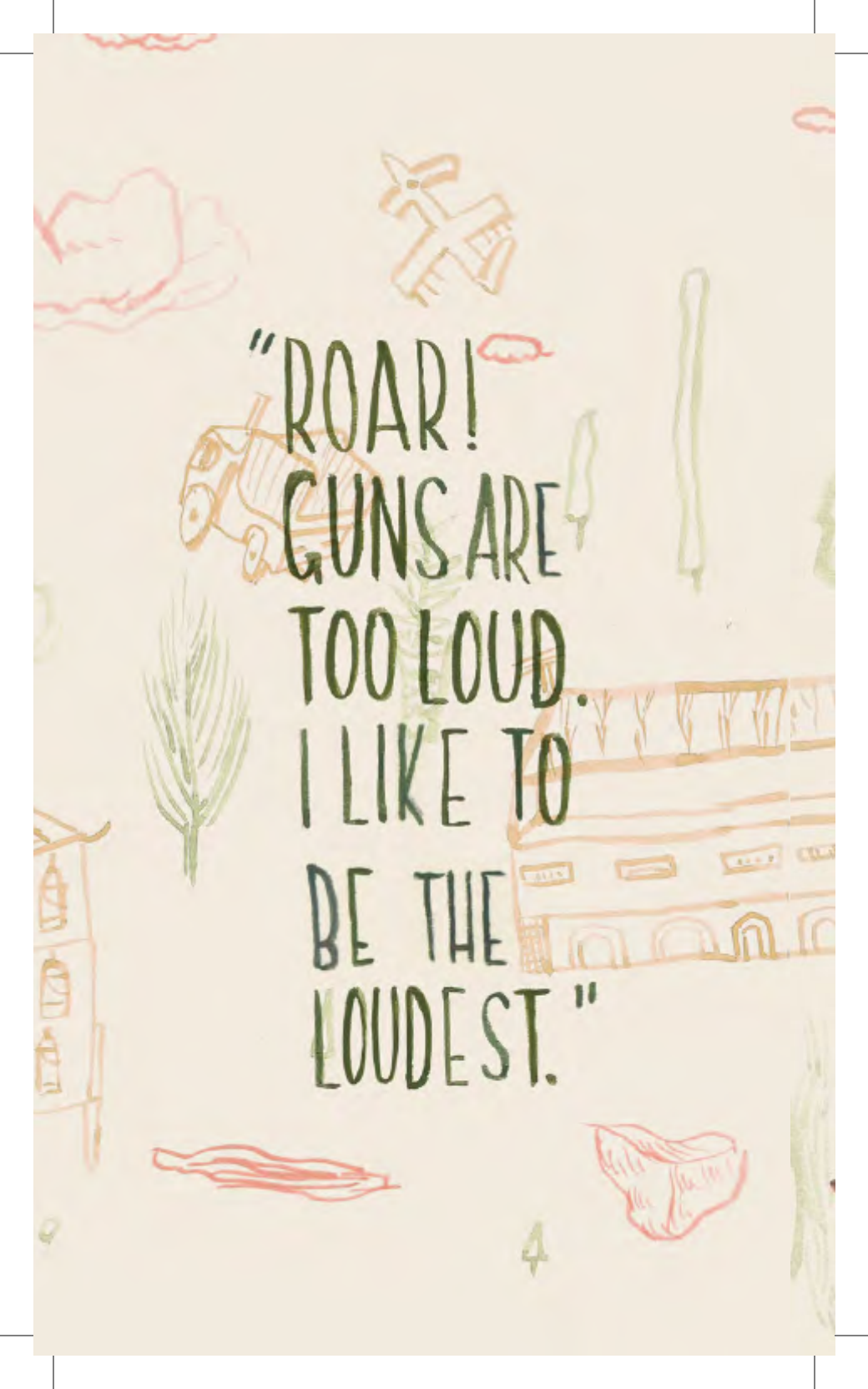
"I KNOW, I'LL GO OUT AND I'LL ASK EVERYONE. I MEET
TO SEE WHAT THEY THINK!"





"I HAVE GOOD
CHEMISTRY.
CHILDREN
AND GUNS
DON'T."

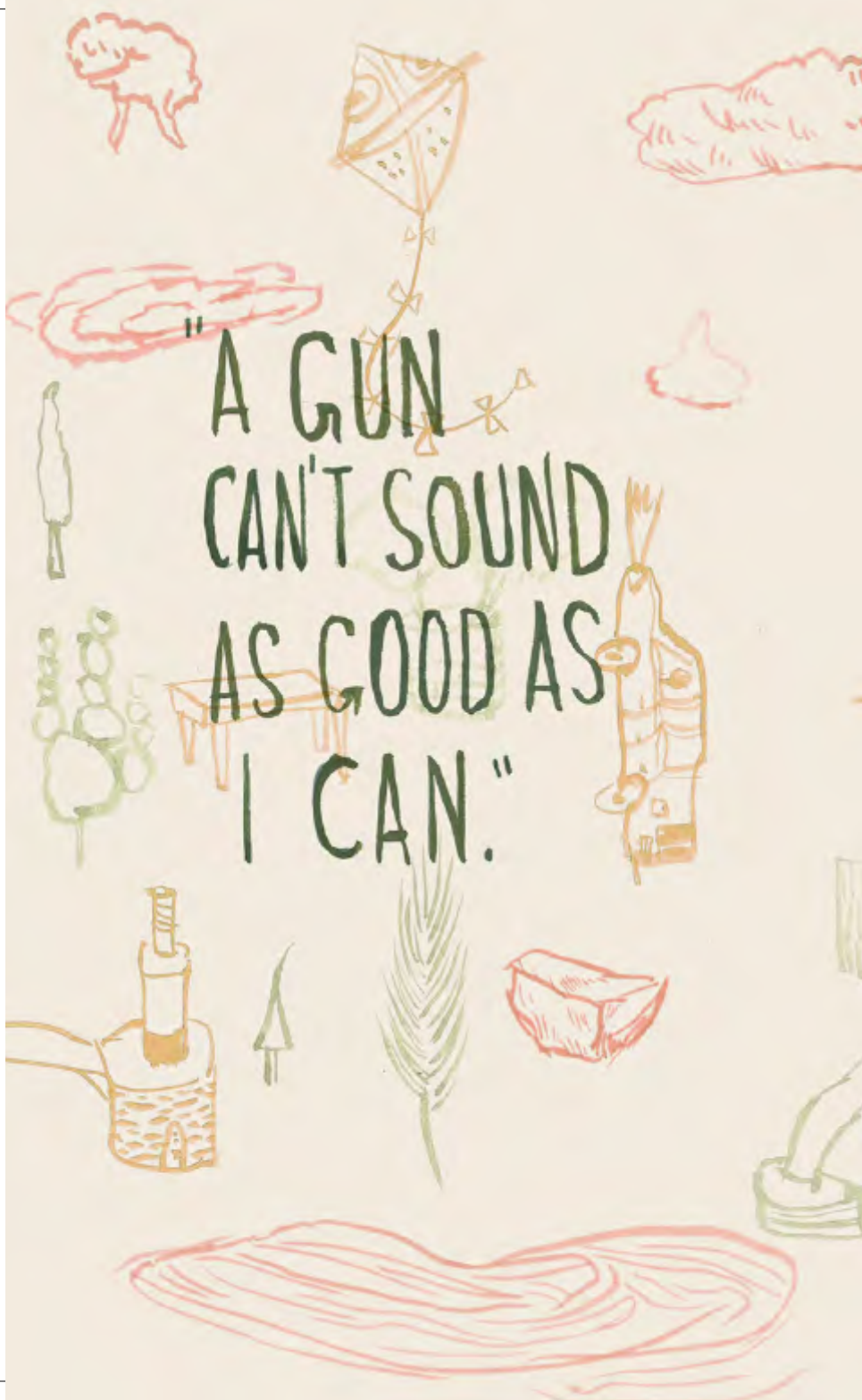


The page is decorated with various hand-drawn sketches. At the top, there are red scribbles resembling clouds and a red airplane. To the left, a red car is partially visible. In the center, a green pine tree stands behind the text. To the right, a green vertical shape and a green building with windows are drawn. At the bottom, there are red scribbles that look like leaves or petals, and a green number '4' is centered.

