



**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

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## 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

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 ART CENTER

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.

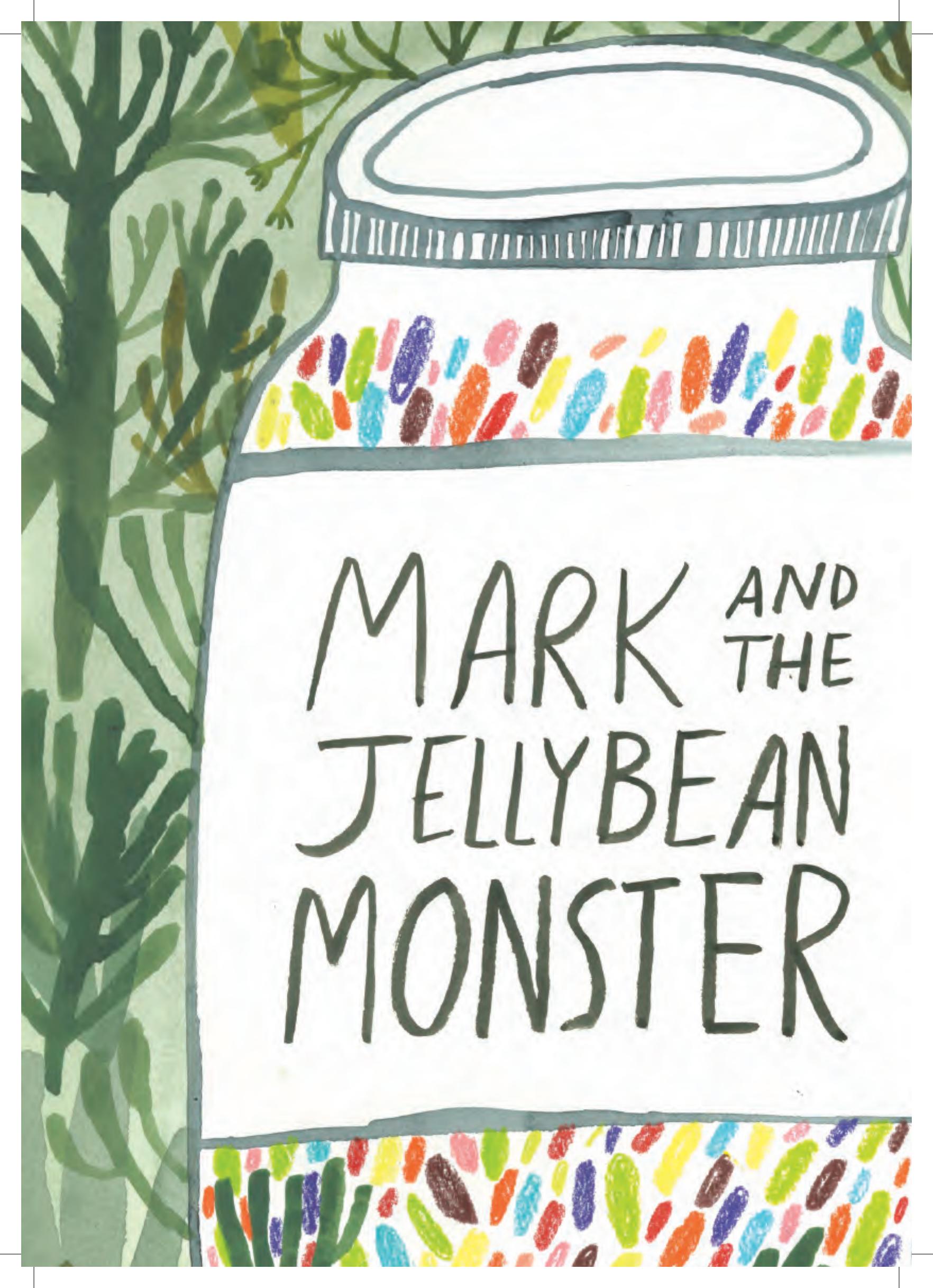
Designmatters manages a portfolio of a dozen funded collaborative projects that are integrated annually into the College curriculum, and also oversees the undergraduate course of study in the Designmatters Concentration; the Artmatters Concentration (in partnership with the Fine Art Department); and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

