

Hello My Name Is

B A S M A H O S A M

I AM AN EGYPTIAN, AN ILLUSTRATOR, A WIFE, A MOTHER,
A BUSINESS OWNER, FASHION DESIGNER,
PATTERN MAKER, TRAVELLER,
AND A STYLIST TO MY LITTLE GIRL.



I LOVE TO DESIGN CHARACTERS.

WHEN DESIGNING CHARACTERS, I START BY EXPLORING A VARIETY OF BODY AND HEAD SHAPES TO MATCH THEIR PERSONALITY, AGE, AND ENERGY. I RESEARCH REFERENCES THAT REFLECT EACH CHARACTER'S BACKGROUND — THEIR CULTURE, LIFESTYLE, AND DAILY ROUTINES — TO GROUND THEM IN AUTHENTICITY. STUDYING HOW THEY MOVE, DRESS, AND EXPRESS THEMSELVES HELPS ME CREATE DESIGNS THAT FEEL ALIVE AND TELL THEIR STORY AT A GLANCE



FOR THIS GRANDMA I EXPLORED EXAGGERATED SHAPES AND BOLD PATTERNS TO REFLECT HER ARTISTIC, FREE-SPIRITED PERSONALITY . I PLAYED WITH LAYERED CLOTHING, VIBRANT COLORS, AND CHUNKY ACCESSORIES TO GIVE HER A FUN, EXPRESSIVE VIBE — LIKE SOMEONE WHO'S BEEN COLLECTING STORIES (AND SCARVES) FOR DECADES. HER RELAXED POSTURE, ROUND GLASSES, AND CONFIDENT SMILE HELP COMMUNICATE HER CREATIVE, FREE NATURE.

I LOVE TO CREATE PLAYFUL AND HEARTWARMING ILLUSTRATIONS WITH LOTS OF FUNNY DETAILS.



I APPROACH SETTING DESIGN LIKE BUILDING A STAGE WHERE EVERY SHELF, CHICKEN, AND TEACUP TELLS PART OF THE STORY. I FILL MY SCENES WITH LAYERED DETAILS — STACKED BOXES, SCATTERED CHICKS, LAUNDRY LINES — TO MAKE THE WORLD FEEL LIVED-IN AND REAL. THESE ELEMENTS AREN'T JUST DECORATION: THEY HELP GUIDE THE VIEWER'S EYE, REVEAL CHARACTER TRAITS, AND CREATE MOMENTS OF DISCOVERY ON EVERY PAGE



I STARTS BY SKETCHING ROUGH THUMBNAIIS TO PLAN THE SCENE'S FLOW, MAKING SURE EVERY ELEMENT ADDS TO THE STORY. THEN I LAYERS CHARACTERS, PROPS, AND BACKGROUND DETAILS TO BUILD A LIVELY, COHESIVE WORLD THAT FEELS BOTH REAL AND MAGICAL.



I CHOSE THIS ELEVATED, LAYERED PERSPECTIVE TO IMMERSIVE VIEWERS IN A VIBRANT, STORY-RICH WORLD WHERE EVERY CORNER SPARKS CURIOSITY. IT LETS HER ME SHOW CULTURE, CHARACTER, AND ENVIRONMENT ALL AT ONCE — JUST LIKE HOW KIDS EXPLORE WITH THEIR EYES.

