



# Digital Design



By Aswad Iftkhar



# Digital Arts:

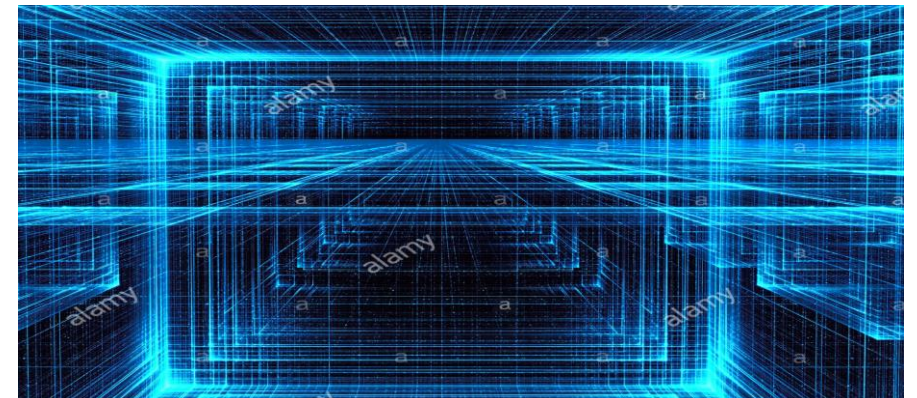
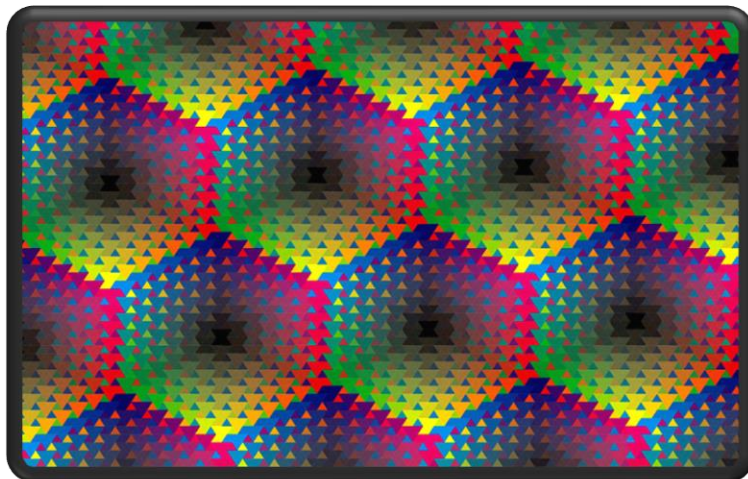
Digital art is an artistic work or practice that uses digital technology as part of the creative or presentation process



Art is the expression or application of human creative skill and imagination in a visual form such as painting or sculpture. It is stimulating and seeks to enlighten and entertain



Early experiments of digital art with computer art came around 1965. The first ever digital art was created by Andy Warhol.

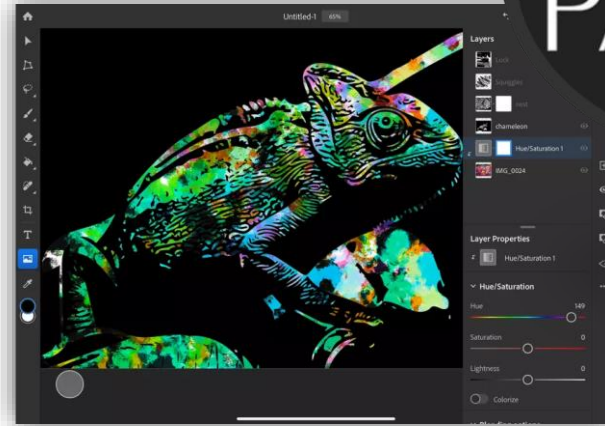




# TOOLS USED FOR DIGITAL ARTS ARE:



Drawing Tablet : A drawing tablet is a standard tool which every digital artist have in their tool-kit. Drawing tablets gives you full control and feels as natural as drawing with a pencil.



