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 ME W

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 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



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AMO

VIVIAN SHIH

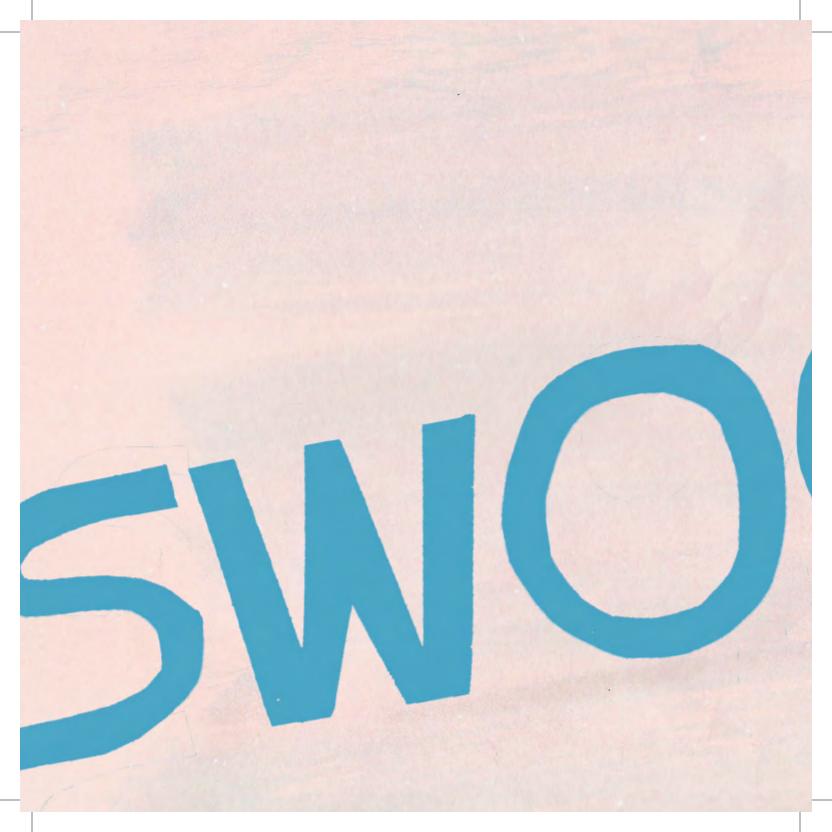
AMOS THE BULLET WAS BORN IN A COLD PLACE CALLED THE GUN



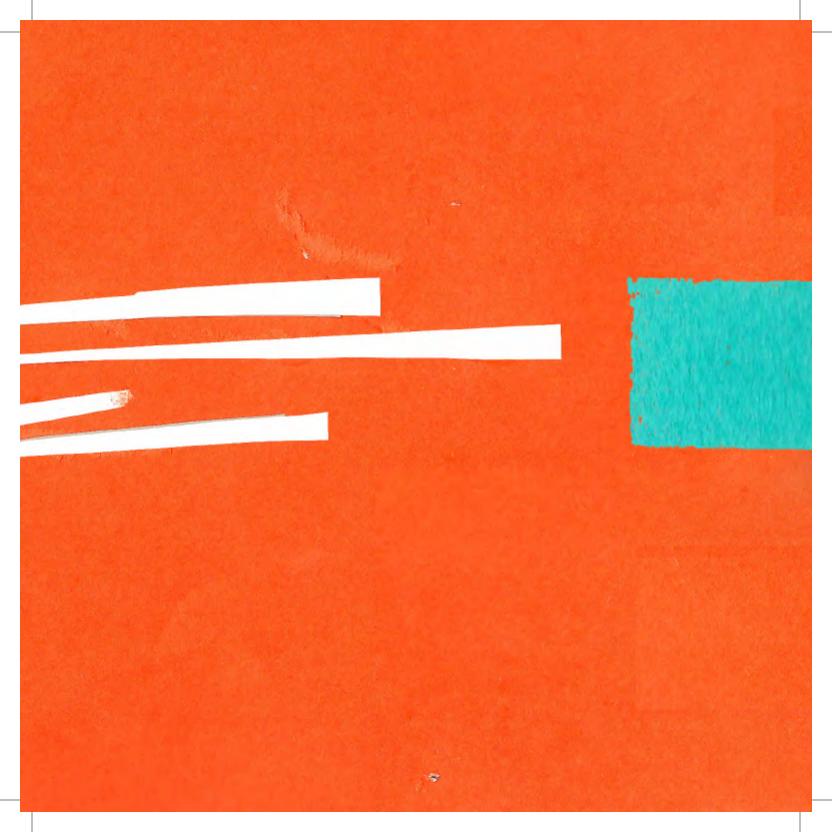
ONE DAY, SOMEBODY SHOT THE GUN.



