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.
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. Innundated 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.

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 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.

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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.
MARK'S MOST PRIZED POSSESSION WAS HIS JELLYBEAN COLLECTION. WHICH, AS WE ALL KNOW, IS A YETI'S FAVORITE SNACK.
MARK FEARED THE YETI...
...AND THE LOSS
OF HIS JELLYBEANS.
One day, in the early morning, Mark heard a loud...
MARK WENT OUTSIDE TO INVESTIGATE.
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...
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 green slime.
MARK WAS SO SMELLY!
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 jellybeans? 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...
... AND FOR MANY YEARS AFTER.