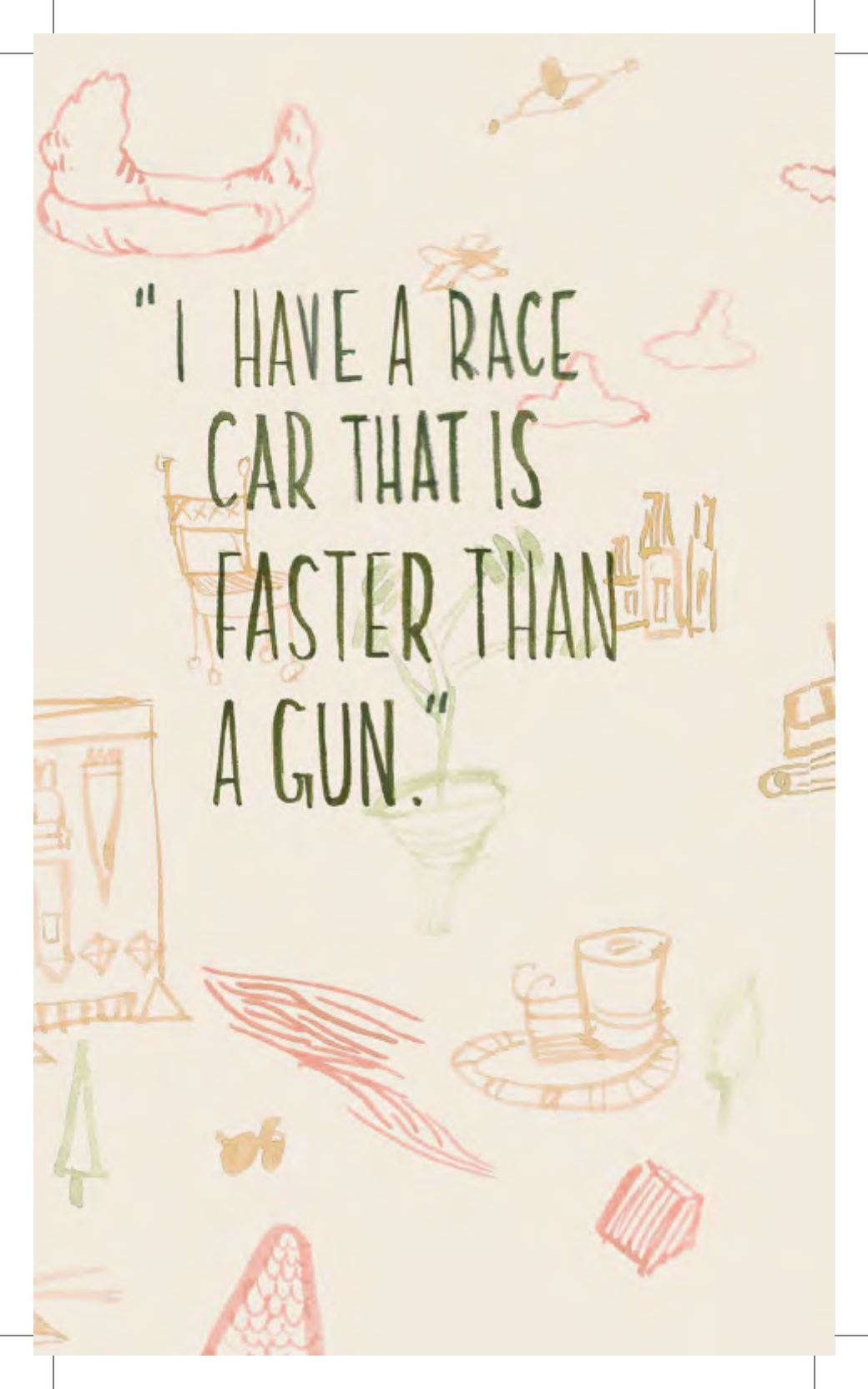
"ROAR!
GUNS ARE
TOO LOUD.
I LIKE TO
BE THE
LOUDEST."



"A GUN
CAN'T SOUND
AS GOOD AS
I CAN."







"I HAVE A RACE
CAR THAT IS
FASTER THAN
A GUN."

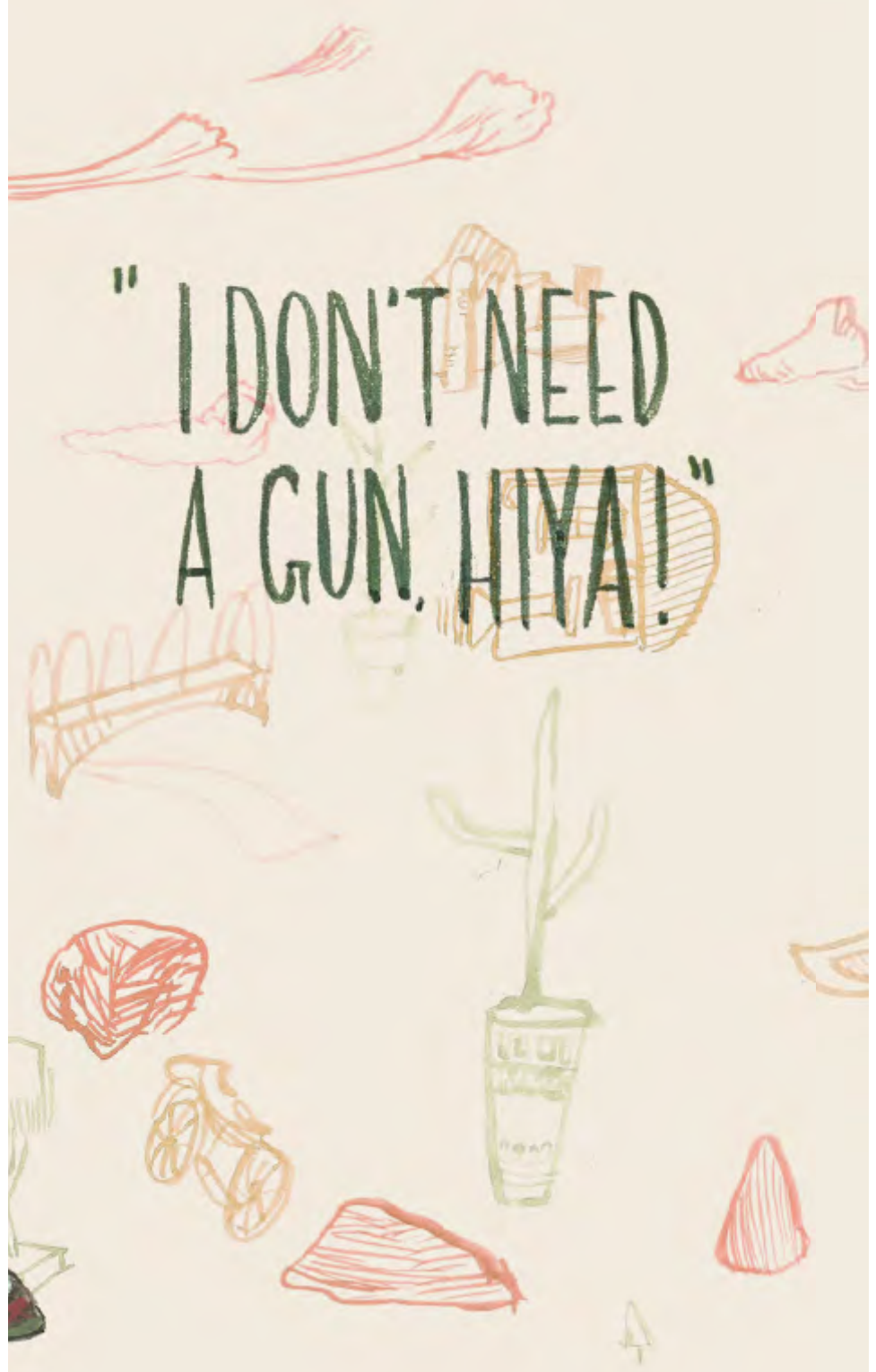




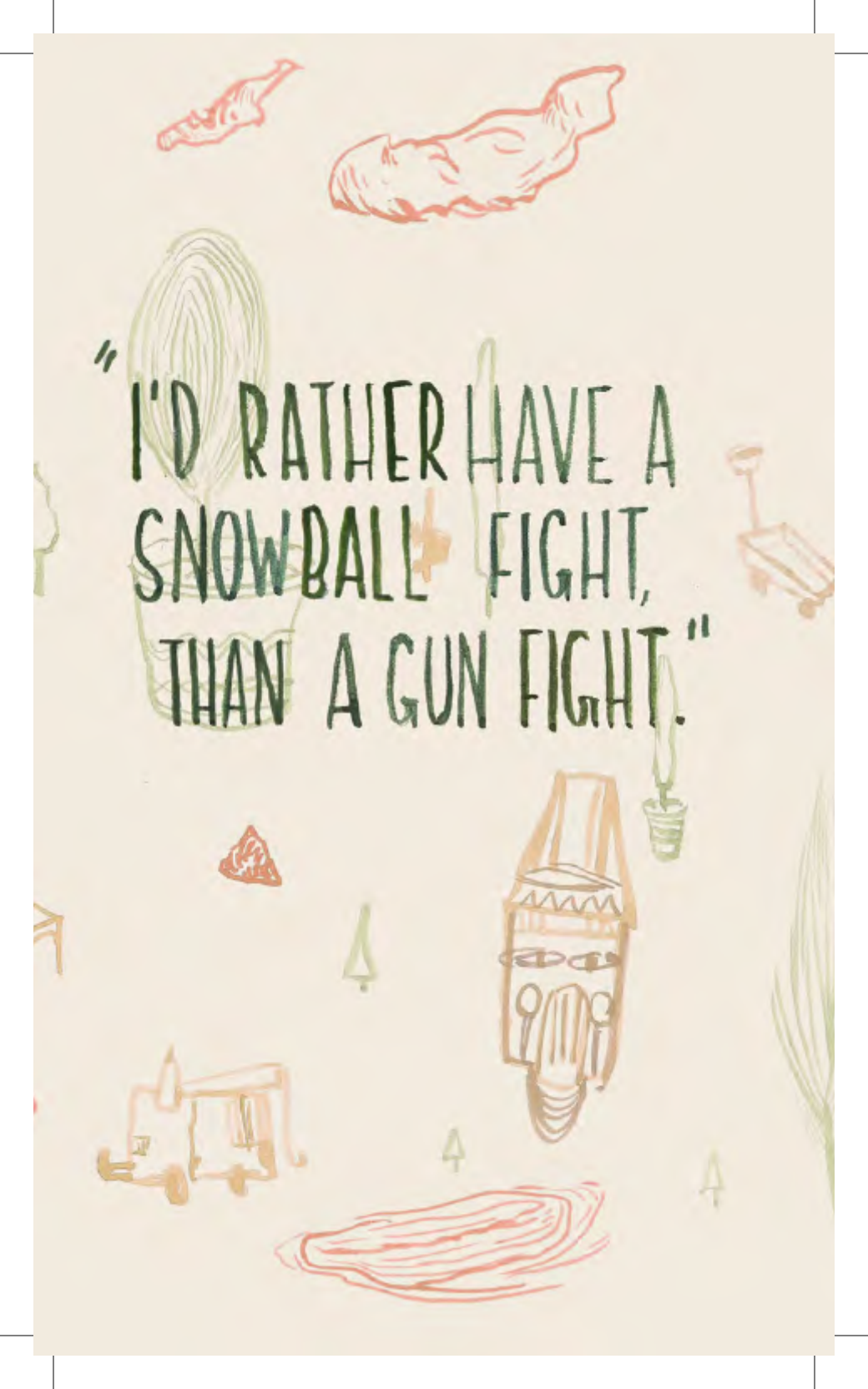
"GUNS BREAK
THINGS,
I BUILD THINGS."