The Party

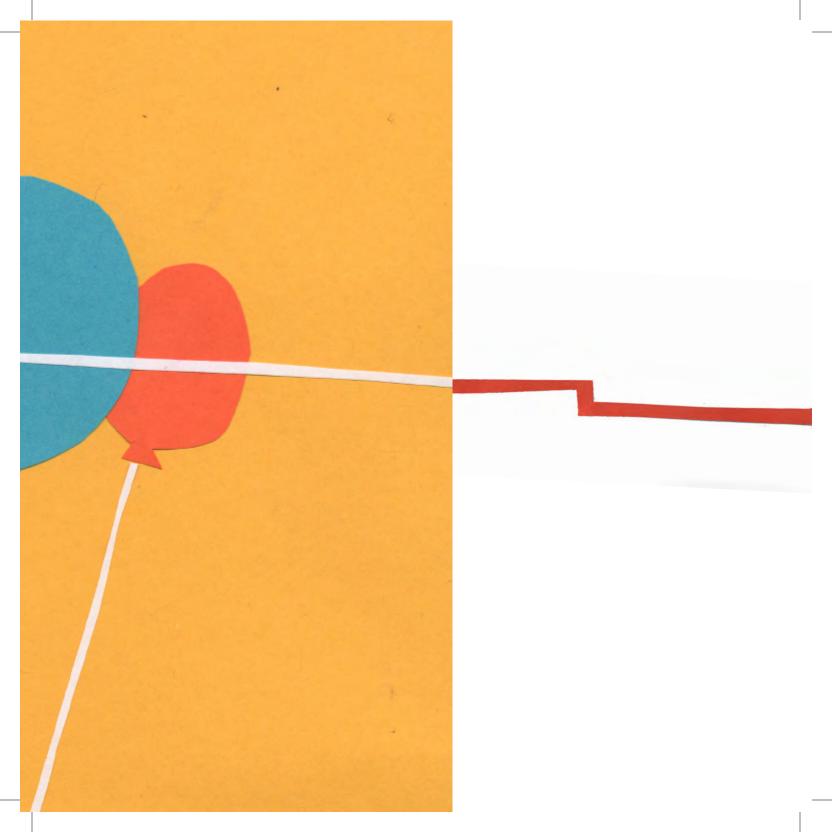






AMOS THE BULLET FLEW THROUGH THE AIR.



