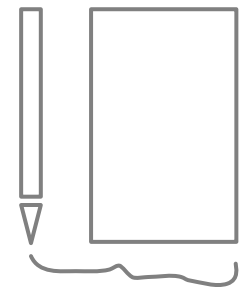


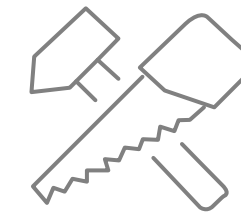
Gunther Schumann
Applied Projects

Applied Projects



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KOMFORTZONE

Illustration

Learning Poster

Illustration, Design

When we learn something new, it often feels like a rollercoaster ride: Sometimes we succeed effortlessly, other times we feel like we've completely lost our bearings. Why is that?

James Nottingham has developed an explanation for the different phases of learning with his concept of the "learning pit". He shows that all these phases are part of the process and are by no means a sign of failure.

I was commissioned by the DKJS to design a poster for selected schools in the Halle (Saale) area to motivate children in a playful way.



Client: German Children and Youth
Foundation (DKJS)
Software: Procreate
2024

JVA Illustrationen

Illustration, Documentation of a Workshop

For security and data protection reasons, no photos of the participants or the premises were allowed to be taken during a rap workshop in a prison. I therefore created seven illustrations to visualize the processes of the workshop for the project documentation.

It was particularly important to me to alienate the participants to a certain extent in order to avoid stigmatization as much as possible.



7 illustrations for a documentary
Client: Miteinander e.V.
Software: Procreate
2025