MY DREAM PROJECTS ARE

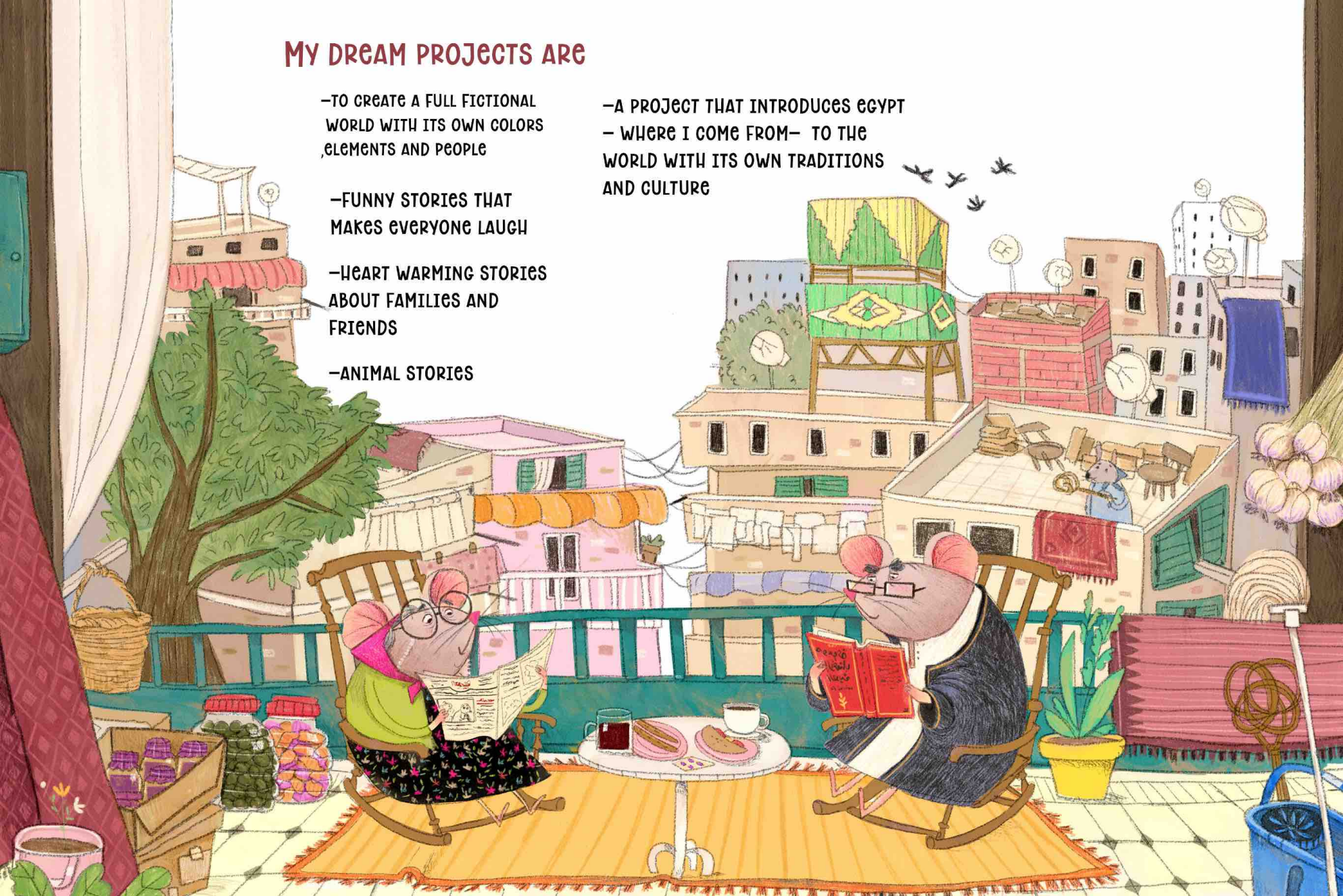
-TO CREATE A FULL FICTIONAL
WORLD WITH ITS OWN COLORS
ELEMENTS AND PEOPLE

-FUNNY STORIES THAT
MAKES EVERYONE LAUGH

-HEART WARMING STORIES
ABOUT FAMILIES AND
FRIENDS

-ANIMAL STORIES

-A PROJECT THAT INTRODUCES EGYPT
- WHERE I COME FROM- TO THE
WORLD WITH ITS OWN TRADITIONS
AND CULTURE



MY DAD ALWAYS TOOK MY SILLY
DRAWINGS, FRAMED THEM
AND HUNG THEM AROUND THE APARTMENT.
HE ALSO TOOK SOME OF THEM
TO HIS OFFICE. IT MADE ME FEEL LIKE
I WAS A GREAT ARTIST,
HIS BELIEF IN ME MADE ME
BELIEVE IN MYSELF.



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