[designmattersatartcenter.org](http://designmattersatartcenter.org)

designmatters  
● Art Center College of Design





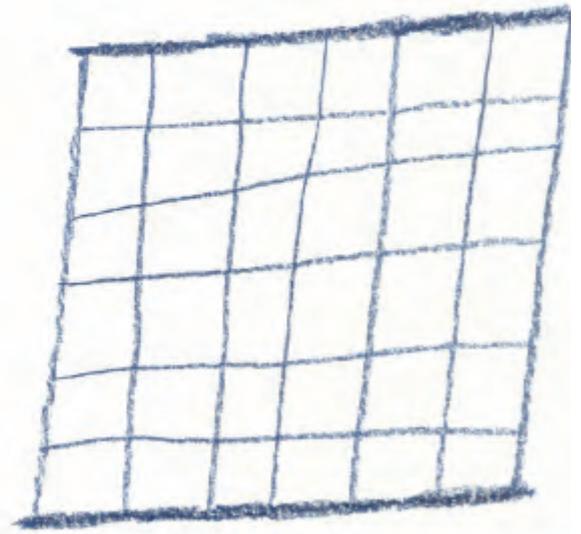


MARK AND THE  
JELLYBEAN  
MONSTER

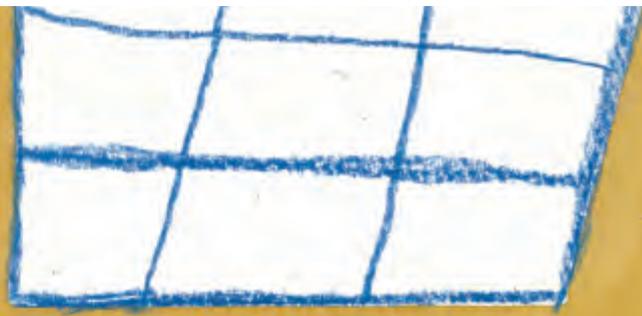








IN THE MIDDLE OF THE  
FOREST, THERE WAS A CABIN,  
AND IN THAT CABIN LIVED A MAN.  
THE MAN'S NAME WAS MARK.



A

Y

L

E

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 rendered in a dark, almost black silhouette, clinging to a vertical branch. The background is a light, textured blue, with dark, stylized foliage and branches scattered throughout. The overall mood is mysterious and somewhat ominous.