Exhibition Concept

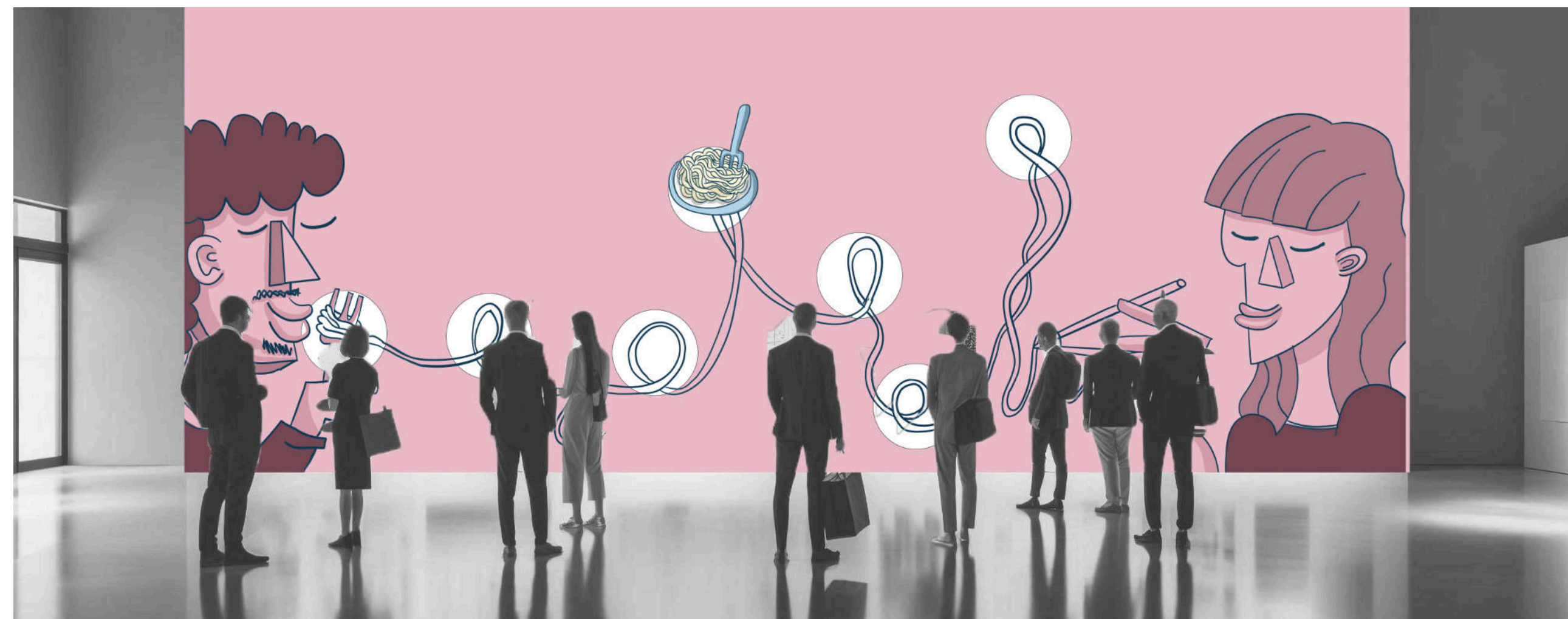
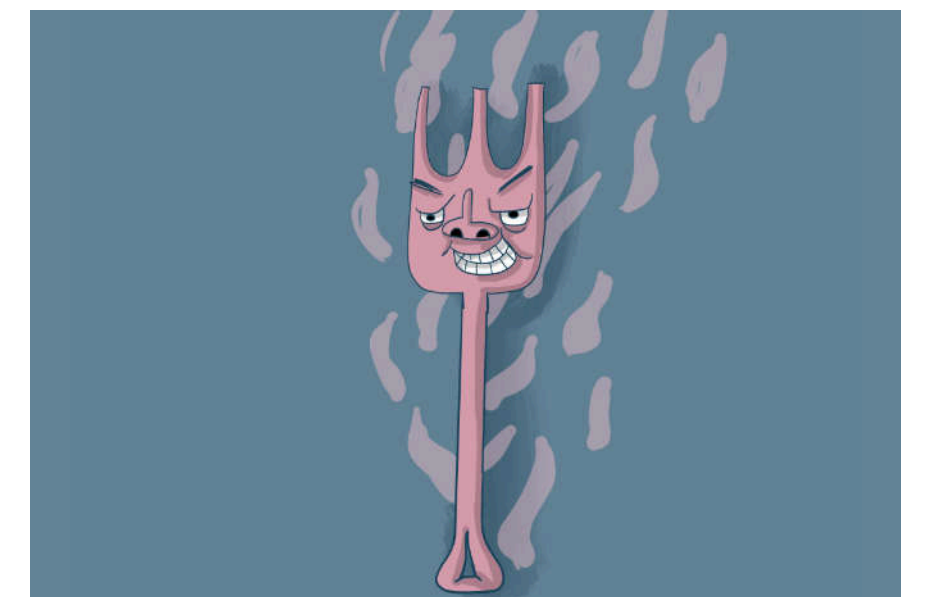
