

Case Study

Anti Tiger Poaching Illustration

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Client: World Wildlife Fund

Project Type: Illustration for a magazine and poster promoting a social cause.

Role: Illustrator

Project objective: to promote awareness of the effects of poaching on the world's tiger population.

Project took place: December 2013



Backstory: The World Wildlife Fund is committed to protecting and working on issues regarding global conservation, research, and restoration of the environment and wildlife population. The WWF was founded in 1961 and today has over 5 million supporters worldwide in more than 100 countries. Their mission is 'to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature'. They work closely with over 1,300 conservation and environmental projects around the globe to help prevent the extinction and habitat loss of endangered species and their environment.

Problem: The world's tiger population has decreased by 97% over the last century due to poaching and habitat loss. Poachers are often invisible, hunting and setting traps for wild tigers in non protected areas of tiger habitat.

The illustration needed to grab people's attention and challenge them think about the situation. There are so many organizations out there that have the same or similar messages, all vying for the attention and money of the target audience.



Extinction Risk: Endangered, facing a high risk of extinction in the wild.

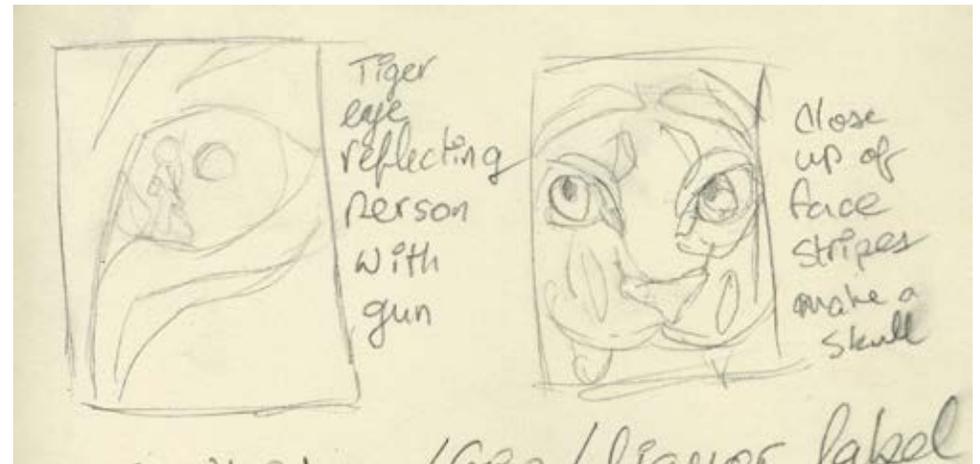
Population: as few as 3,200

Habitat: Tropical rainforests, evergreen forests, mangrove swamps, grasslands, savannas, and temperate forests

Process

Development, Research, and Solution

Concept ideas



The Tiger Family



Sumatran Tiger

Status: Critically Endangered

Population: less than 400 in the wild

Scientific Name:
Panthera tigris sumatrae

Weight: 165 – 308 lbs.

Habitat: Tropical Broadleaf Evergreen, Forest, Peat Swamps, and Freshwater Swamp Forests

Amur Tiger

Status: Endangered

Population: 400

Scientific Name:
Panthera tigris altaica

Weight: 396 – 660 lbs.

Length: up to 10 feet

Habitat: Temperate forest

Bengal Tiger

Status: Endangered

Population: fewer than 2,500

Scientific Name:
Panthera tigris tigris

Weight: approx 550 lbs.

Length: up to 10 feet

Habitat: Dry and wet deciduous forests, grassland and temperate forests, mangrove forests

Indochinese Tiger

Status: Endangered

Population: around 350 (2010 estimate)

Scientific Name:
Panthera tigris corbetti

Weight: 396 – 550 lbs.

Length: 9 – 10 feet

Habitat: Tropical and subtropical moist broadleaf forests, dry forest

Malayan Tiger

Status: Endangered

Population: less than 500

Scientific Name:
Panthera tigris jacksoni

Weight: 220 – 264 lbs.

Habitat: Tropical moist broadleaf forests

South China Tiger

Status: Critically Endangered

Population: Extinct in the wild

Scientific Name:
Panthera tigris amoyensis

Habitat: Southeast China-Hainan Moist Forests

Facts and information sourced from worldwildlife.org/species/tiger

The largest of all the Asian big cats, tigers rely primarily on sight and sound rather than smell. They typically hunt alone and stalk prey. A tiger can consume up to 88 pounds of meat at one time. On average, tigers give birth to 2-3 cubs every 2-2.5 years. If all the cubs in one litter die, a second litter may be produced within 5 months.

Tigers generally gain independence at two years of age and attain sexual maturity at 3-4 years for females and at 4-5 years for males. Juvenile mortality is high however—about half of all cubs do not survive more than two years. Tigers have been known to reach the age of 26 years in the wild.

Males of the largest subspecies, the Amur (Siberian) tiger, may weigh up to 660 pounds. For males of the smallest subspecies—the Sumatran tiger—upper range is at around 310 pounds. Within each subspecies, males are heavier than females. Tigers are mostly solitary, apart from associations between mother and offspring. Individual tigers have a large territory and the size is determined mostly by the availability of prey. Although individuals do not patrol their territories, they visit over a period of days or weeks and mark their territory with urine and feces.

Across their range, tigers face unrelenting pressure from poaching, retaliatory killings and habitat loss. They are forced to compete for space with dense and often growing human populations. — WorldWildlife.org



Mood board



Mood board, illustration style



Colour Exploration



Insight: Put the spotlight on poachers and make them visible to others; show what they're doing and the effect they're having on the tiger population. The illustration also had to make it easy to distinguish the WWF from other organizations.

Rather than having a boring and clichéd picture of a tiger with a caption, the image has a subtle meaning and message within it. When viewed at a glance it is a tiger, but the bold colours and style of the illustration grabs the viewers attention and draws them into the meaning of the illustration itself. The pattern of stripes making up a poacher with a gun represents how invisible these people can be, but also how deadly they are. It's a subtle illusion that is meant to make the person think and remember the message that is being put out there.



Final Solution

Tight sketch



Final Rendering