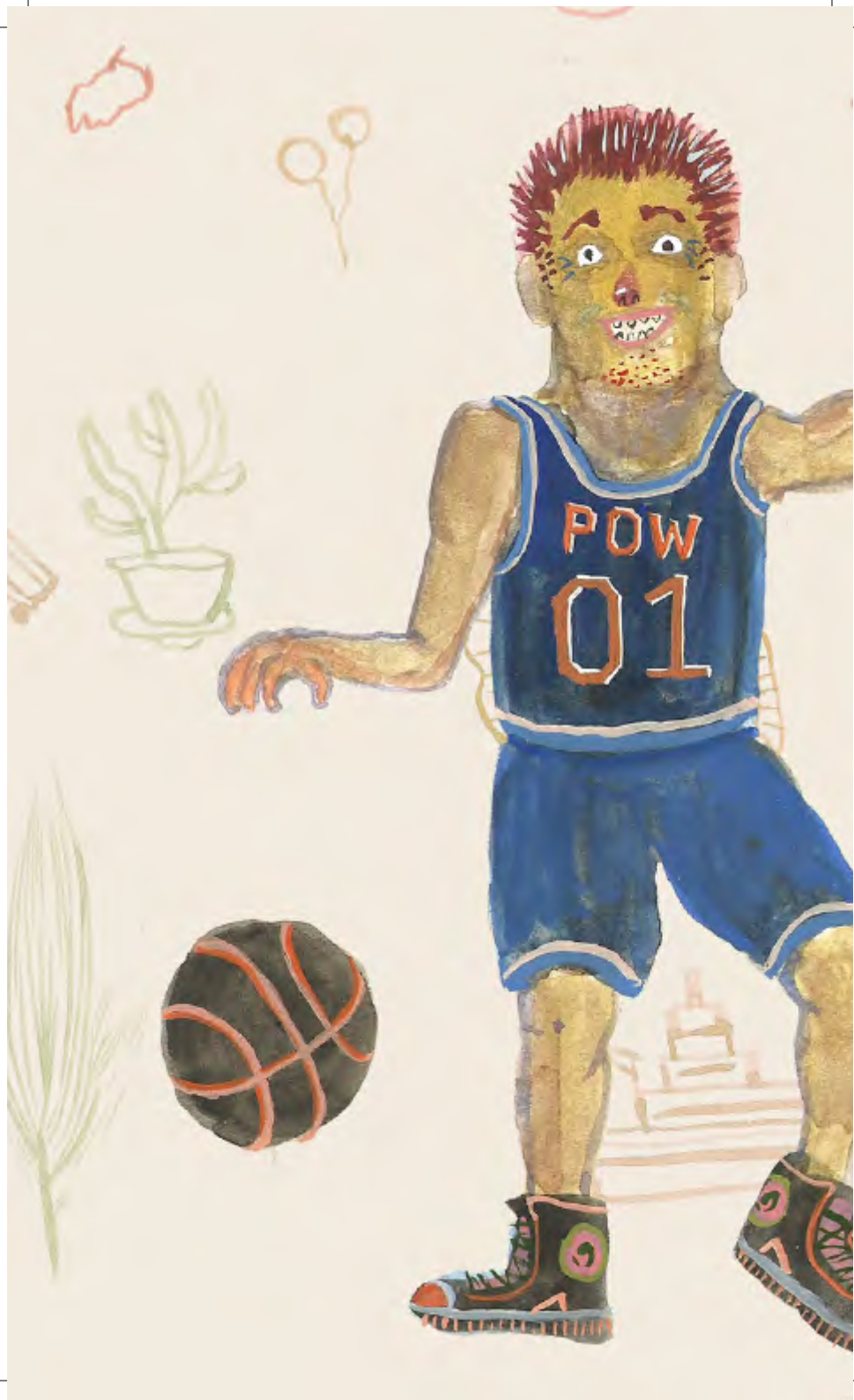
" I DON'T NEED
A GUN, HIYA!"