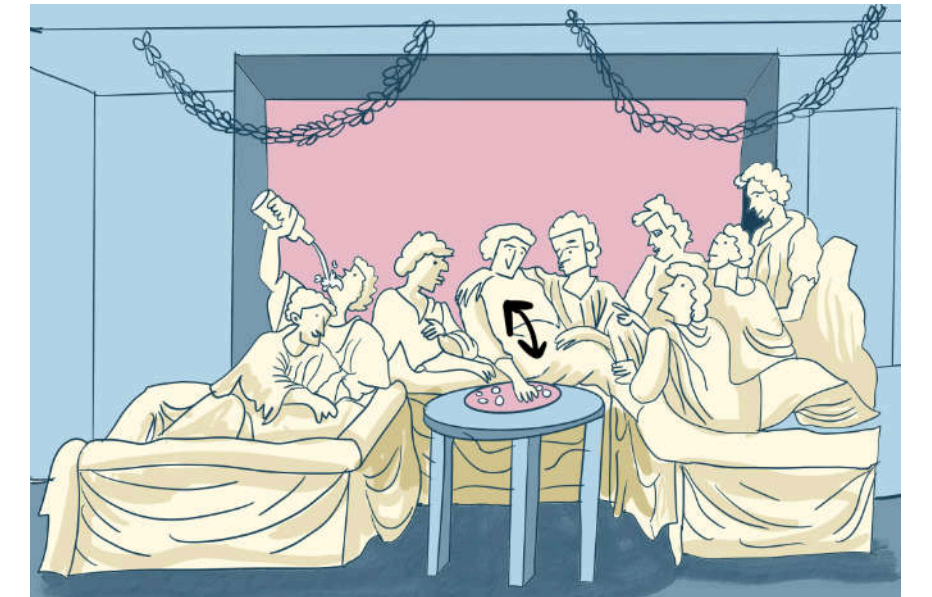
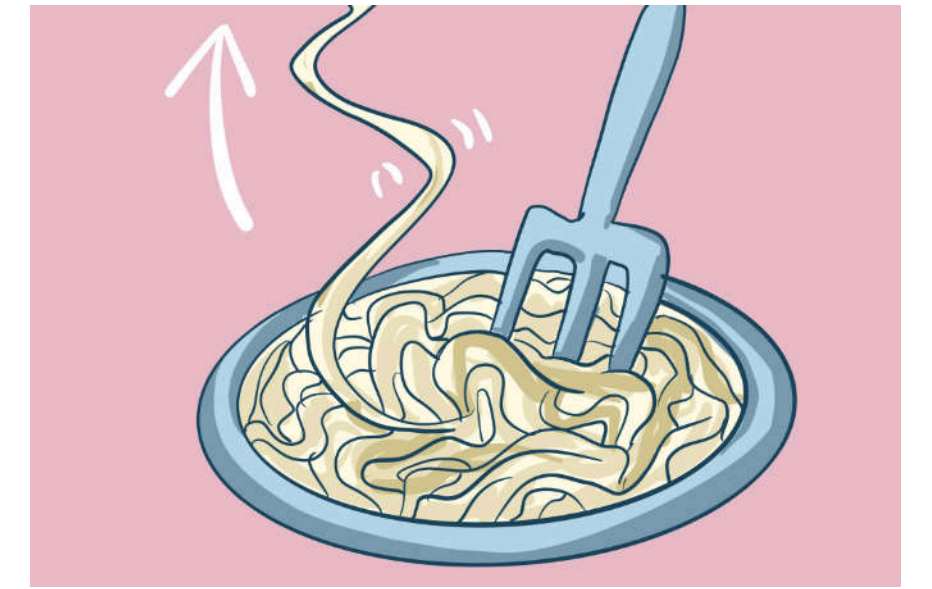
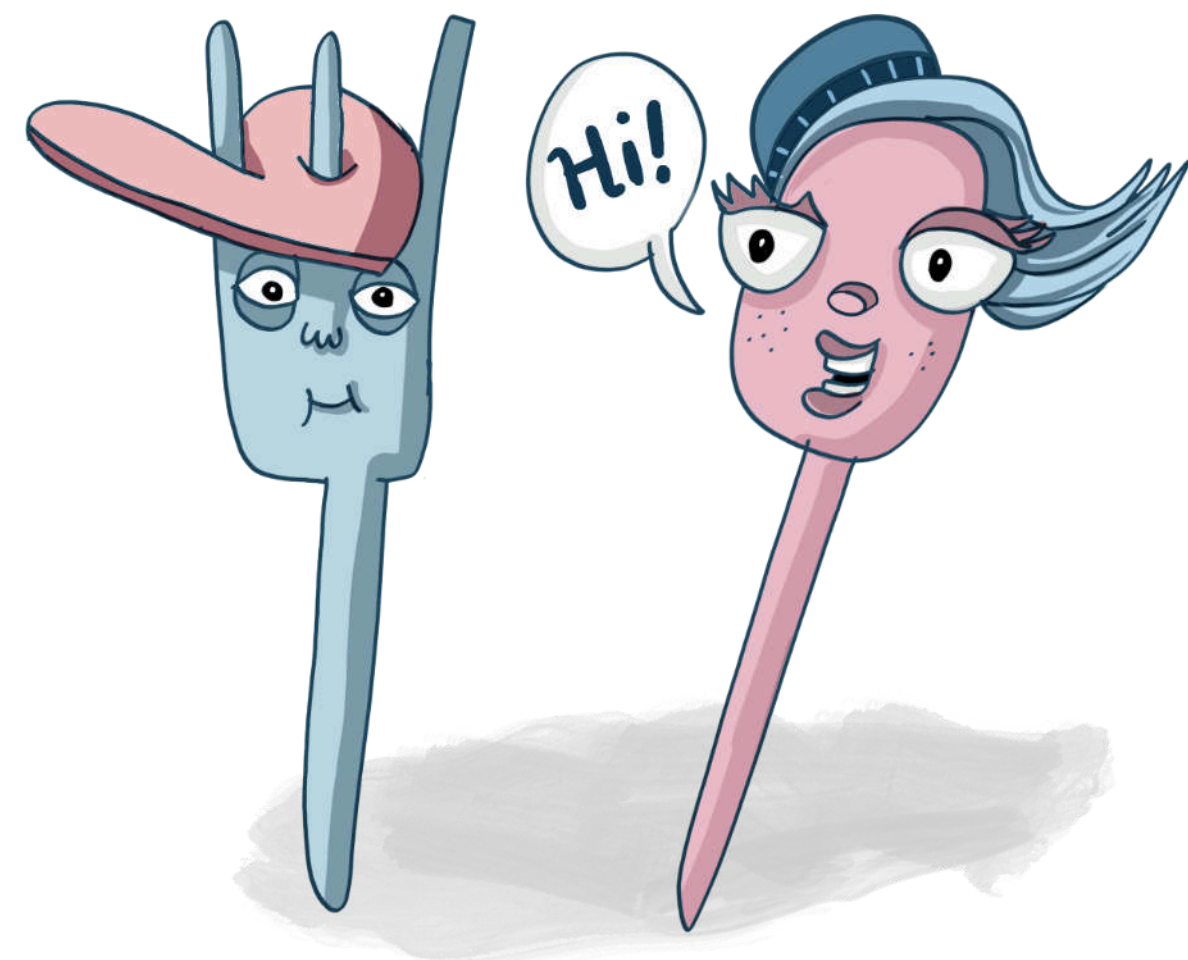
Meal