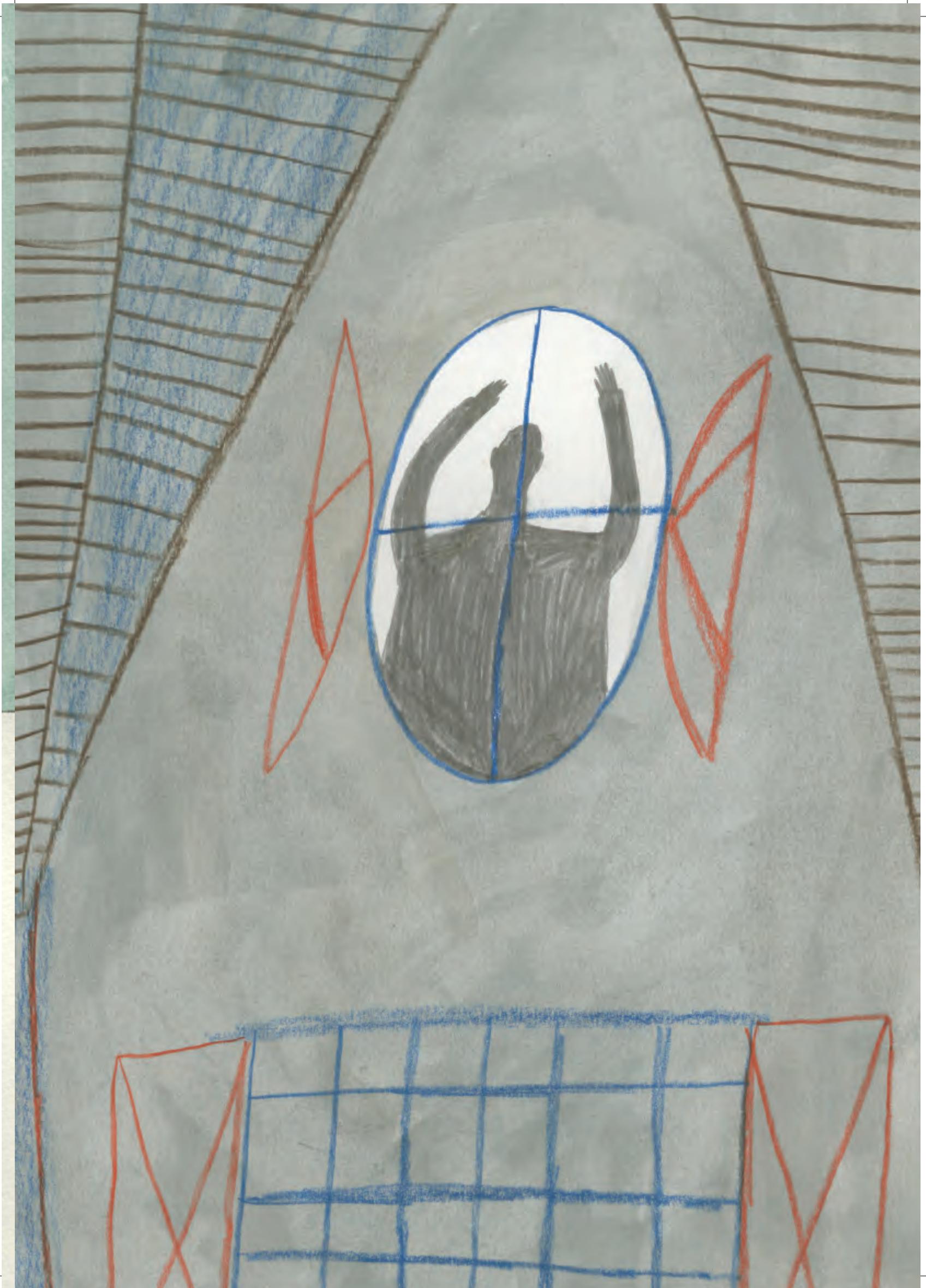
MARK FEARED  
THE YETI...



...AND THE LOSS  
OF HIS JELLYBEANS.

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







W.D.!

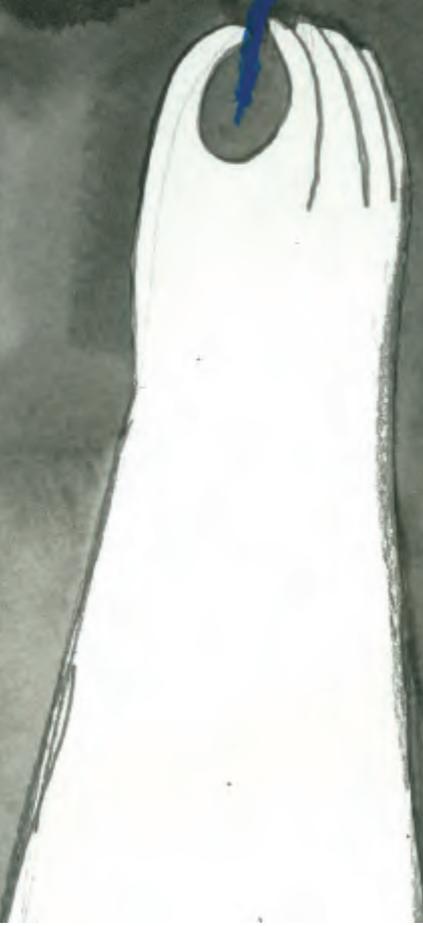


MARK WENT OUTSIDE TO  
INVESTIGATE.





Hmmm...  
... YETI HAIR!





FEAR OVERTOOK  
MARK'S ENTIRE BODY.