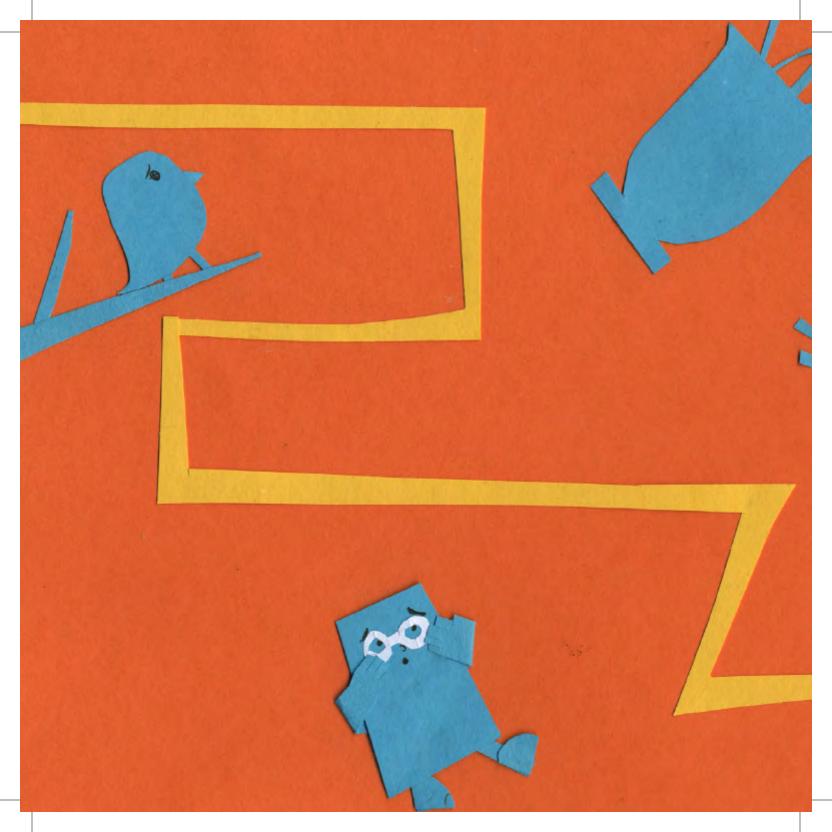


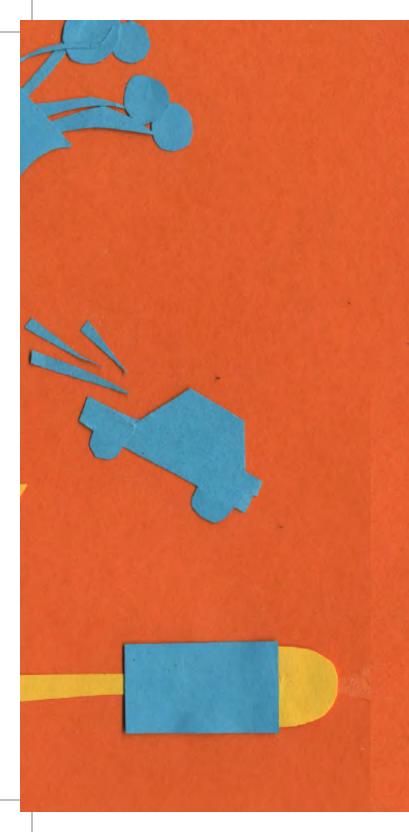










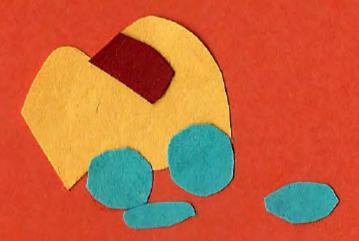


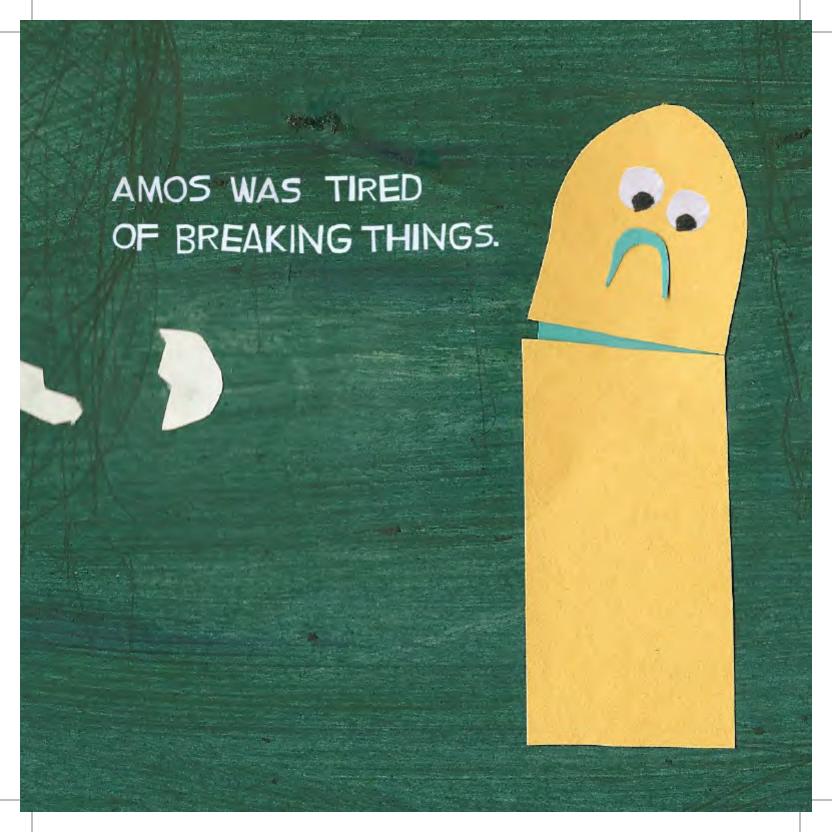
SLAMMED THROUGH SOME TOYS

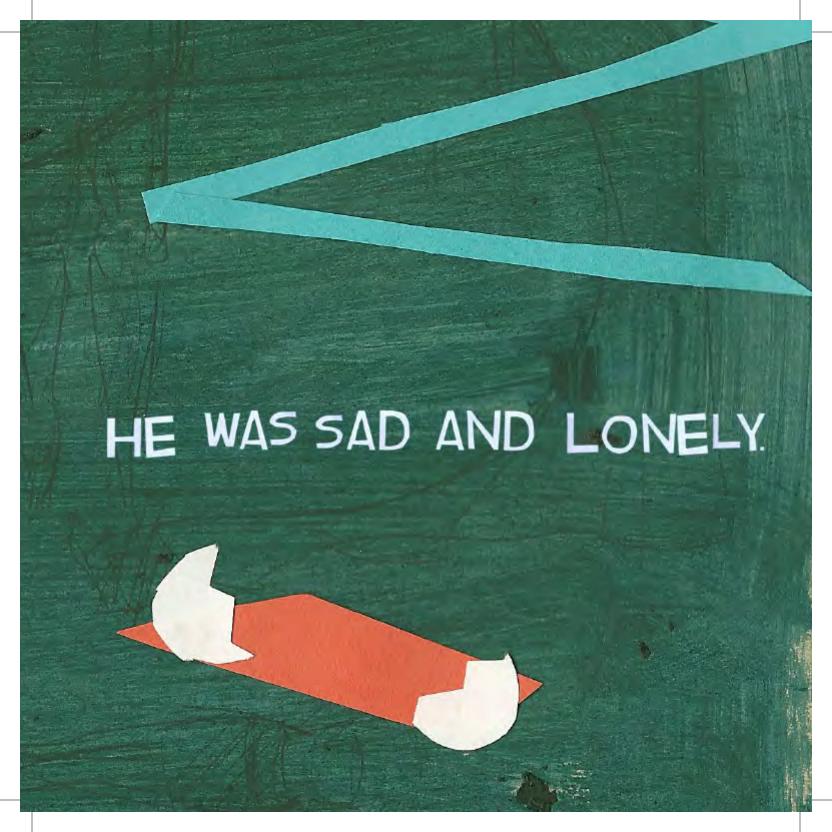