Illustration Concept

I developed a color concept, a storyboard for a short animation, various area illustrations, a design for a timeline and two sympathetic figures for an exhibition competition of the LWL Museum of Archaeology and Culture in Herne on the topic of "Meals".

The main aim of my concept was to create a uniform visual guide that would appeal to visitors of all ages and provide clear visual orientation within the museum without competing with the exhibits.

Client:
Landesmuseum Westfalen-Lippe
Software: Procreate
2024



Cultural timetable Ummendorf

Illustration

I designed a cultural timetable for the DKJS that illustrates the networking of various cultural players in Ummendorf. Under the common theme of “time travel”, various offers were created for children, which are visually represented on the cultural timetable.

As the cultural timetable was intended to appeal to both schoolgirls and the various project partners, we opted for an aesthetic reminiscent of computer games. Fantastic and informative elements were combined in an entertaining way and invite children to discover the diverse cultural offerings.

Client:
German Children and Youth Foundation (DKJS)
Colored ink drawing, Photoshop
2022



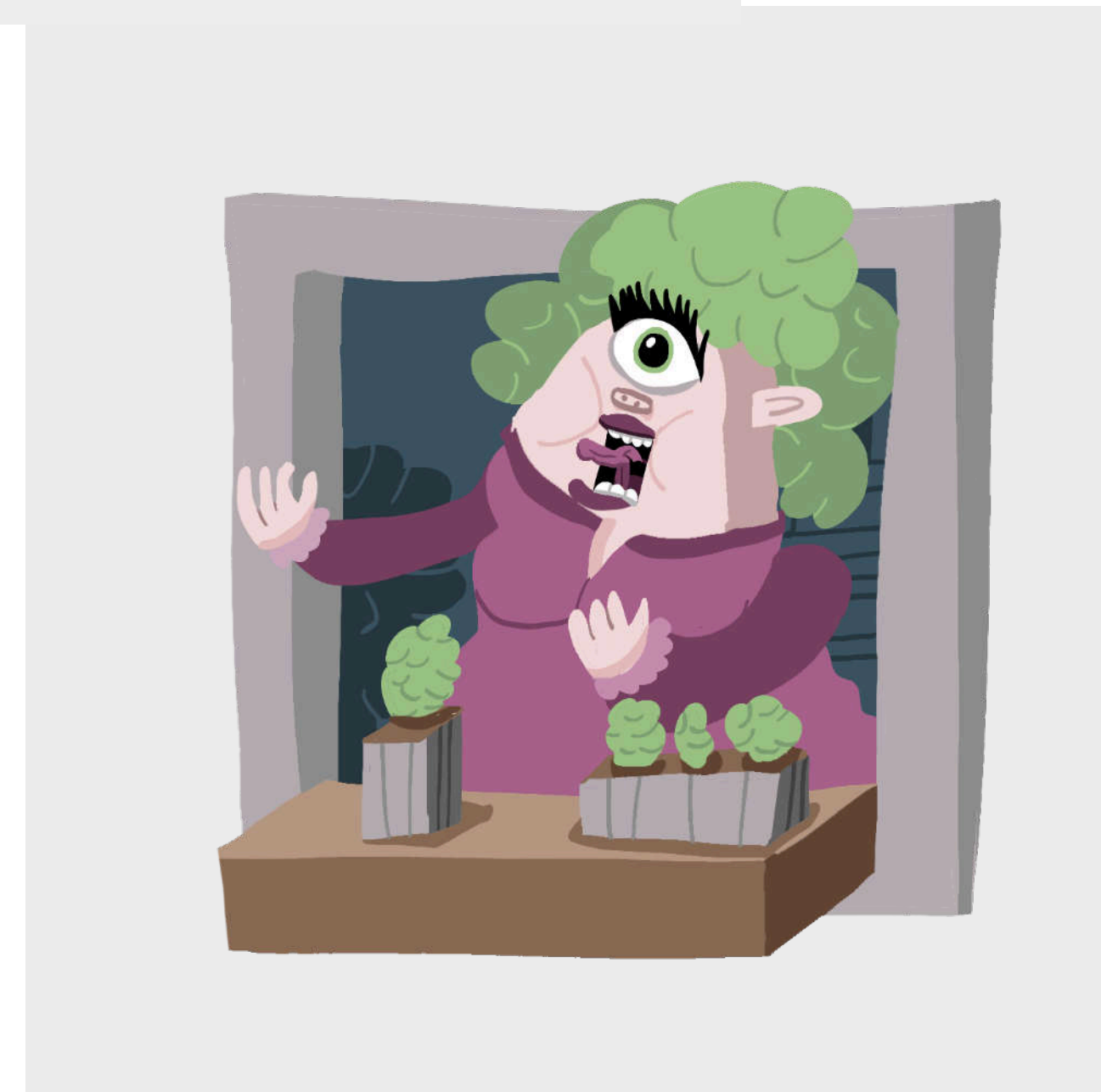
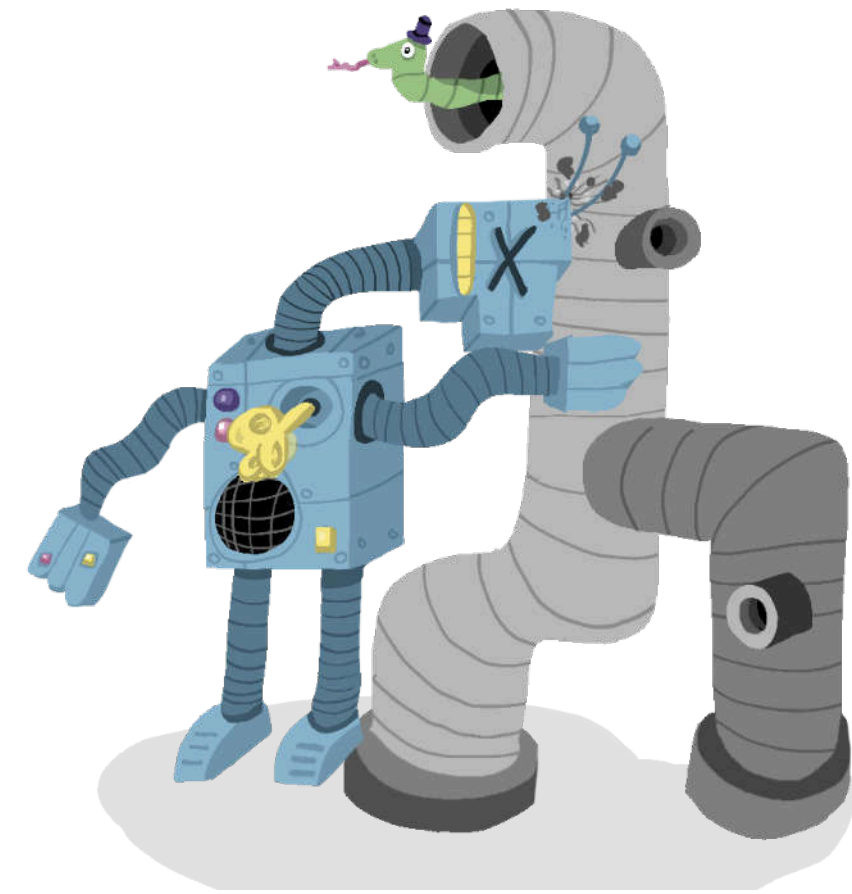
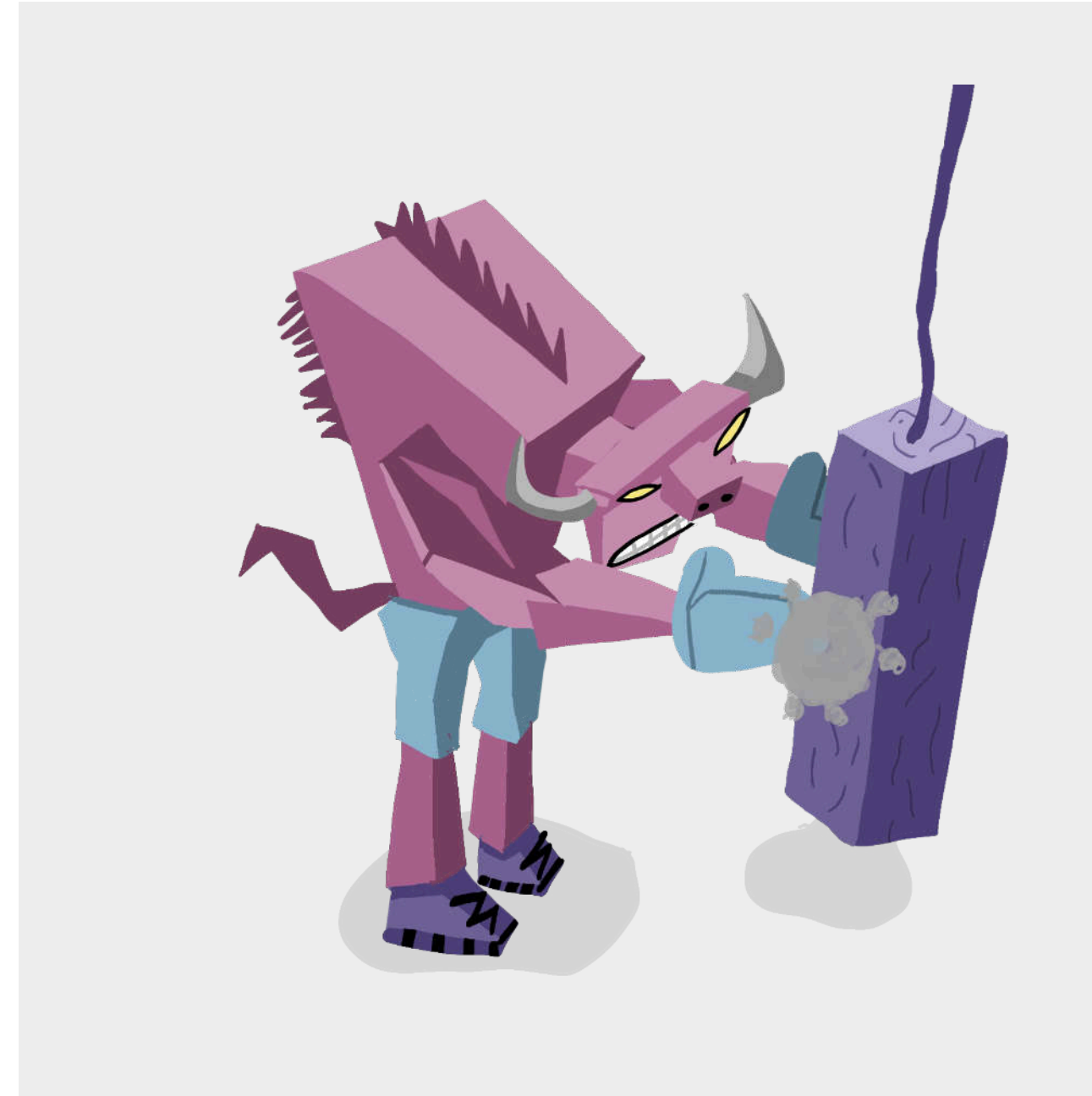
Animated Characters