Apple pencil easily allows you to draw, shade, and paint with a variety of tools. It is compatible with every major digital drawing app in the market, providing easy integration.



Adobe Creative Cloud provides you with all of the tools that you could ever need to create your own art. Adobe Creative Cloud is a set of applications that gives subscribers access to a collection of software used for graphic design, video editing, web development, photography, along with a set of mobile applications.

Digital software: They are programs which are specifically made for making digital paintings.

I-pads and apple pencils are also a great alternative for drawing as you have access to a wide collection of drawing apps. These can enable you to work in a beautiful interface that has all of the tools that you need.



# Digital Artists:

## Dang My Linh

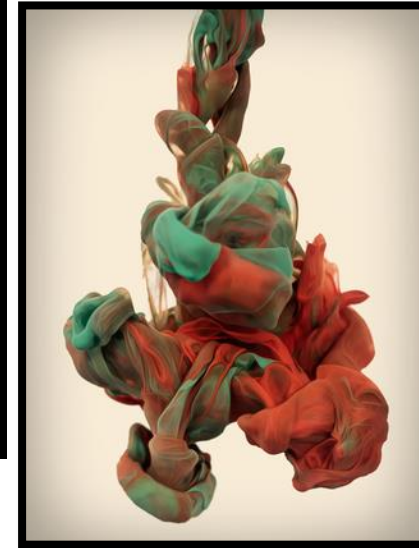


She is a Vietnamese graphic designer and work as a concept artists for games.



## Alberto Seveso

He is a graphic artist, born in Milan and now working in Bristol, UK as a freelance artist



His job is to deconstruct and use rendering technique where he takes pictures of faces and bodies and blends them with vector patterns. He is drawn to people's portraits, especially faces and expressions and enjoys, in a sense, giving people a new face.



His recently released collection, 'Heavy Metals' - a series of underwater ink photographs, achieved by mixing ink with metallic powders which are then suspended in different fluids and photographed at high-speed.





## Stephen McMennamy

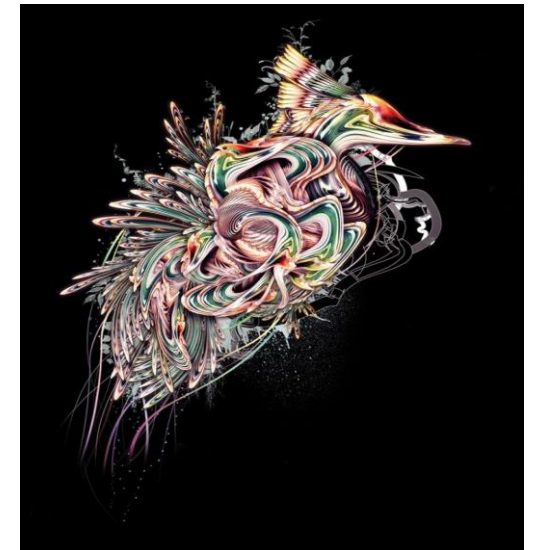


**Stephen McMennamy** splits photographs of wildly unrelated objects to form new, exciting images. He calls these creations **combo-photos**. These images go far beyond just using Photoshop. He photographs each part of the image before slicing them together.



## Nik Ainley

Digital Illustrator, **Nik Ainley**, is used to working with big-named companies like Nike, Starbucks, and *National Geographic*. He first became interested in digital art while studying physics. Many of his illustrations and graphics take influence from the world of science.