AND BROKE A BUNCH OF THINGS.









HA HA

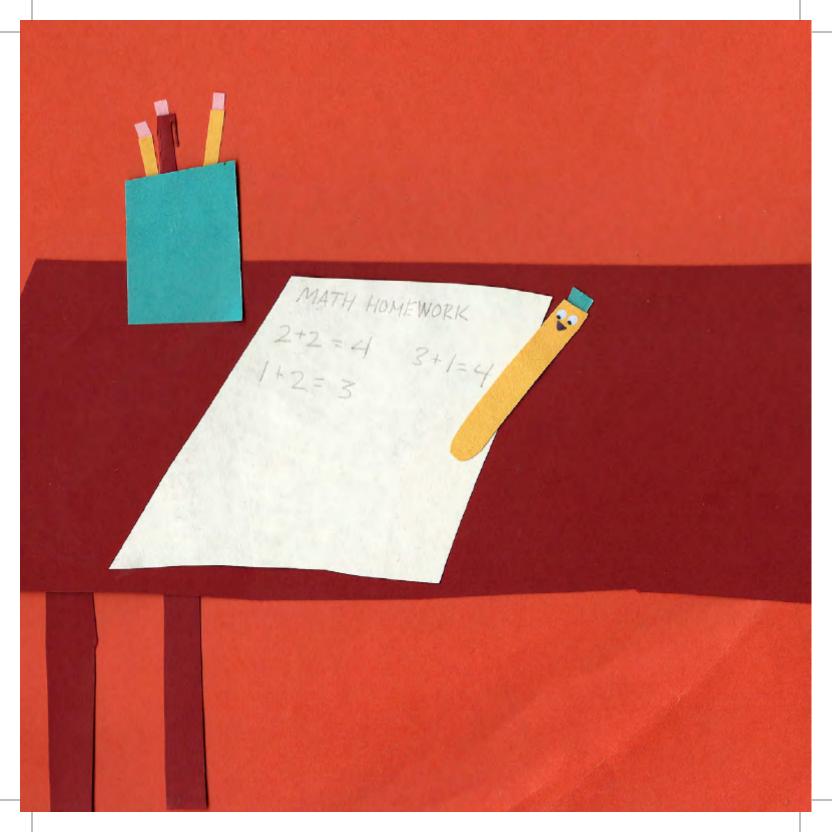
AMOS HEARD NOISES.

IT WAS
THE SOUND
OF KIDS
LAUGHING.



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

"WE HELP TOMMY FINISH HIS HOMEWORKI"



