

THE BIG BOOK OF PARROT FACTS

Parrot Facts | Illustration

Proposal | *The Big Book of Parrot Facts* is a typographic and informative booklet inspired by National Geographic which is mainly told from the perspective of parrots that provides readers with knowledge of these fascinating creatures. The booklet has been designed to be sold at zoo gift shops and outside exotic bird exhibits to offer visitors fun facts and a more in-depth understanding of these birds.

Concept | The conception of “parrots and storytelling” originated from a profound interest in birds, zoology, and illustration. This publication will include all three aspects by featuring hand-drawn illustrations of different parrots, imparting readers knowledge about their distinct anatomy, behaviors, and abilities through typography and extensive research.

Deliverables | This project consists of one deliverable, a twenty-page booklet that included a balance of typography and illustration.

Paper choice | The selection of French Paper’s Parch Tone line was made since it is environmentally responsible, which is appropriate given the subject matter of this book. Hemp Smooth would be the paper’s texture because it resembles the magazines published by National Geographic.

Concept 1 | National Geographic & parch tone line with French Paper

National Geographic is an organization dedicated to science and exploration that informs people about the wonders and enigmas of our planet. The selection of French Paper's Parch Tone line was made since it is environmentally responsible, which is appropriate given the subject matter of this book. Hemp Smooth would be the paper's texture because it resembles the magazines published by National Geographic. This unique paper booklet is just one of many limited-edition animal-related National Geographic series. The focus of this book will be the anatomy of parrots. To display the many layers of organs and muscles, I'll utilize dye cutting. The user can pull out a large-scaled wing to show how the bird's muscles function, and paper folds will be employed to reveal different layers of the body. On the final page, there will be a paper parrot pop-up. There will be intriguing information about the anatomy of several bird species throughout the book.

Concept 2 | SpongeBob SquarePants & Neenah

An animated cartoon called SpongeBob follows a sponge and his buddies as they dwell beneath the sea. For this subject, Neenah is the ideal paper manufacturer. It features several vibrant colors that are plainly visible throughout the cartoon. The texture of the paper should be "Natural Burlap" because it resembles the texture of a notebook, which is appropriate given the topic of comics. This booklet would feature all the endearing characters, distinctive textures, and hues from the program. On each page, there would be amusing artwork along with interesting facts and easter eggs.

Concept 3 | Katy Perry/Candy & French Paper

American pop artist, songwriter, and actress Katy Perry is renowned for her unique fashion sense, music, and style. The paper that would work best for this book is called "Bubblegum Paper," as both the texture and color fit the subject. The pale pink would go well with the candy's brightly colored contrasts and the style of the well-known song "California Gurls" by Katy Perry. This booklet would incorporate the well-liked Valentine's Day heart candies with Katy's song "California Gurls." The hearts are intended to add a playful, vibrant edge to the book by spelling out some of the song lyrics. The candy will be accompanied by images of Katy dressed colorfully.