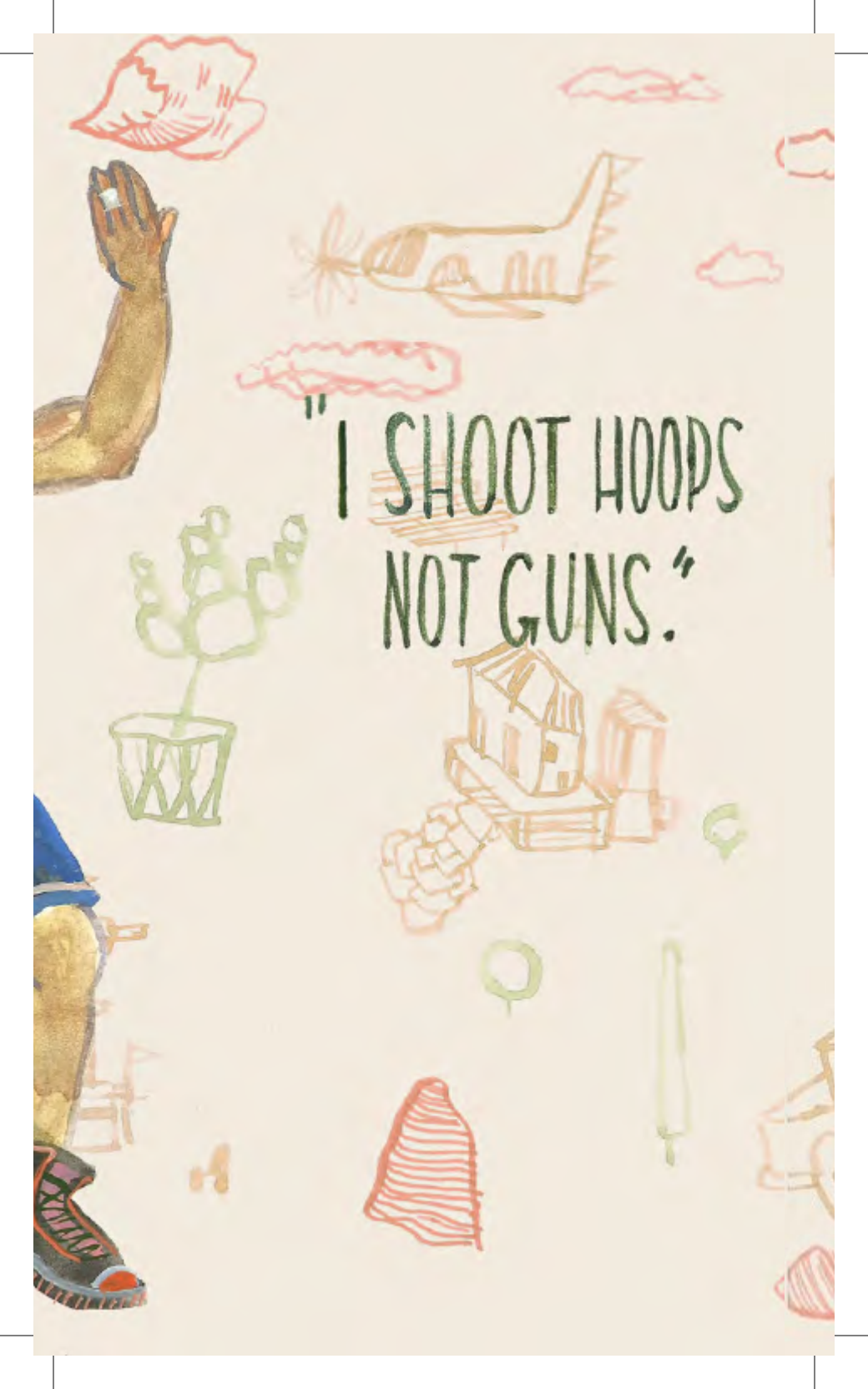






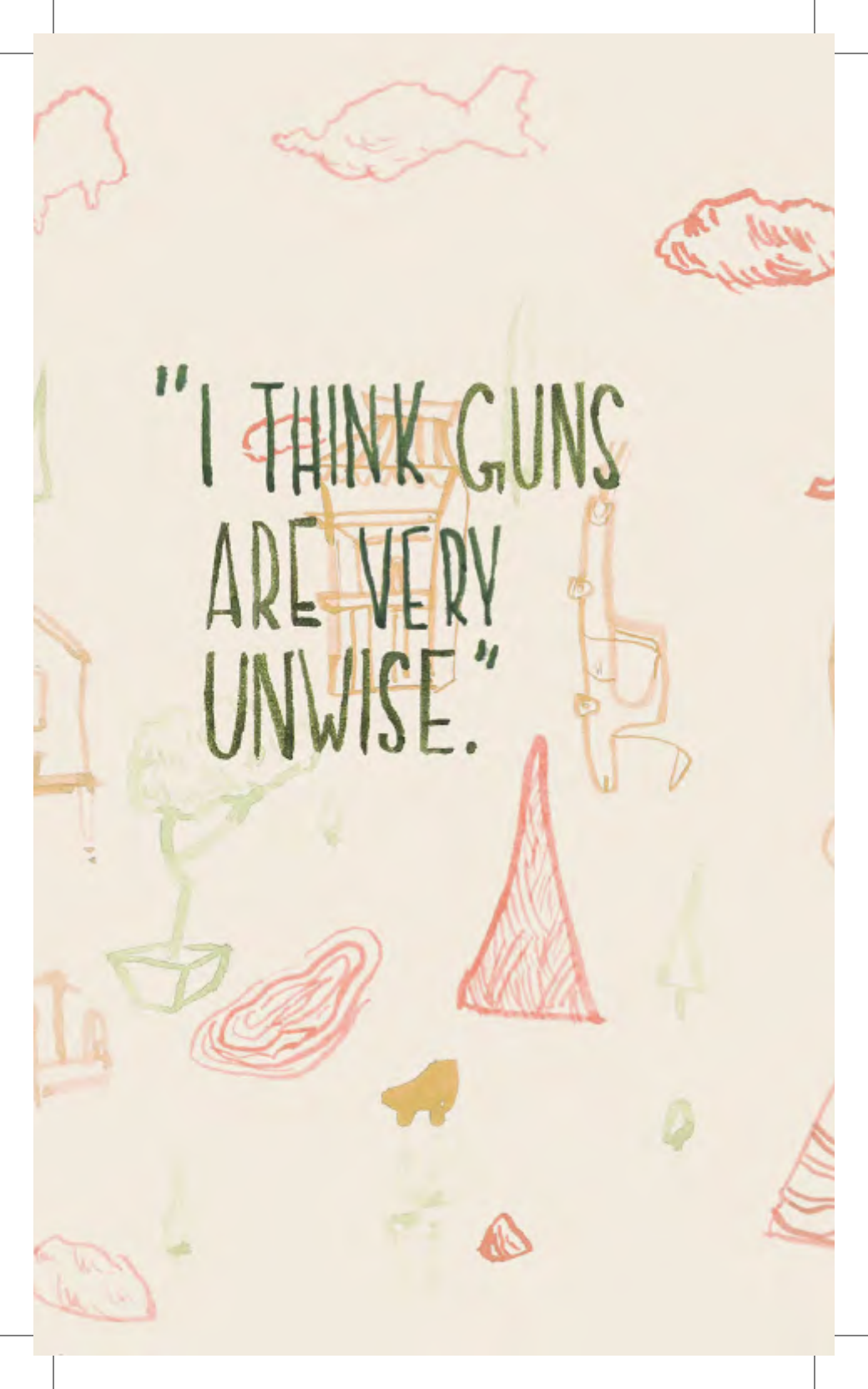
"I'D RATHER HAVE A
SNOWBALL FIGHT,
THAN A GUN FIGHT."





"I SHOOT HOOPS
NOT GUNS."





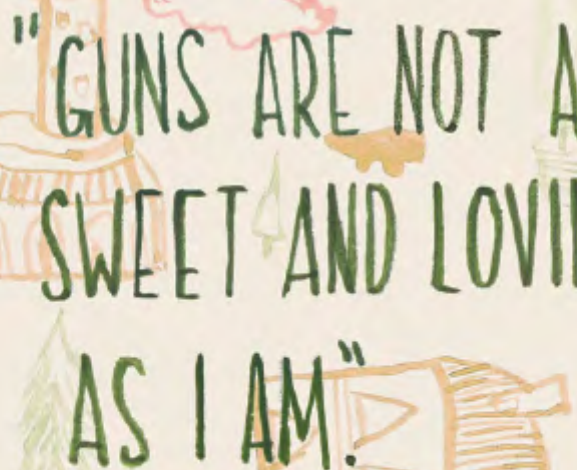
"I THINK GUNS
ARE VERY
UNWISE."



"GUNS DESTROY
BEAUTIFUL THINGS.
I CREATE THEM."





The text is surrounded by several hand-drawn sketches in orange and green. At the top left is a crown. Below it is a house with a chimney. To the left of the text is a green tree. To the right is a building with a grid pattern. There are also various cloud-like shapes and other small sketches scattered around the page.

"GUNS ARE NOT AS
SWEET AND LOVING
AS I AM."

A hand-drawn sign with a green border and a green post. The sign contains the text "LEAVING EAR" in green capital letters.


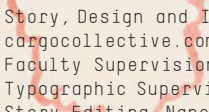
LEAVING
EAR



"SO I THINK GUNS ARE UNCOOL.

WHAT DO YOU THINK?"

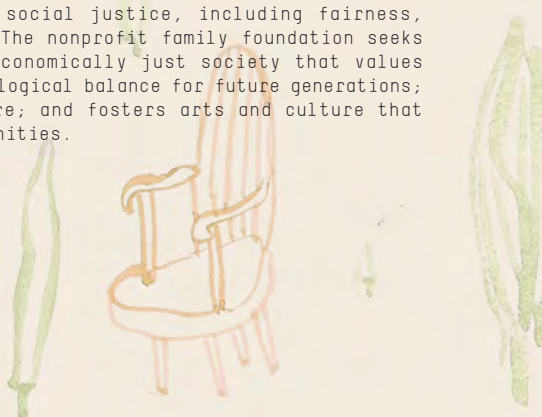




Story, Design and Illustration: Kin Lok
cargocollective.com/kinlok
Faculty Supervision: David Tillinghast
Typographic Supervision: Vina Rostomyan
Story Editing: Nancy Greystone

Nathan Cummings Foundation

The **Uncool** project was made possible through the generosity of the Nathan Cummings Foundation, which supports projects and organizations operating at the intersection of art and social justice. NCF is rooted in the Jewish tradition and committed to democratic values and social justice, including fairness, diversity, and community. The nonprofit family foundation seeks to build a socially and economically just society that values nature and protects the ecological balance for future generations; promotes humane health care; and fosters arts and culture that enriches underserved communities.

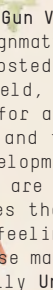
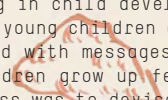


THE NATHAN
CUMMINGS
FOUNDATION



Uncool: A Designmatters Initiative

Students created this book as part of **Uncool: The Anti-Gun Violence Project**, a funded educational initiative led by Designmatters at Art Center College of Design. This 14-week studio, hosted by Art Center's Illustration department and its Chair, Ann Field, focused on the development of children's books as a vehicle for anti-gun messages. Led by faculty member David Tillinghast, and through consultation with guest experts working in child development and education, the class examined ways that young children are exposed to glamorized images of guns. Inundated with messages that guns are both fun and empowering, many children grow up feeling that guns are cool. The challenge of the class was to devise materials that inspire the opposite belief—that guns are actually **Uncool**.



Amos the Bullet longs for a different kind of life, one where he can create things rather than destroy them. He dreams of being a crayon drawing beautiful pictures or a rocket ship taking travelers into space. His is a story about how creating fun and beauty is more fulfilling than causing chaos and ruin, and shows that we can all make changes for the better.

AMOS' NEW LIFE

UNCOOL: A DESIGNMATTERS INITIATIVE

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ART CENTER COLLEGE OF DESIGN

Founded in 1930 and located in Pasadena, California, Art Center College of Design is a global leader in art and design education. Art Center offers undergraduate and graduate degree programs, as well as non-degree public programs for all ages and levels of experience. Renowned for its ties to industry and professional rigor, Art Center is the first design school to receive Non-Governmental Organization (NGO) status from the United Nations, providing students with opportunities to create design-based solutions for humanitarian and nonprofit agencies around the world. Since its establishment, Art Center alumni have had a profound impact on popular culture, the way we live and important issues in our society.