Illustration, Animation

As part of the City Loops project, I designed various animated characters that were projected onto a semi-transparent film using a projector. These animations could be controlled using a MIDI controller.

To ensure that the characters were clearly visible from a distance, I used a striking shape and color scheme that stood out clearly from the background.

As part of an art project
Software: After Effects, Photoshop
2021



Slice Me Nice

Album Cover Illustration

For the third time in a row, I'm designing the album cover for the Slice Me Nice series for hip-hop producer J-Cut. In addition to the beat tapes, a Rap Tales edition is also published for each release.



Client: J-Cut
Software: Photoshop, Procreate
2019 to 2025



Schutzhülle

Sign and Web Illustration

For many years now, I have been supporting the women's protection association Schutzhülle e.V. This socio-cultural project combines artistic courses with social work to offer women of different ages and in different life situations a space to meet and receive advice.

In addition to various design projects, such as the website, various flyers and photographs, I also realized this sign design. The snow globe is a symbol of a shelter and is used as the cover image on the website and as a large-format sign display.



Client: Schutzhülle e.V.

Software: Photoshop

2021

Seabirds

Book Illustration, Layout

The young author and my former school friend Stephanie Leistner commissioned me to illustrate and design her debut novel *Seabirds*, in which she reflects on her own experiences as a gallery owner on a well-known cruise ship in a humorous yet critical way.

Her idea to illustrate the novel with numerous full-color illustrations gave me the opportunity to create a comprehensive visual world and integrate it harmoniously into the book layout.

It was particularly important to me to take a look behind the staged world of package tourism and plastic palm trees - without losing the humor.

Stephanie's texts provided the perfect basis for this: the romantic entanglements and the emotional ups and downs of the protagonist are always told with a twinkle in the eye and charmingly poke fun at the absurdity of this parallel world.

Client: Stefanie Leistner
illustration, layout
Medium: Ink and digital coloring
2021





Client: Stefanie Leistner
illustration, layout
Medium: Ink and digital coloring
2021

Museum Helpers

Illustration, Design

The Moritzburg Art Museum commissioned me to design the visual appearance of its Ciceronen program.

This project included the design of a sympathetic figure, a large-format roll-up, a T-shirt motif and various postcard designs.

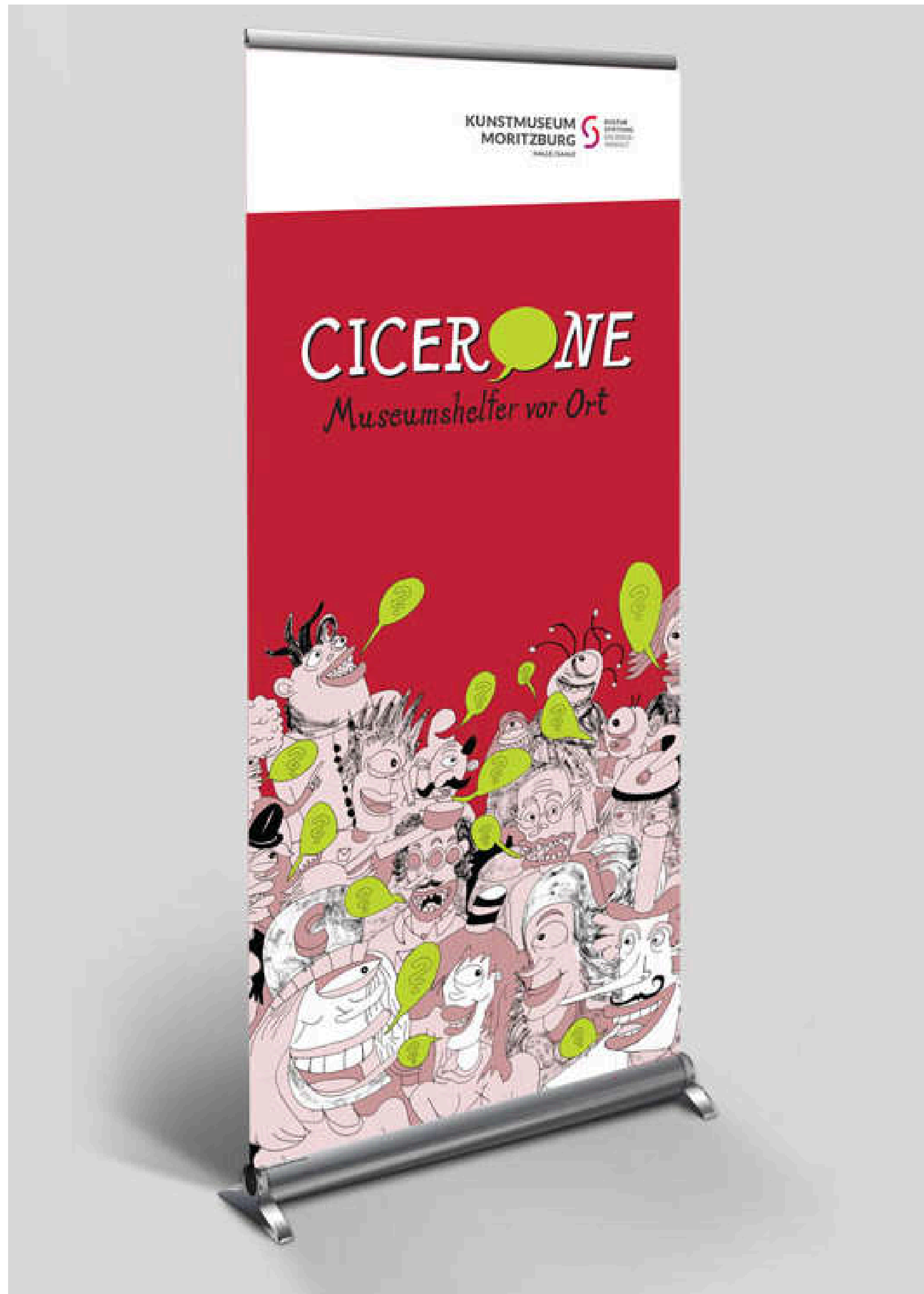
The “Ciceronen” program enables schoolgirls to convey museum content to visitors to the art museum. In this way, they not only contribute to the transfer of knowledge, but also learn how to approach people, prepare complex content in an understandable way and present it in an appealing way.