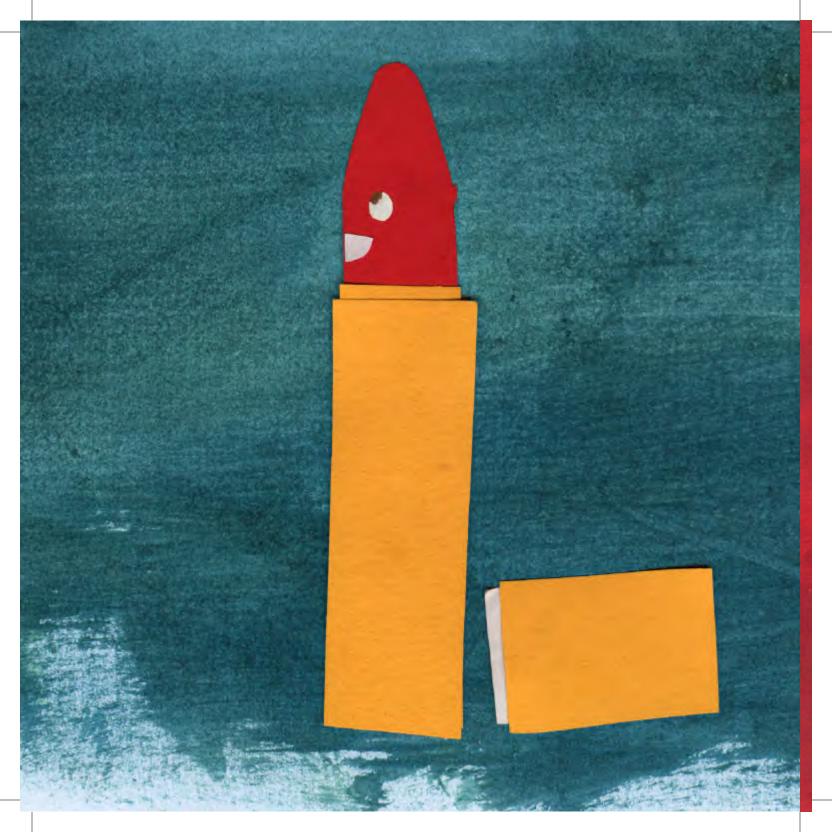


CRAYONS

THEN AMOS MET SOME CRAYONS.

'WE MAKE PRETTY DRAWINGSI"





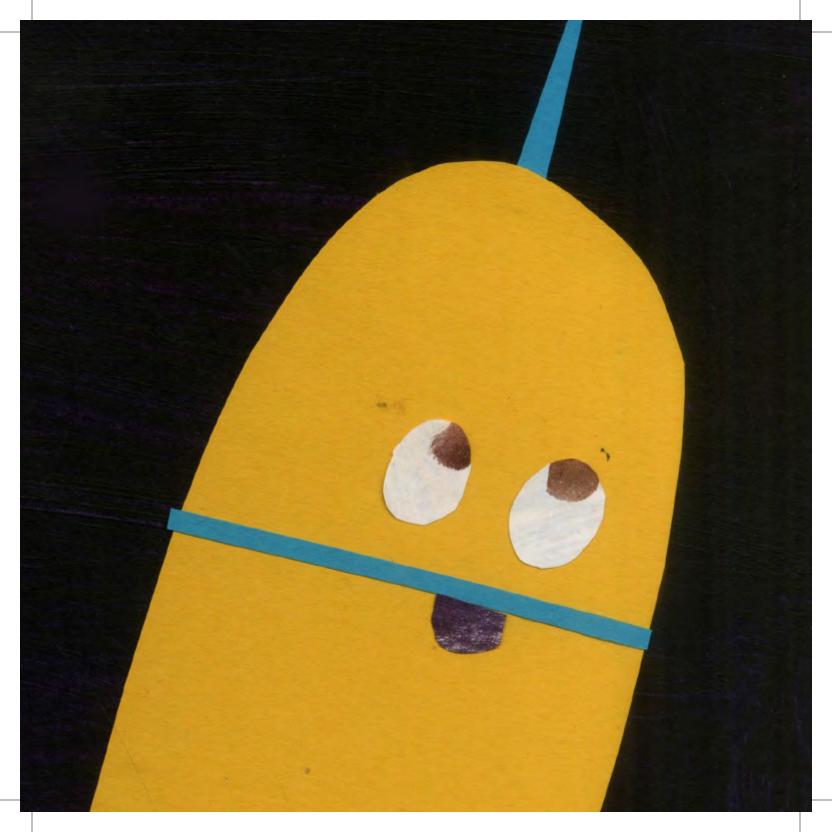
AMOS MET SOME HAPPY LIPSTICK FRIENDS.