DESIGNMATTERS AT ARTCENTER

Designmatters is an educational department focused on a social impact art and design agenda. It partners with all disciplines taught at the College to develop curricula, project-based learning and research opportunities that result in real-world outcomes benefiting local and international communities. Projects are implemented through unique partnerships and alliances with global development agencies, NGOs, nonprofits, government organizations, academic institutions and leading industry. They are made possible by national foundation and government grants, and partner sponsorship.

Designmatters manages a portfolio of a dozen funded collaborative projects that are integrated annually into the College curriculum, and also oversees the undergraduate course of study in the Designmatters Concentration; the Artmatters Concentration (in partnership with the Fine Art Department); and the Graduate Media Design Practices/Field track, an option in their MFA program.

designmattersatartcenter.org

designmatters
● Art Center College of Design

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AMOS'

NEW

LIFE



VIVIAN SHIH

AMOS THE
BULLET WAS
BORN IN A
COLD PLACE
CALLED
THE GUN.



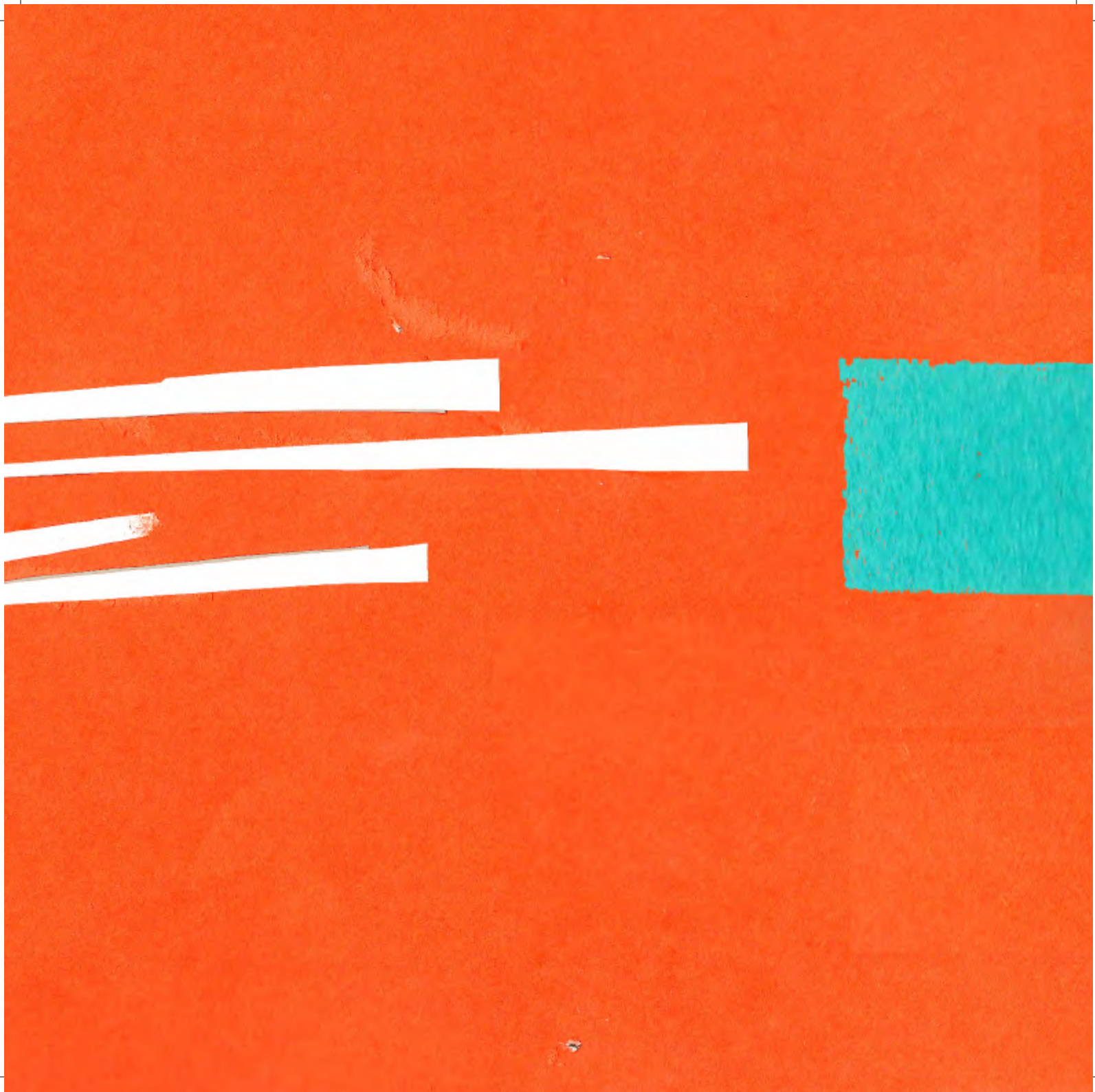
ONE DAY,
SOMEBODY
SHOT THE GUN.



BANG!

SWNO

OSH



AMOS THE

BULLET

FLEW

THROUGH

THE AIR.



HE SWOOPED THROUGH SOME BALLOONS





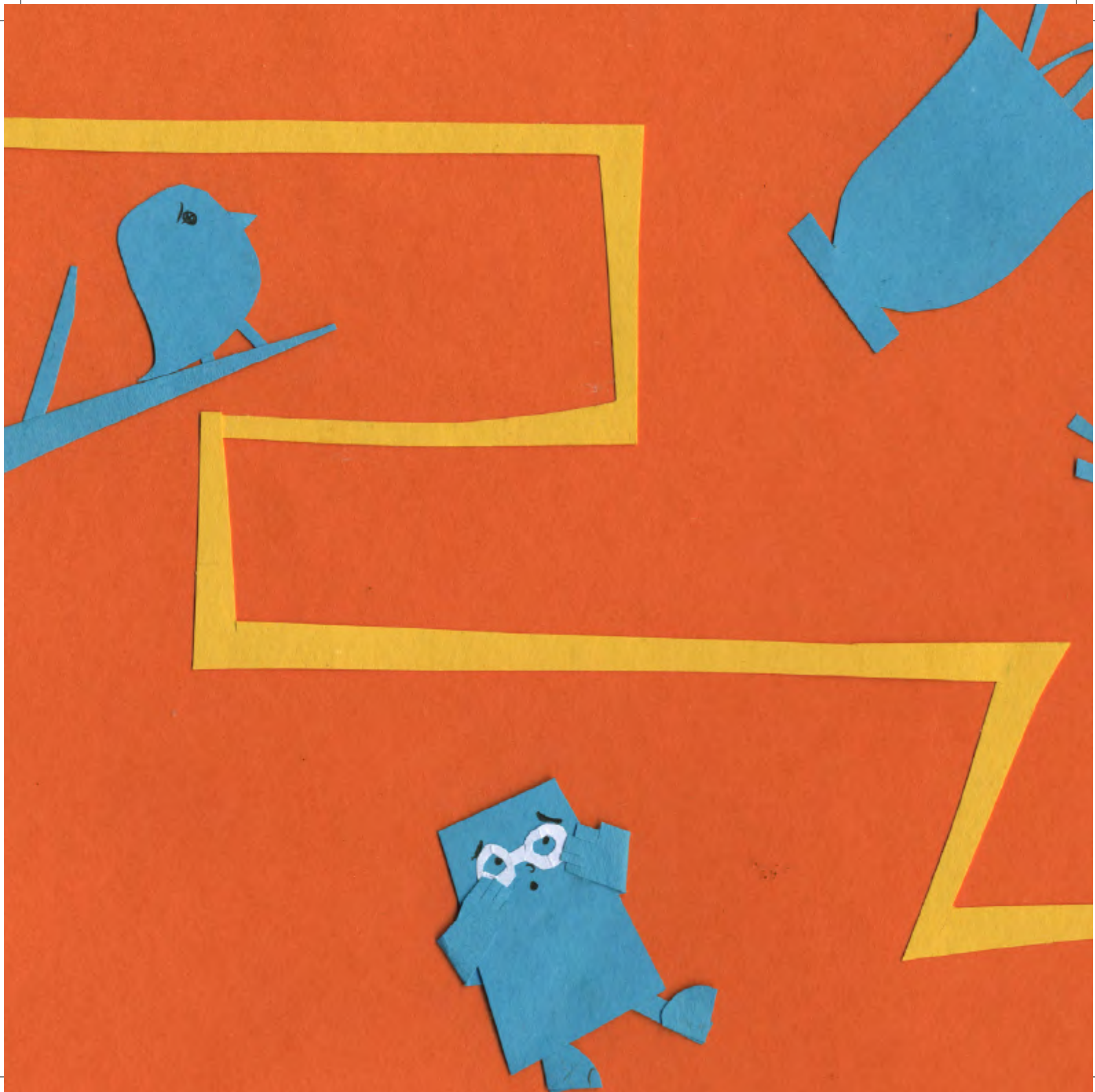






KNOCKED OVER
A CUPCAKE







SLAMMED
THROUGH
SOME
TOYS



AND BROKE
A BUNCH OF
THINGS.