Client: Moritzburg Art Museum

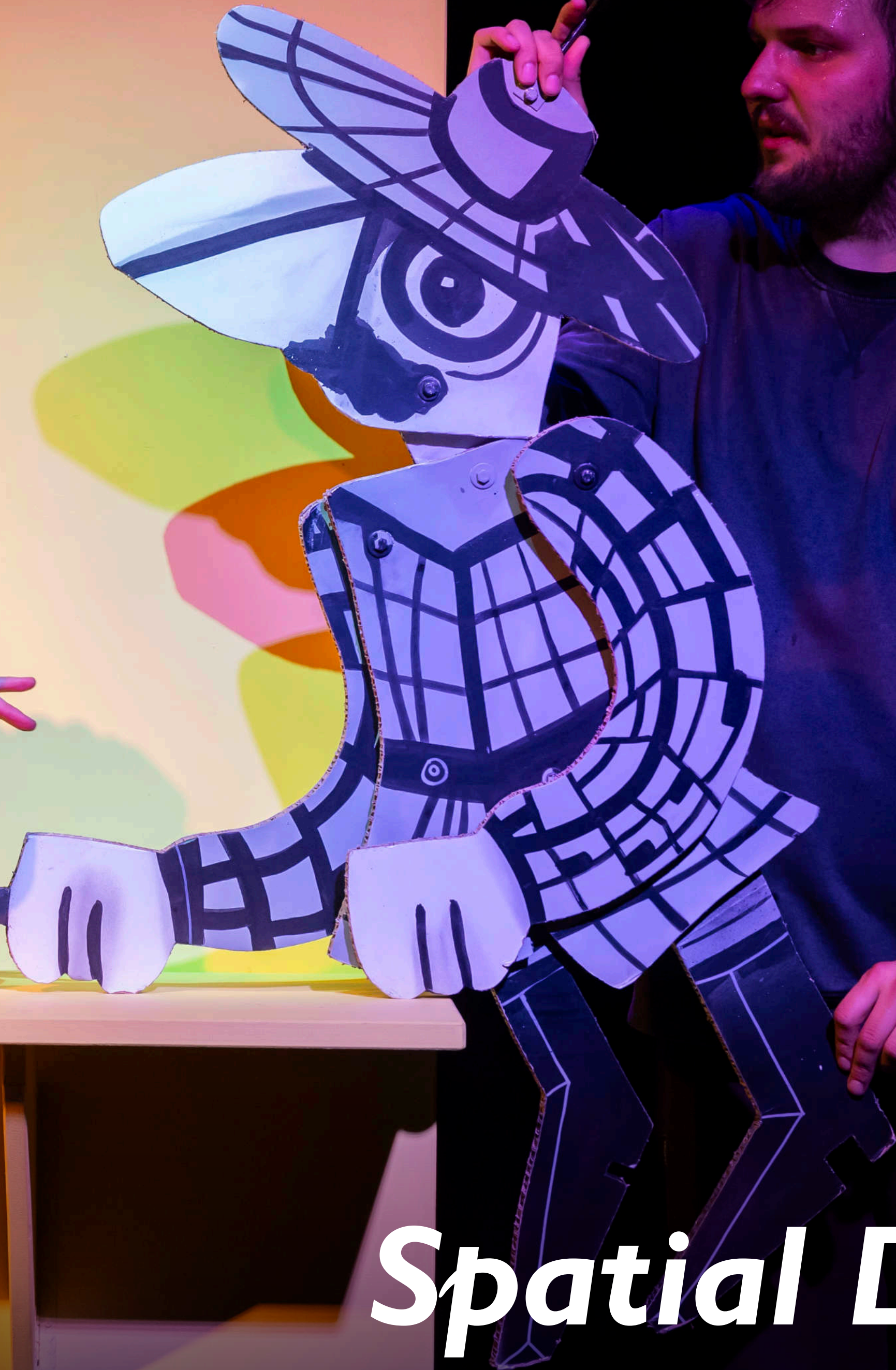
Design: Character illustration, roll-up, T-shirt, flyer, poster

Medium: Ink drawing, Photoshop, indesign

Halle, 2017



2



Spatial Design

When Robert Disappeared

Stage Design,
Character Design

Robert wants to play, but no one has time. His parents are exhausted and annoyed. They want to rest and say: "Can't you disappear?". And suddenly it happens: Robert accidentally disappears and is no longer visible to anyone.

I developed the set and character design for an adaptation of a work by Elisabeth Shaw for the Landesbühnen Sachsen. The biggest challenge was to transfer the lively, illustrative character of the book design to the stage and at the same time allow the actors to play dynamically with the flat figures.

The stage design also had to be as changeable as possible, as the tight schedule, the limited materials budget and the requirements for transportability had a strong influence on the implementation.



The realization took place in close co-operation with the workshops of the Landesbühnen Sachsen. We used honeycomb panels in various thicknesses, as they could be processed quickly and were also light and easy to transport - a decisive advantage with regard to the planned guest performances.