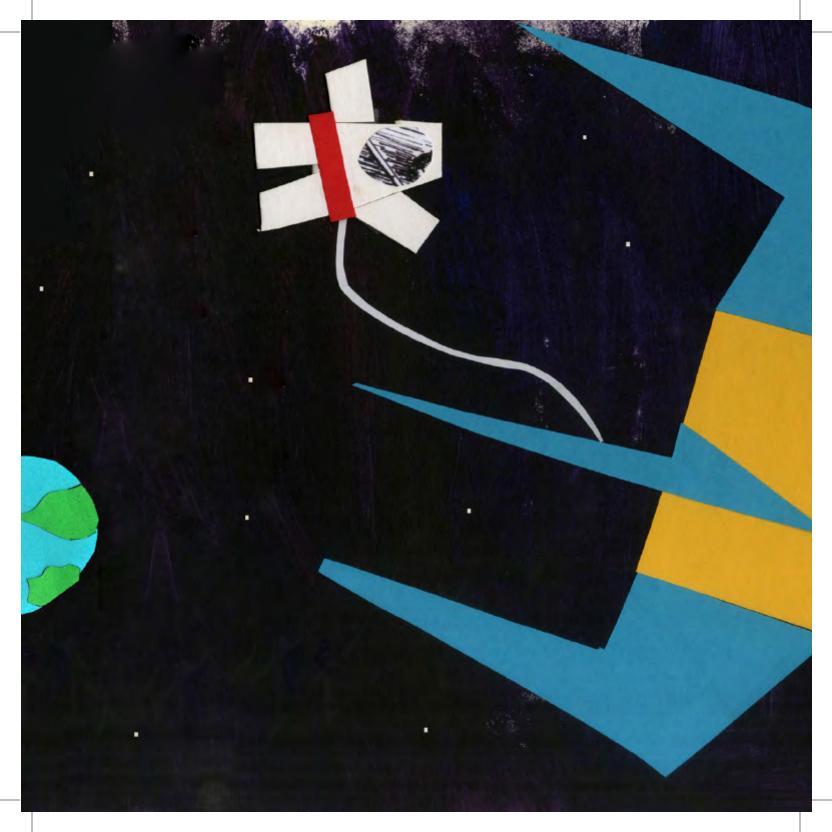


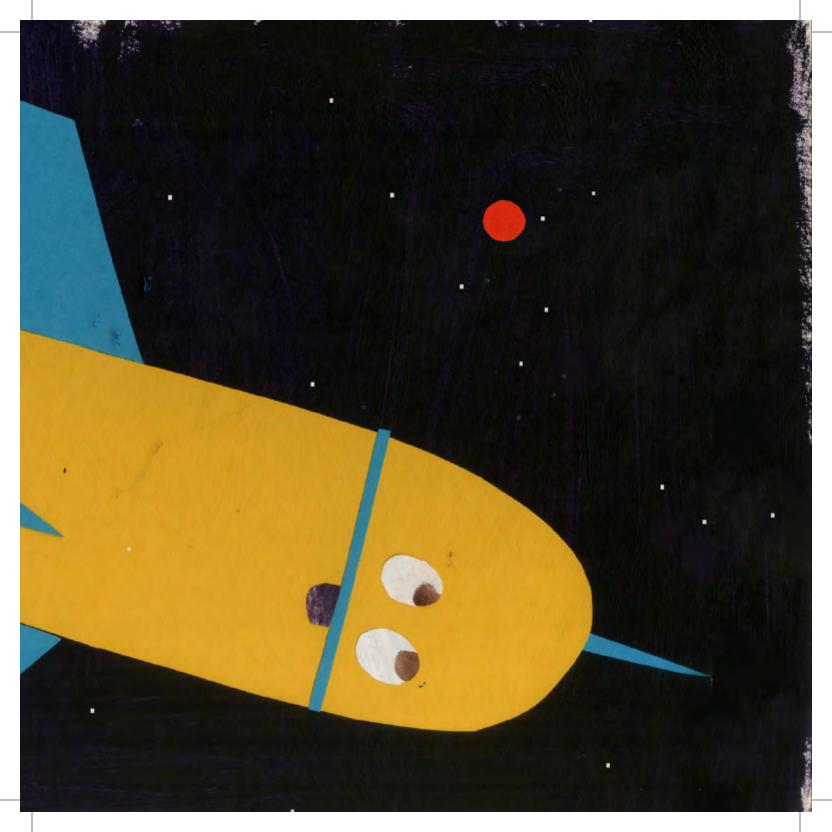
"LOOK! WE MADE HER BEAUTIFUL!"



