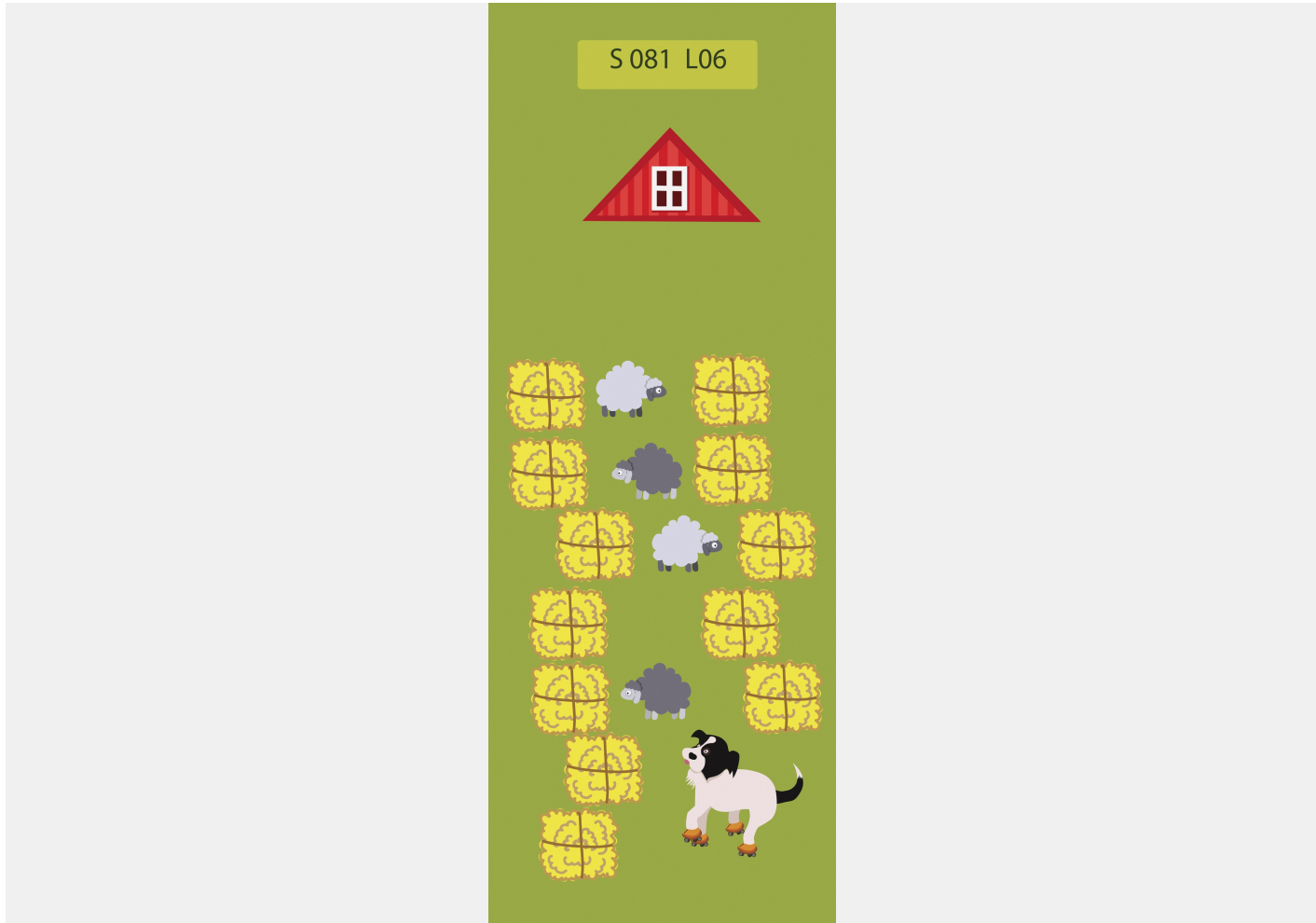


1/9 Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

Solution
I was inspired by old video games' concept. The character and the appearance of this Bulgarian breed provoked me to make a colorful and playful design.



2/9

Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

Which animal(s) did you choose as a visual and why?

Karakachan is a Bulgarian breed dog named after the Balkan nomadic shepherds. I love their free spirit nature but still they are very smart and courageous guard dogs. The Karakachan dogs are specially selected to protect the sheep.

3/9

Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

What culture or region does the animal stand for?

The Karakachan dogs are ancient Balkan dogs since the time of the Thracians. In 2007 the breed is officially recognized worldwide.

4/9

Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

What story does your design tell?

My design depicts a video game where the dog has to keep the sheep inside their barn. You may ask why the dog has roller skates? Well...why not. Skating is a passion of mine which I wanted to present in an illustration.

5/9

Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

What style did you choose for your design and why?

My concept is a vector illustration with bright colors but yet simple just like video game style. The Victorinox's logo is presented as a barn in the front side of the Swiss Army knife, while the back side shows the Karakachan dog and a sheep in a little bit more detail.

6/9

Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

Please make sure you have filled out your country of origin in your profile! It's important that the regional Victorinox team understands the cultural background of your design.

Bulgaria

7/9

Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

Have you used any third-party material? Even if you've modified or combined it, please know that in this project no stock material is accepted. See "Guidelines, regulations & comments" (in the brief)

I haven't used third-party materials.

8/9

Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

To be featured on facebook as the Victorinox "Pick of the Day" please write a short statement about you (see more details in the brief).

Hi, my name is Gergana Shehtova. I am passionate, motivated young artist who loves illustration, animation and dogs. I enjoy sculpting animation dolls using the needle felting technique.

9/9

Karakachan Game

The brave and loyal Karakachan dog, who keeps the sheep safe and sound.

Creative's profile



Gergana Shehtova

Sofia, Bulgaria

Creative's top 5 skills

Illustration