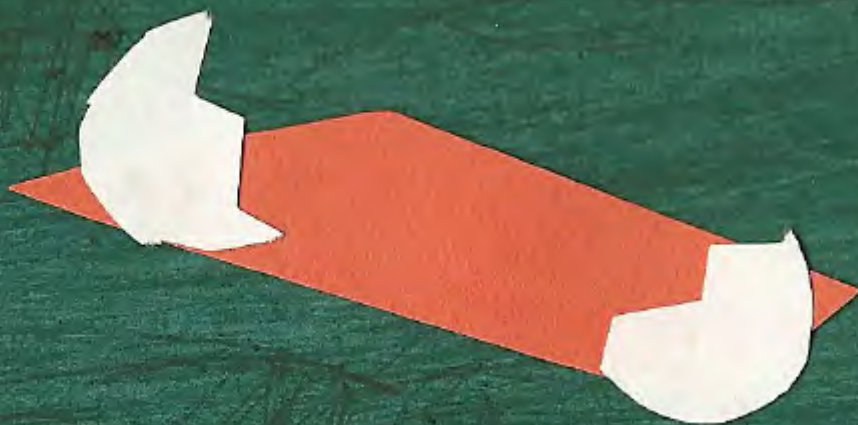


AMOS WAS TIRED
OF BREAKING THINGS.



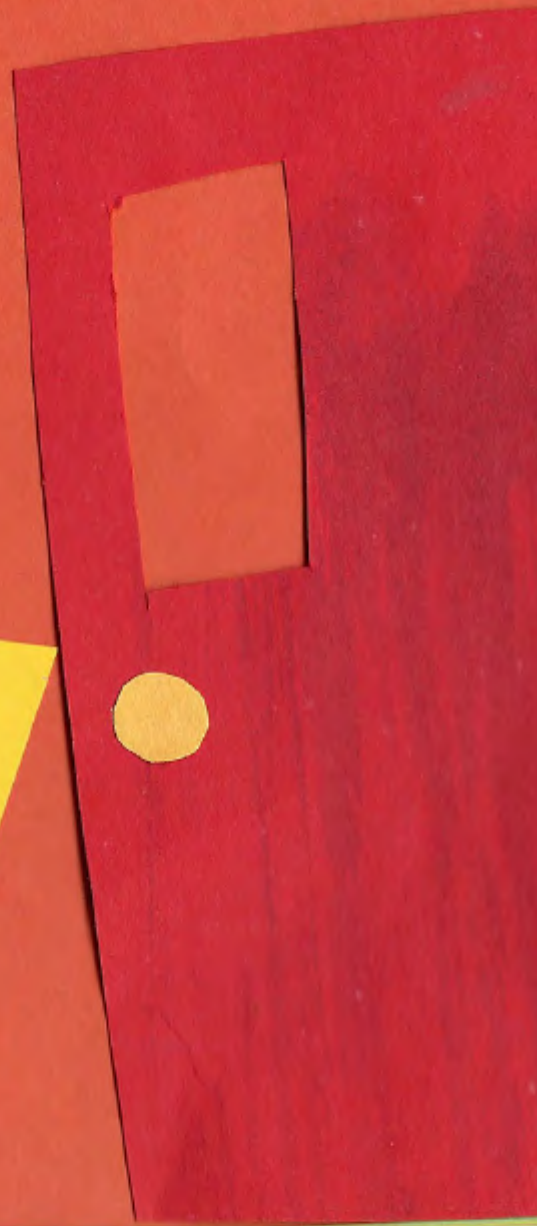


HE WAS SAD AND LONELY.



HA

HA!



AMOS HEARD
NOISES.

IT WAS
THE SOUND
OF KIDS
LAUGHING.



HE LOOKED IN
A CLASSROOM
AND SAW
PENCILS ON
THE TABLE.

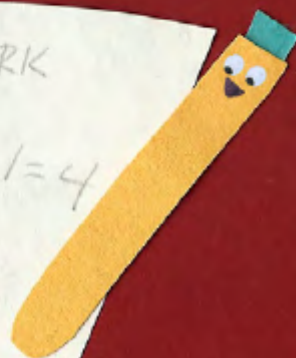
**“WE
HELP
TOMMY
FINISH
HIS
HOMEWORK!”**



MATH HOMEWORK

$2+2=4$ $3+1=4$

$1+2=3$





CRAYONS

THEN AMOS
MET SOME
CRAYONS.