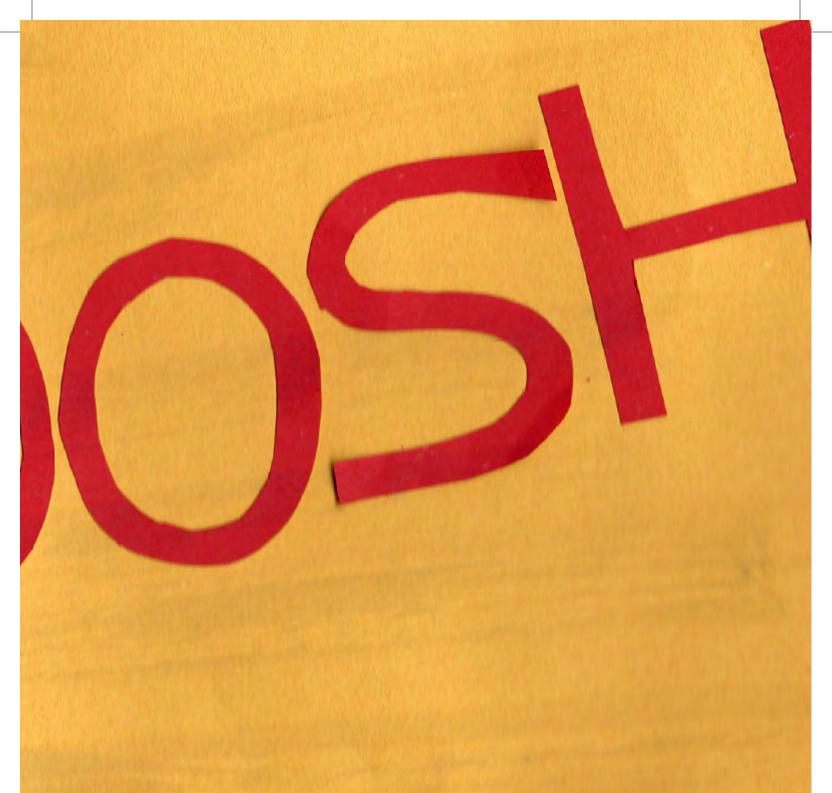


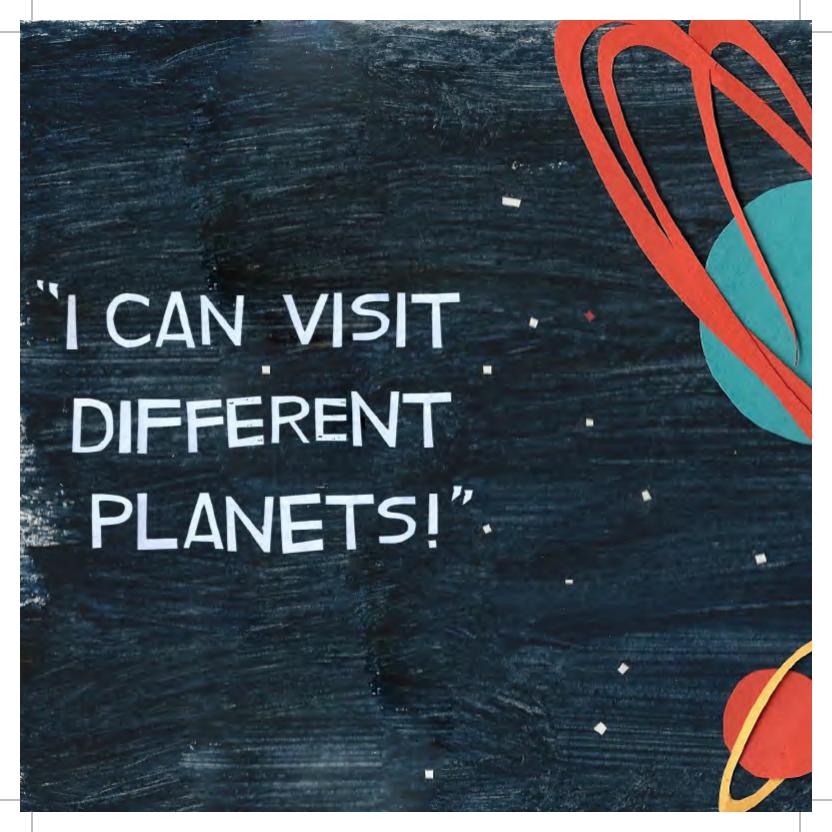
HE SAW BOY5 PLAYING WITH ROCKETS.