My special thanks go to Mr. Patschurek, the workshop manager of the Malsaal, for his patient support in the technical implementation and development of the figures.



Client: Landesbühnen Sachsen
Medium: acrylic marker, spray can,
wood,
honeycomb cardboard
Photos by René Jungnickel
Radebeul, 2024

An Ear For Society

Sculpture For an Open Dialog

As part of the Civil Rights Academy of the Leipzig Adult Education Center, several dialogues for citizens were offered on Leipzig's market squares in 2024. These focused on various elections: municipal, European and state elections. Citizens' concerns and questions were collected with an "open ear" and put to various politicians on a so-called speed podium.

I designed an ear sculpture for this project. The challenge was to make it weatherproof so that it could withstand rain, sun and wind, but at the same time remain light and transportable. The wooden base can be removed from the sculpture and gives the object the necessary stability.

Client: VHS Leipzig

Medium: Styrofoam, papier-mâché, acrylic paint, varnish

Base: solid wood, varnish



The Nurses

Wall Design, Set Design

I was commissioned to design a wall for the film set of the ARD television series Die Krankenschwestern. In the film, it is a common room that serves as a central meeting point for the young actors. The mural was intended to visually reflect the young and lively character of living together.

The biggest challenge was the last-minute request, the tight schedule and the limited painting technique. The actors were already rehearsing during the mural design, so we were sometimes working in the middle of the film. We were therefore unable to use spray paint, as this would have interfered with the rehearsals, especially indoors.

I am very grateful for the support of Sophie Mildner, who was instrumental in getting the wall design done on time.

Client: ARD Media Group
Collaboration with Sophie Mildner
Medium: different wall colors
2019



Doctor Slow

Vehicle Design

It is not every day that I am commissioned to design a vehicle. So I was all the more pleased that the owner, Claudius von Dr. Slow, gave me a lot of creative freedom.

For the design, I picked up on the raw, gray character of the Subaru. As the vehicle owner had sanded the surface beforehand, I was able to work directly with various spray paints and acrylic markers on the paintwork. I created the designs directly on site and took special care to ensure that there were visual details to discover from all sides. The placement of the panes created exciting spaces in which I integrated my characters.

The design was very well received - both by the owner and other road users. Claudius told me that they were honked at favorably and even hummed at appreciatively during police checks.

Client: Claudius Worbs
Medium: acrylic marker and spray can
2017



Leipzig Book Fair Installation

I still believe today that Burg Giebichenstein had no idea what was in store for them when they commissioned Luise Hesse, Robin Kowalewsky and me to design a decorative installation for their book fair stand - and gave us free rein.

Our design combined illustrative and graphic elements that reflected our individual visual languages. Robin developed the color scheme - it gave the design a visual bracket.

However, our humor - presenting the trade fair stand in the style of a modified logo of a well-known supermarket chain with the slogan "Good things can be so cheap" - was not so well received. The trade fair supervisors quickly changed it to a more appealing slogan: "Good things can be so good."

Client: Burg Giebichenstein School of Art

Medium: wooden panels, acrylic paint

Collaboration with:

Luise Hesse, Robin Kowalewsky

2017







3

Wer gilt zum Zentrum?



Graphic Recording

Photo, created in the project Graphic Recording Zukunftszentrum Halle Leopoldina, Halle, 2022, photo by Thomas Ziegler

Zukunftszentrum Halle

Digital Graphic Recording

A panel discussion with various political actors in the city and the general public was held at the German Academy of Sciences Leopoldina for the planned Future Center in Halle, which is intended to explore new perspectives on German reunification.

As a graphic recorder, my main task was to visualize the lectures and presentations live on a stage-filling screen.

I had to make lightning-fast decisions, especially during the open Q&A session, in which many - sometimes very critical - questions were asked by the audience: How can the complex content be simplified visually? How can the graphics constructively support the dialog on stage?

After the event, I received a lot of positive feedback from visitors and participants who confirmed that the visualizati-

Client: City of Halle
Software: Photoshop
Photos: Thomas Ziegler
Leopoldina, Halle, 2022





ons helped them to better understand abstract topics and enriched the discussion in an entertaining way.

N5 Symposium

Digital Graphic Recording
Graphic Moderation

Panel discussion on the topic: Narratives of change /
East Germany as a business location

Client: N5 Symposium

Photographers: Tim Hertel, Uwe Loescher

Parkhotel Magdeburg, 2022



Idea Collection for Wall Design

Analog Graphic Recording

For a planned wall design in Halle-Neustadt, ideas and suggestions were to be collected from local residents. To this end, I visualized the diverse thoughts of passers-by with the help of a movable wall, which was set up centrally in the district, and quickly got into conversation with them.