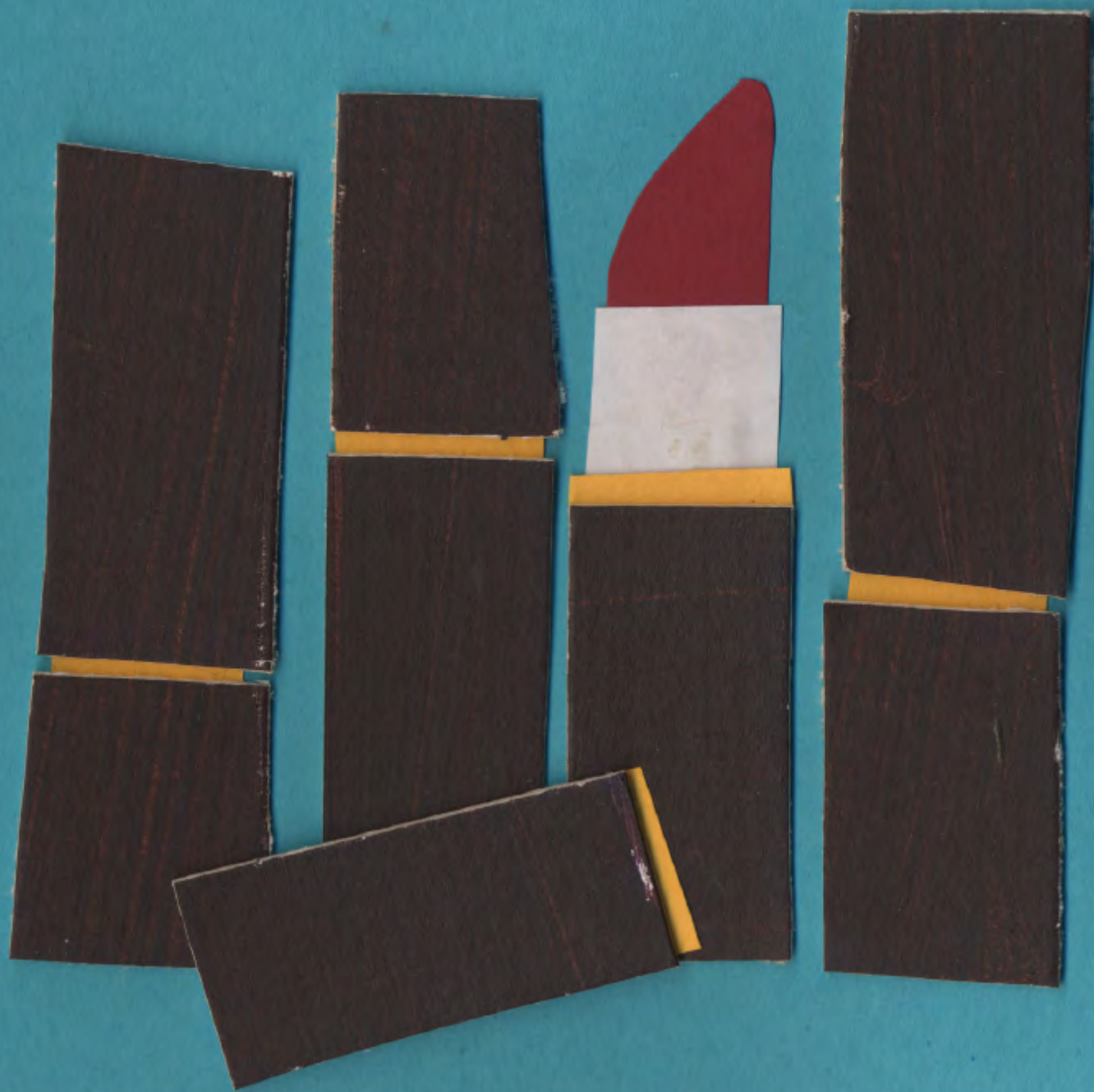
**“WE
MAKE
PRETTY
DRAWINGS!”**





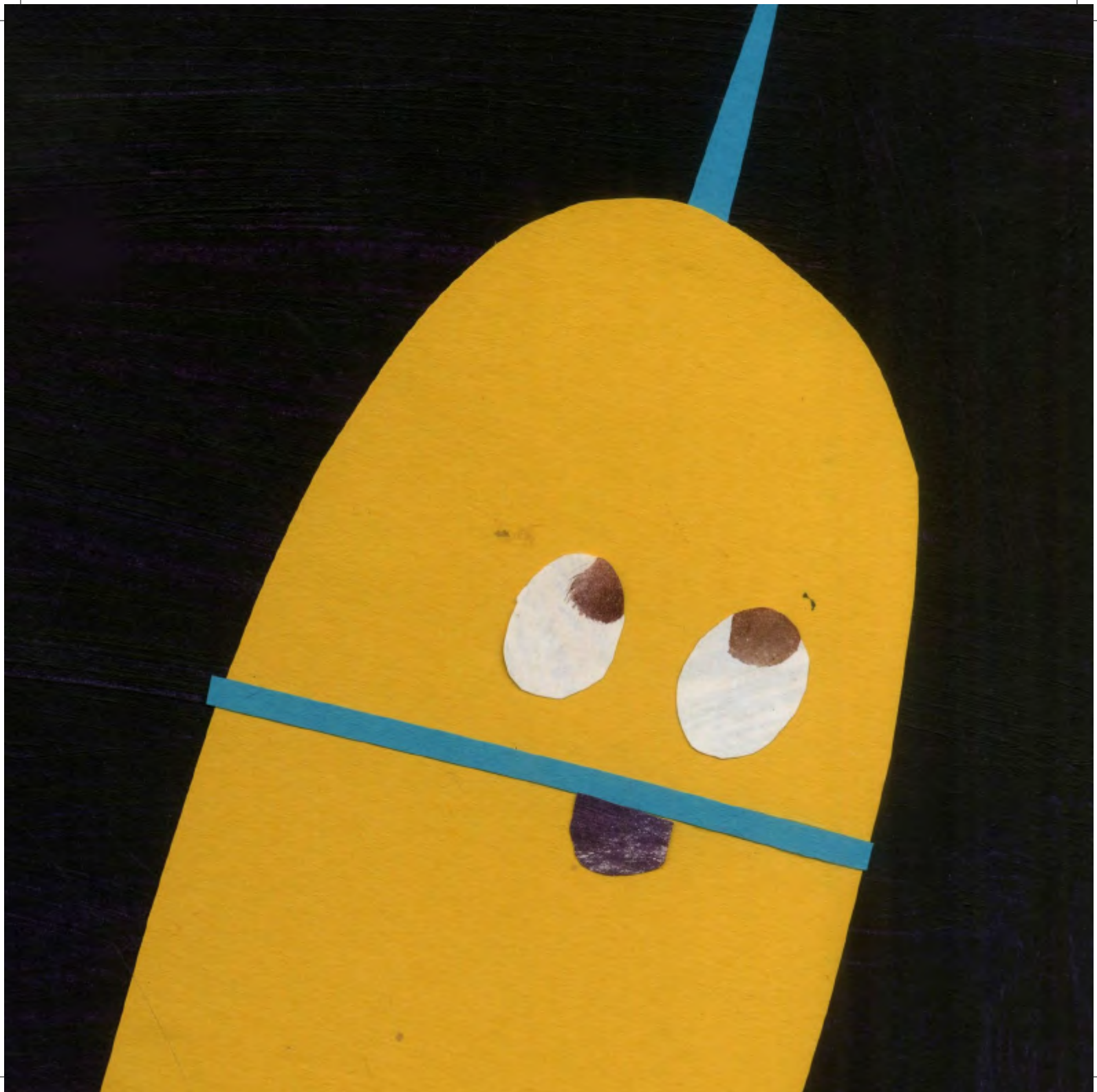
AMOS MET SOME
HAPPY
LIPSTICK
FRIENDS.

“COME
PLAY
WITH
US!”

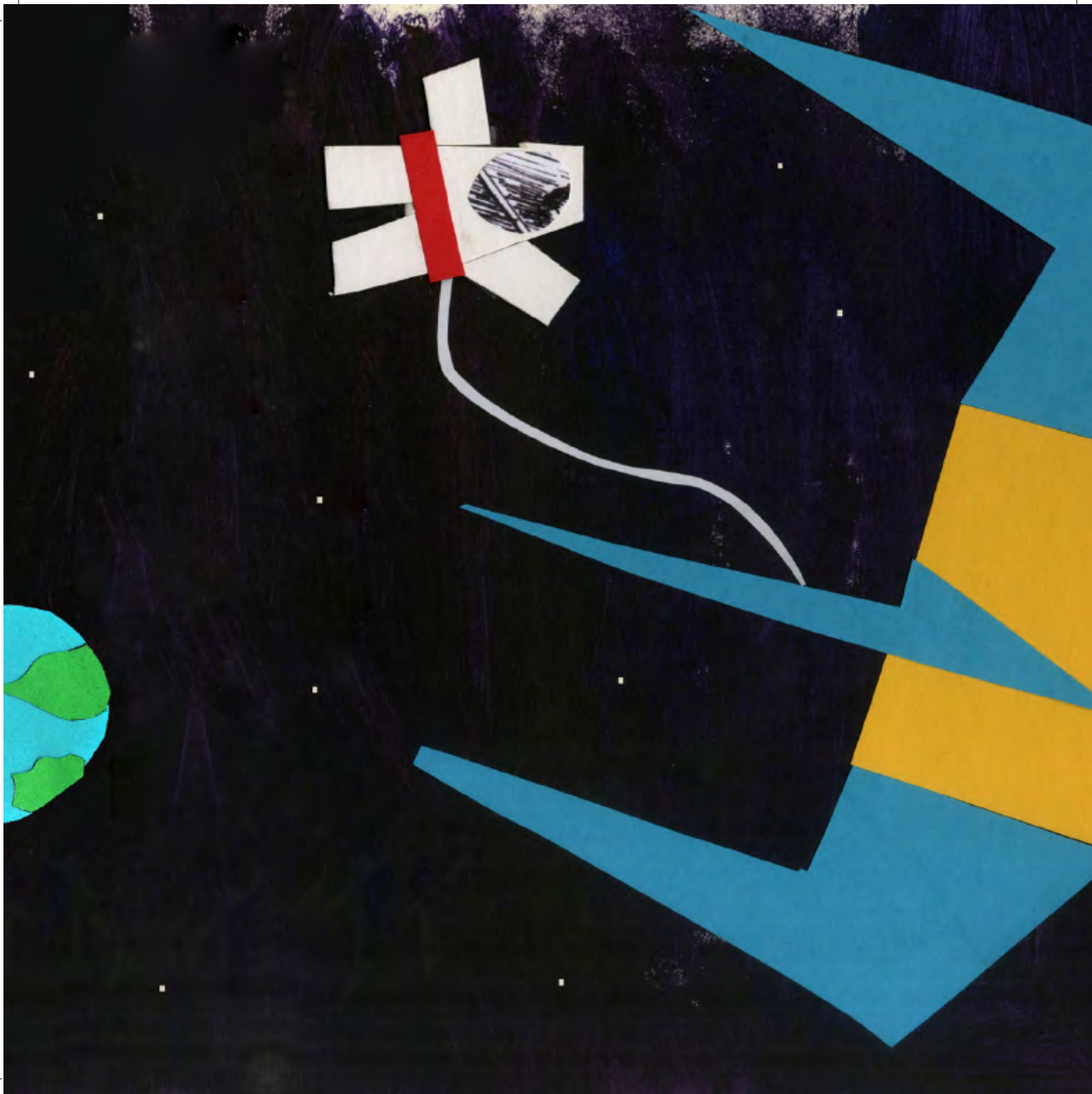


**“LOOK!
WE MADE HER
BEAUTIFUL!”**





HE
SAW
BOYS
PLAYING
WITH
ROCKETS.





МНО

POSH

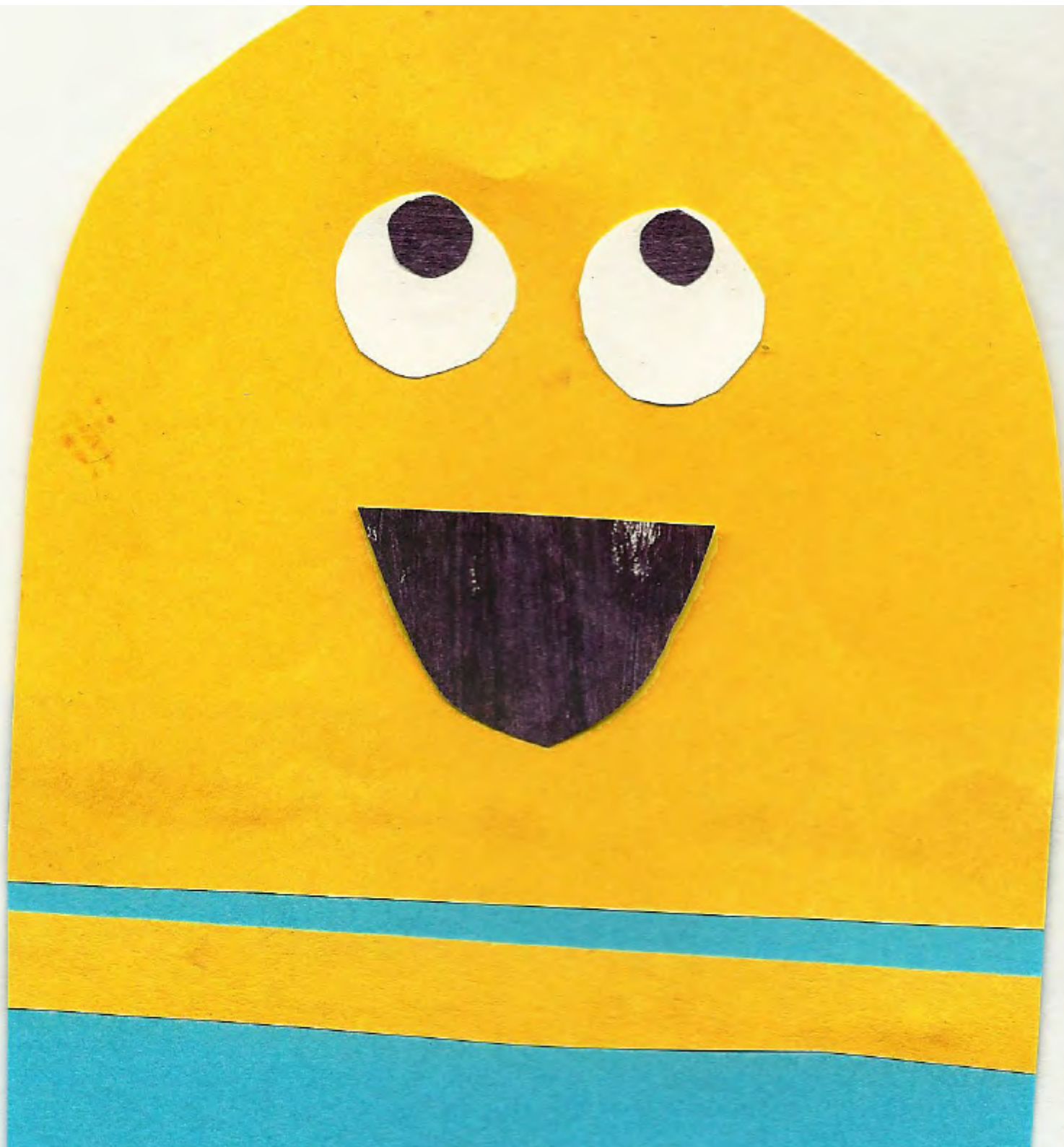
"I CAN VISIT
DIFFERENT
PLANETS!"