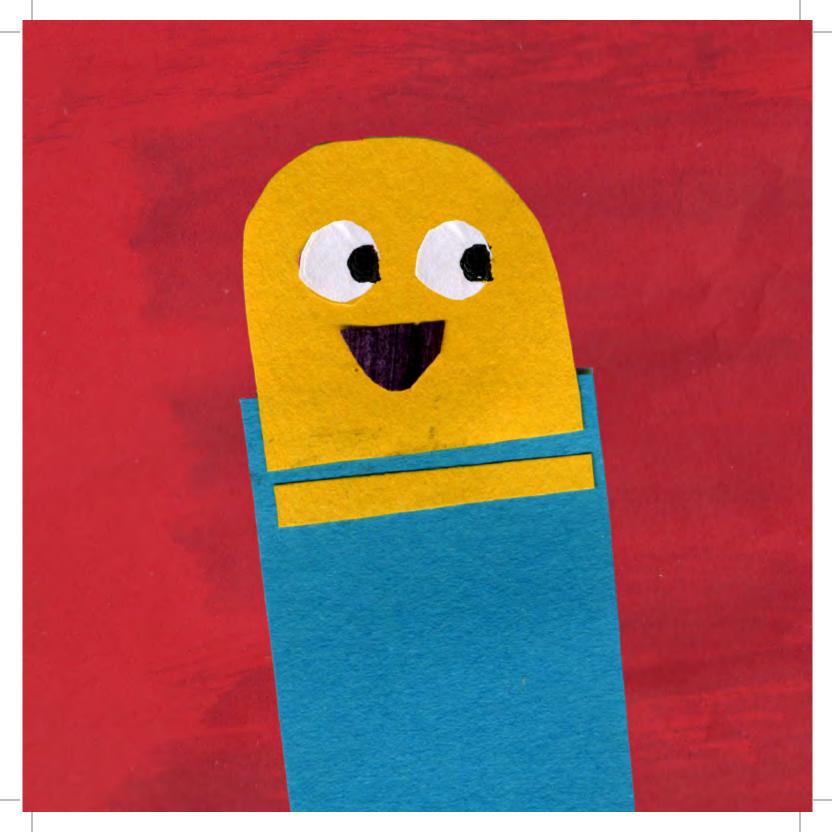




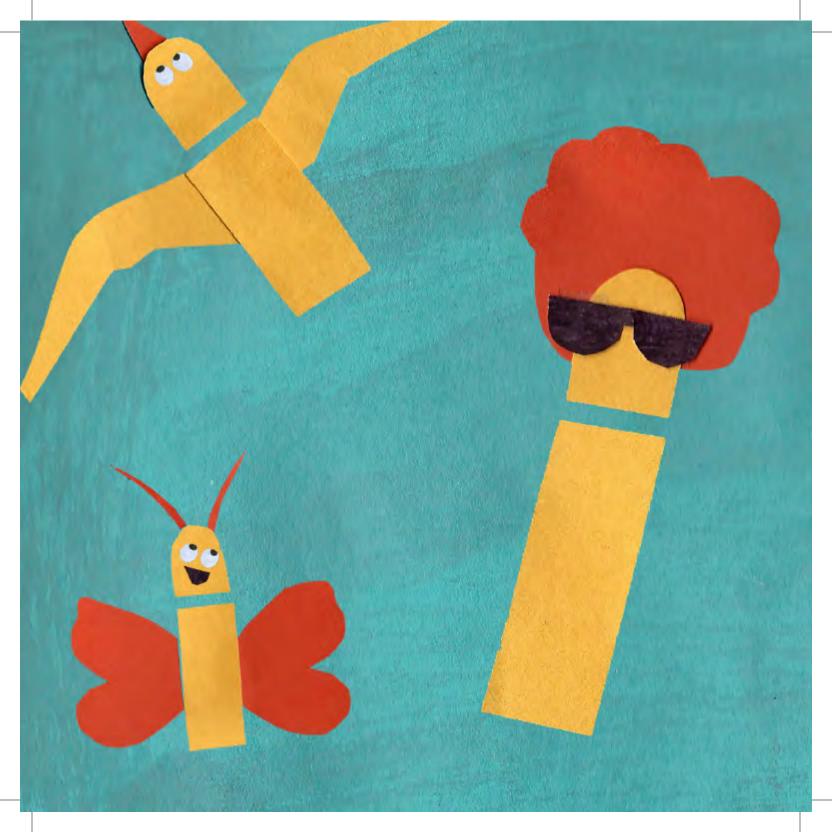
AMOS LEARNED HE DIDN'T HAVE TO BREAK THINGS!

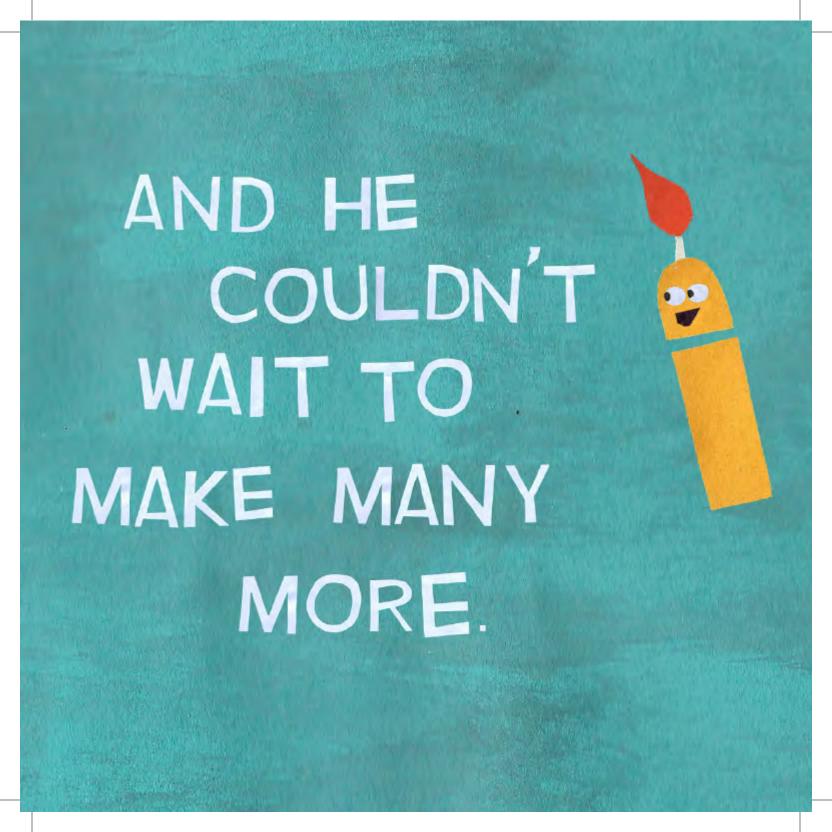
HE COULD
ACTUALLY
MAKE THINGS!





THE BEST THING HE COULD MAKE WAS A FRIEND.





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vivianshih.com

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.