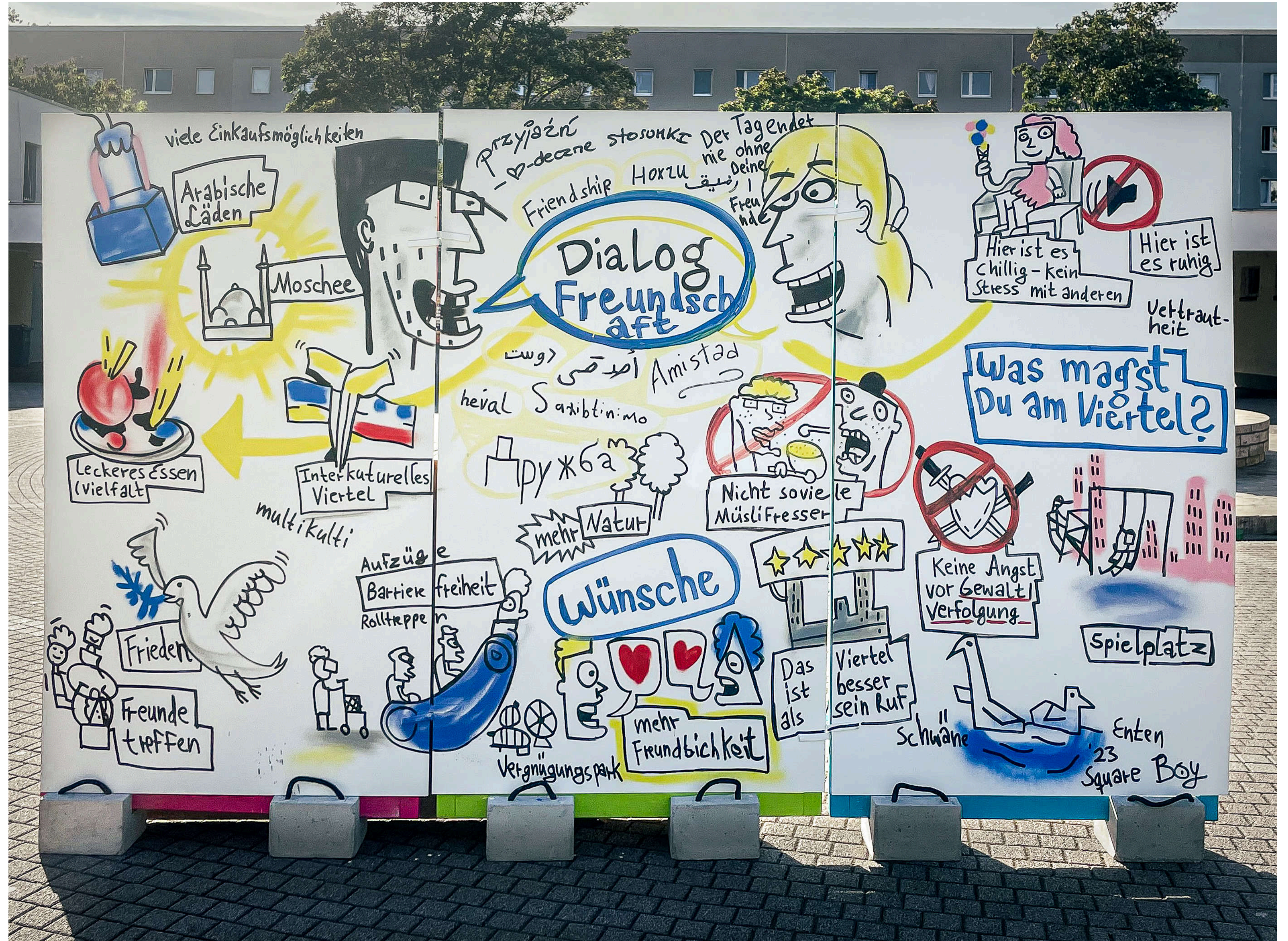
Many were motivated by the idea that their contributions would be made visible to everyone on the wall and thus inspire other people. My presence as an illustrator created an exchange at eye level, which opened up new perspectives on the various issues.

Client: Freiraumgalerie

Medium: Wall paint, various lacquer/acrylic markers

Photographer: Hjördis Hoffmann

Halle (Saale), 2023



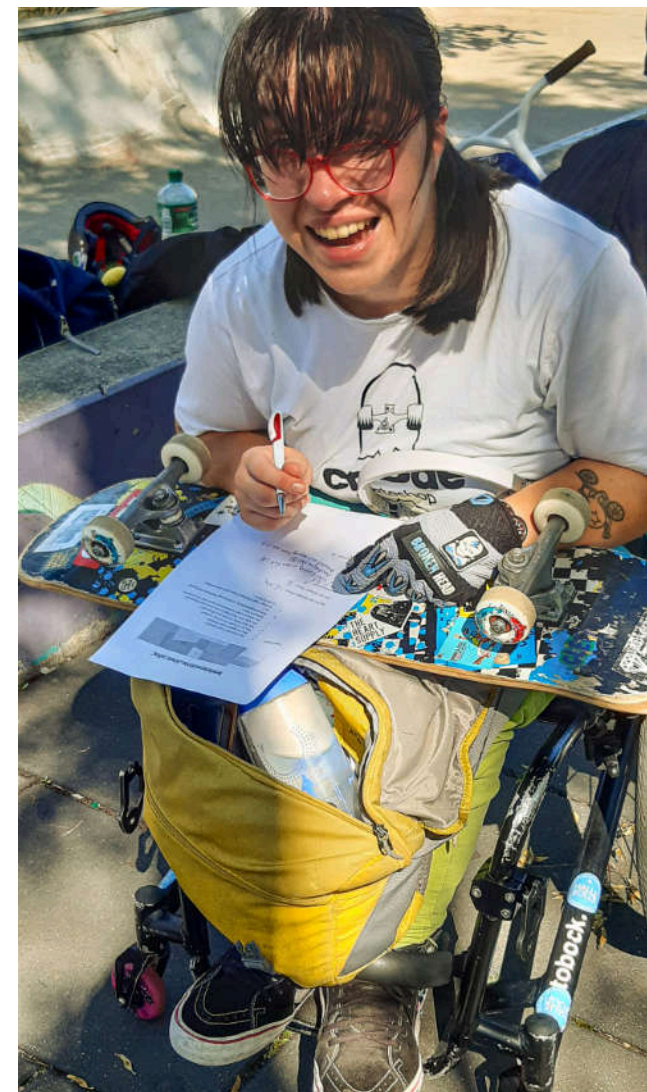
Citizen Participation Skate Park

Analog Graphic Recording

The planned conversion of a skate park in Halle-Neustadt was accompanied by a public participation process directly on site. I was commissioned to visualize the various ideas of the local residents, which were then presented - for all to see - on a green space next to the skate park.

I was particularly impressed by the variety of suggestions, especially the children's imaginative ideas. They often sketched creative designs themselves, which I then elaborated on graphically. I hope that their contributions will be taken into account in the implementation and can inspire the planners.

Client: Arbeiterwohlfahrt e. V.
Photographer: Johanna Ludwig
Halle (Saale), 2023



Citizen Participation Project: ha:neo Analog Graphic Recording

Client: Freiraumgalerie project: ha:neo

Medium: Acrylic marker on model

Photographer: Ina Threise

2018



Further References



Foto, entstanden im Projekt *Graphic Recording N5 Symposium*
im Parkhotel Magdeburg, 2025, Fotos von Tim Hertel und Uwe Loescher

www.squareboy.de