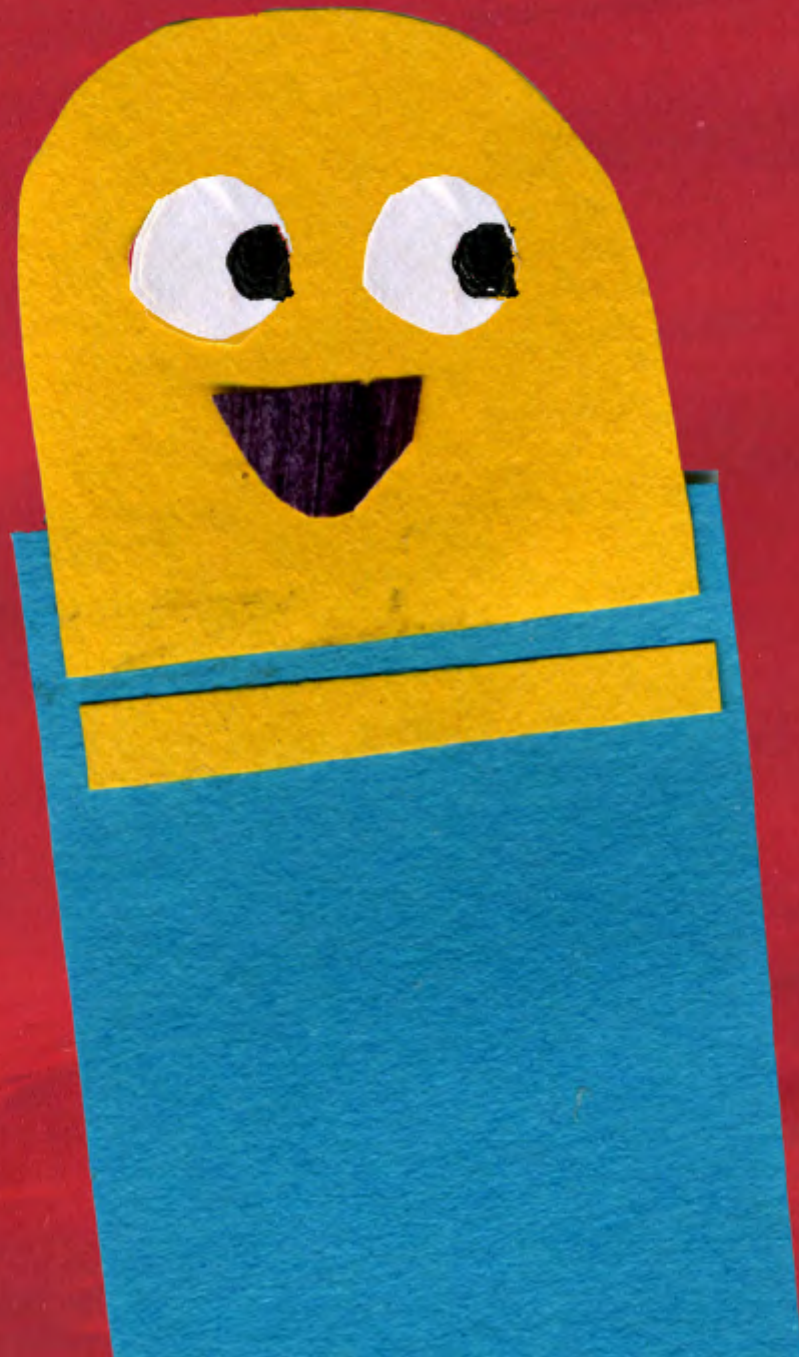




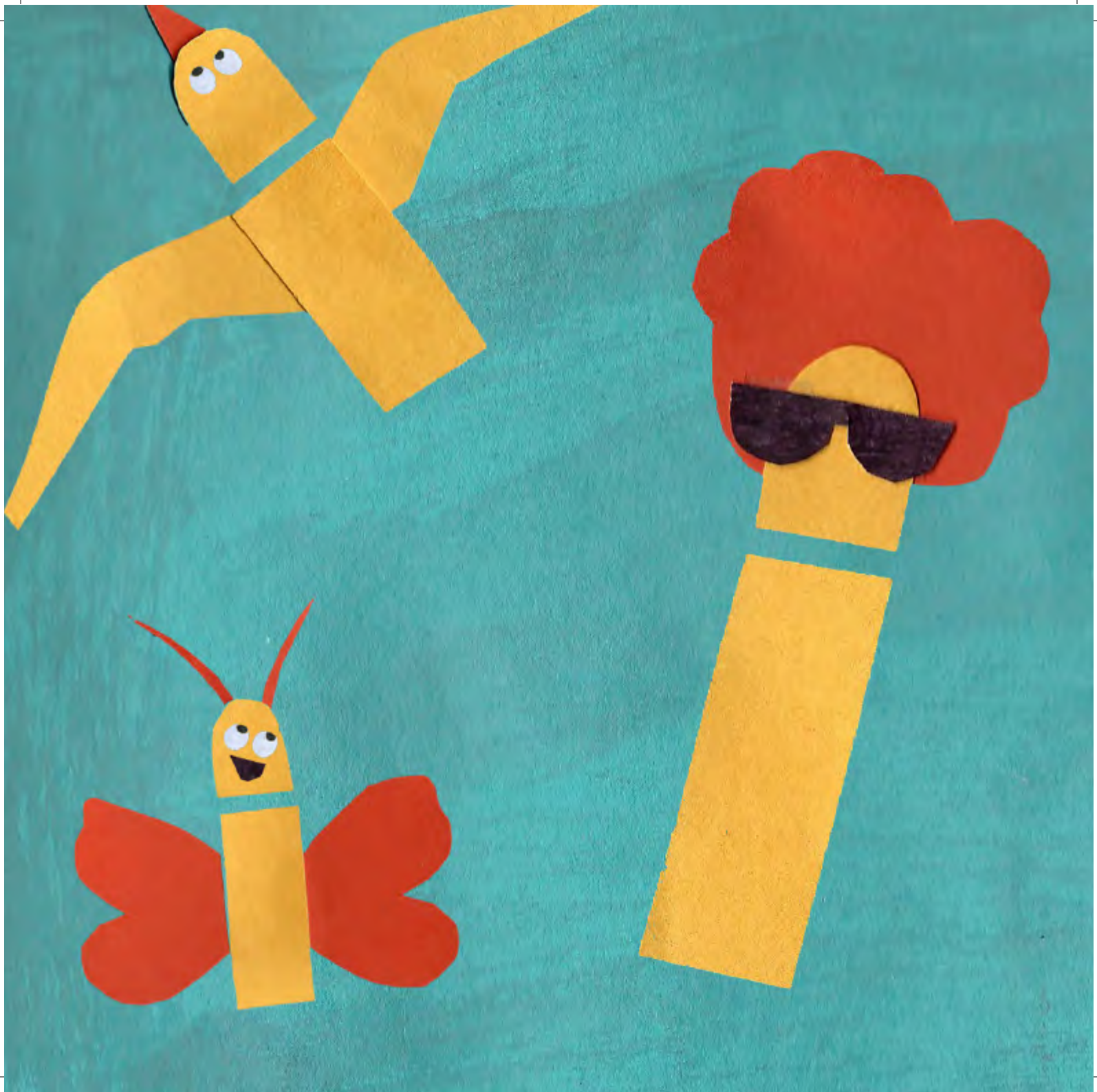
AMOS LEARNED HE
DIDN'T HAVE TO
BREAK THINGS!

HE COULD
ACTUALLY
MAKE THINGS!





THE BEST
THING HE
COULD MAKE
WAS A FRIEND.



AND HE
COULDN'T
WAIT TO
MAKE MANY
MORE.



Story, Design and Illustration: Vivian Shih
vivianshih.com
Faculty Supervision: David Tillinghast
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