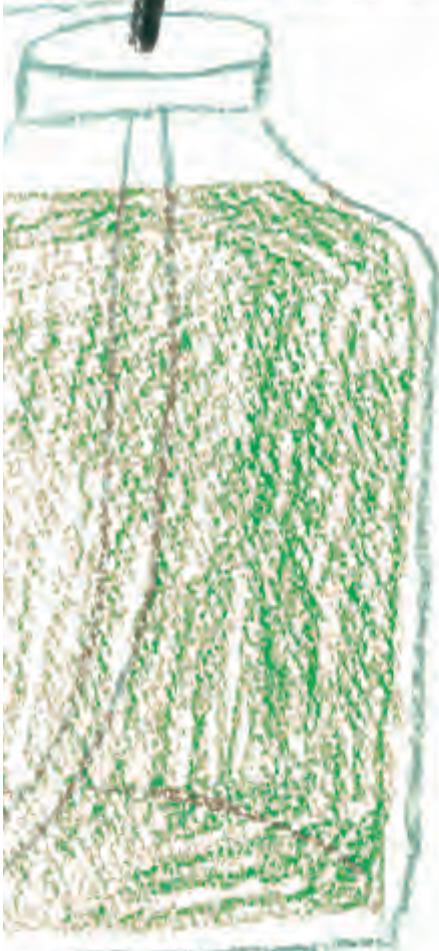
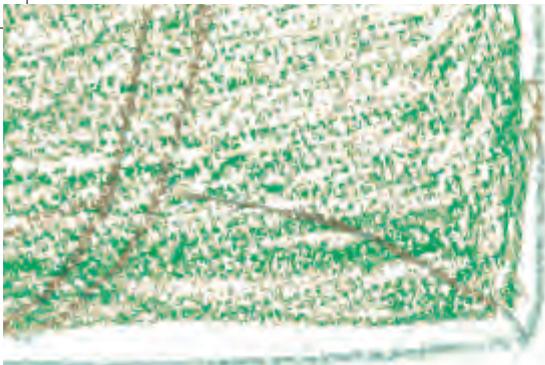




MARK DESPERATELY WANTED TO PROTECT HIS PRECIOUS COLLECTION, SO HE LEFT HIS HOME TO PURCHASE SOME YETI-B-GONE AT THE NEAREST YETI-MART.







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



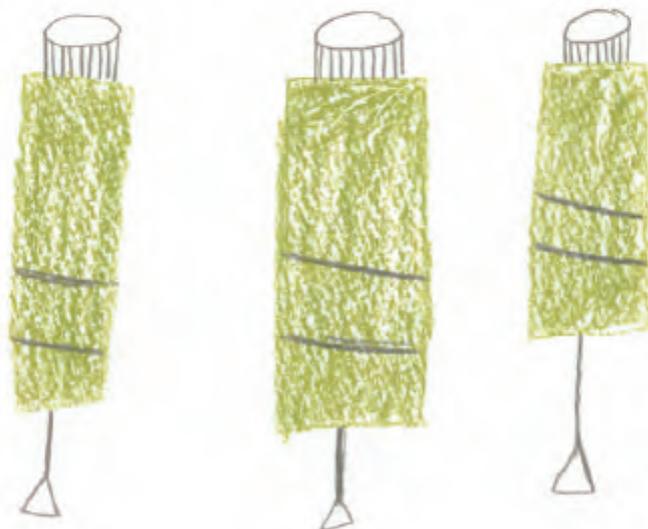
SALE YETI-BE-GONE REFILLS SALE



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!





The background is a dark, teal-green color with stylized, dark purple and black coral or seaweed silhouettes. In the center, there is a block of white text. At the bottom of the page, 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.







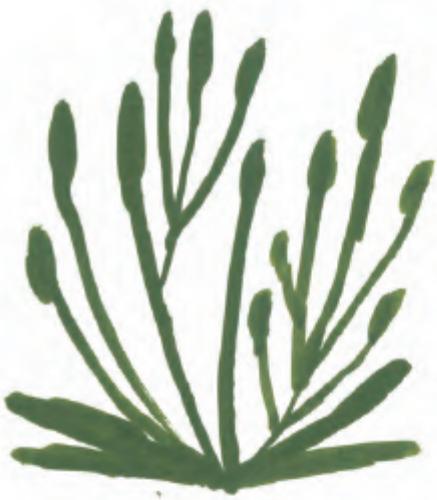
THE YETI EVEN HAD HIS OWN  
JELLYBEAN COLLECTION.







THEY BECAME THE  
BEST OF FRIENDS.











THEY ATE AND SHARED  
THEIR JELLYBEANS TOGETHER...







JELLYBEAN FESTIVAL

... AND FOR  
MANY YEARS AFTER.