Mind mapping



PARROT FACTS

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PARROT FACTS

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Brandon Grotesque

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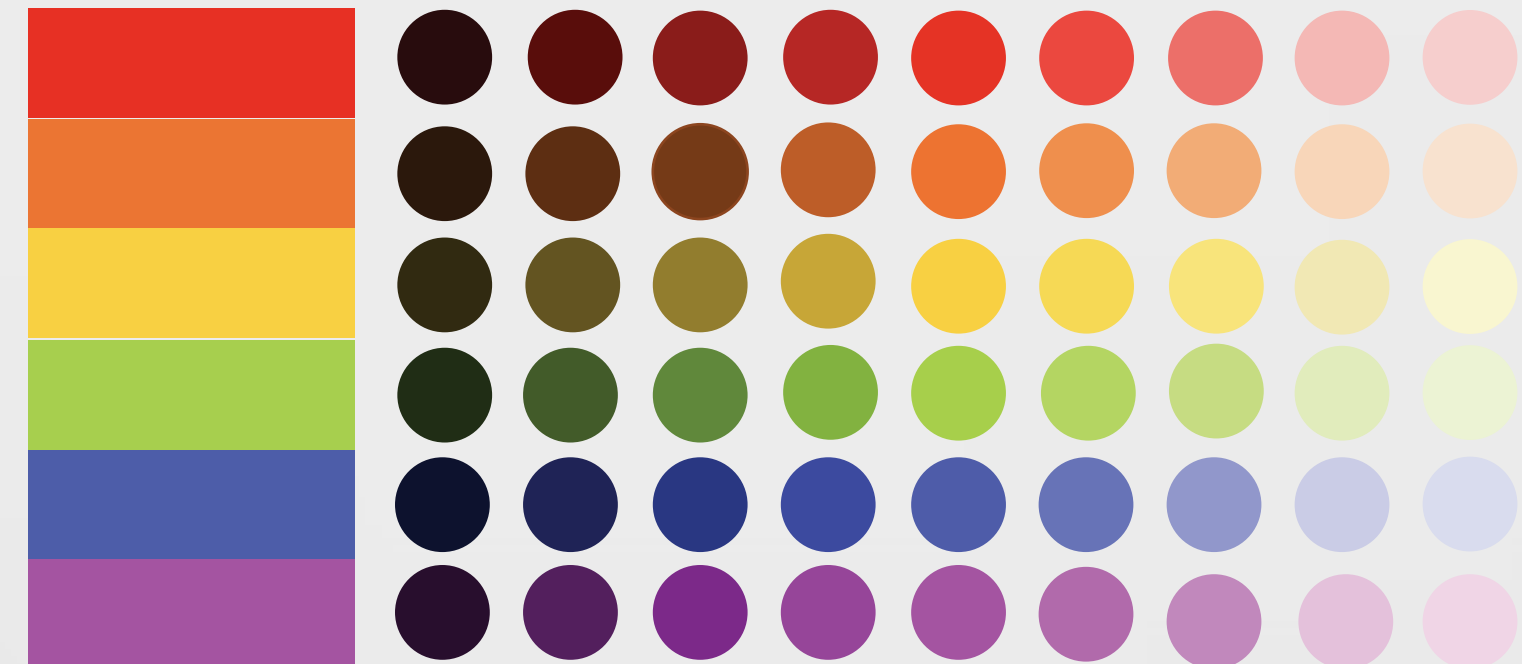
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PARROT FACTS

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Information to include |

1. Parrots have antibacterial pigments in their feathers to keep them from getting sick.
2. Parrots have 300 tastebuds at the roof of their beaks.
3. Due to the lack of tastebuds, parrots do not have capsaicin receptors, preventing them from tasting or suffering consequences from spicy foods.
4. A bird's heart is 50 to 100 times the size of its body. This is because of the bodies high oxygen demand.
5. Birds have delicate respiratory systems.
6. A hyacinth macaw has the bite force up to 700 pounds per inch, which is equivalent or greater than a bear, wolf, hyena, or tiger.
7. Parrots can solve complex puzzles as they are highly intelligent.
8. Parrots do not have vocal chords. Instead, they control their airflow and muscle contractions to mimic noises.
9. Yellow-naped Amazon parrots and African grey's are amongst the most intelligent types of parrot. In 2005 and 2006, Echo and Einstein won many television shows and competitions as they showcased their vocabulary of over 200 words and imitations.
10. Parrots are one of the only species of bird who have zygodactyl feet, meaning they have two toes in the front, and two in the back. This allows them to eat with their feet like hands.

Types of Parrots |

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|---------------------|---------------------|
| African grey | Quaker parakeet |
| Scarlet macaw | Sun conure |
| Blue and gold macaw | Green cheek conure |
| Hyacinth macaw | Caique |
| Amazon | Parrotlet |
| Cockatiel | Pionus |
| Budgie | Senegal |
| Cockatoo | Red-fronted |
| Lovebird | Cape |
| Eclectus | Glaucous |
| Red-bellied macaw | Blue throated macaw |
| Golden capped | Nanday |
| Aztec | Orange-fronted |
| Jamaican | Blue-crowned |
| Cuban | Red-masked |
| Black-headed | Red-fanned |
| Dusky-billed | Pileated |
| Mountain parakeet | Brown-hooded |
| White-crowned | Yellow-naped Amazon |
| Blue-cheeked Amazon | Puerto Rican Amazon |

Research Citations |

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