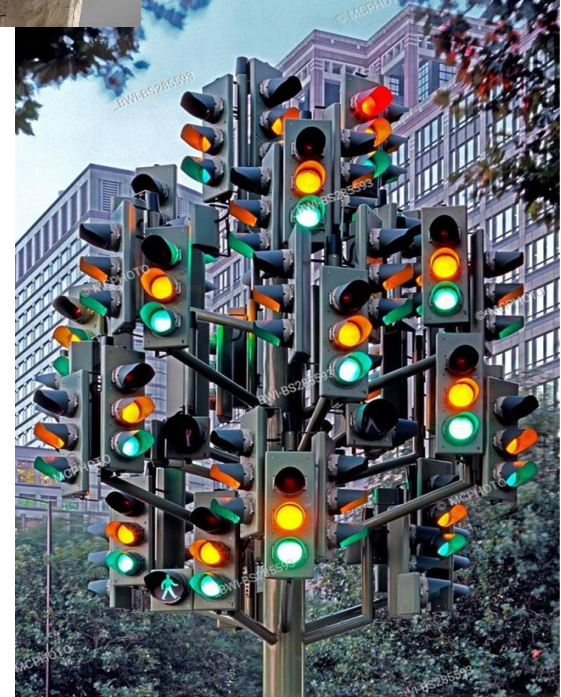


He works in both 2D and 3D software to produce his images and especially enjoys the results combining the two can achieve.





# Modern Sculpture:





# London's modern day sculptures

**Couple on Seat**



Lynn Chadwick (1914-2003) began his career as an architectural draughtsman but after World War II he took up sculpture. Couple on Seat is one of his later works. Chadwick created a permanent exhibition of his work at his home at Lypiatt Park in Gloucestershire. This sculpture was put in Cabot Square Canary Wharf back in 2011.

Kenworthy is more interested to deal in life-like forms rather than abstract or representative art. In particular, he's noted for his animal sculptures, of which several can be found around town. This one in upper Grosvenor Gardens is easily his best. Were it in Hyde Park or Trafalgar Square, it would surely be celebrated as one of London's finest sculptures

**Lioness and Lesser Kudu**



**Two piece bronze Reclining**



It is a bronze edition sculpture; placed in [Kew Gardens](#) in London, Created by the artist Henry Moore.

This two- piece composition could have in relating figures to landscape. Knees and breasts are mountains. Once these two parts become separated you cannot expect it to be a naturalistic figure



# Modern sculpture artists:

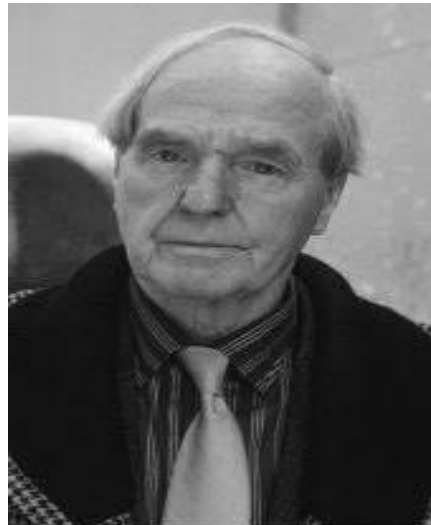
## Pablo Picasso

Pablo Ruiz Picasso was a Spanish painter, sculptor, printmaker, ceramicist, stage designer, poet and playwright.



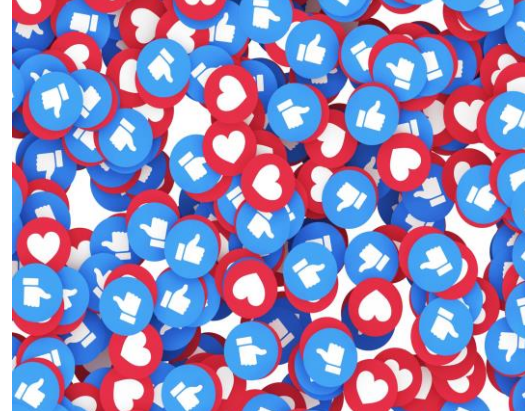
## Henry Moore

Henry Spencer Moore was an English artist. He is best known for his semi-abstract monumental bronze sculptures which are located around the world as public works of art.





# Digital Media





# Digital Media

Digital media are any media that are encoded in machine-readable formats. Digital media can be created, viewed, distributed, modified and preserved on digital electronics devices



# Instagram

Instagram is an American photo and video-sharing social networking service. As the service upgraded they also allows to text which is known as "DM"



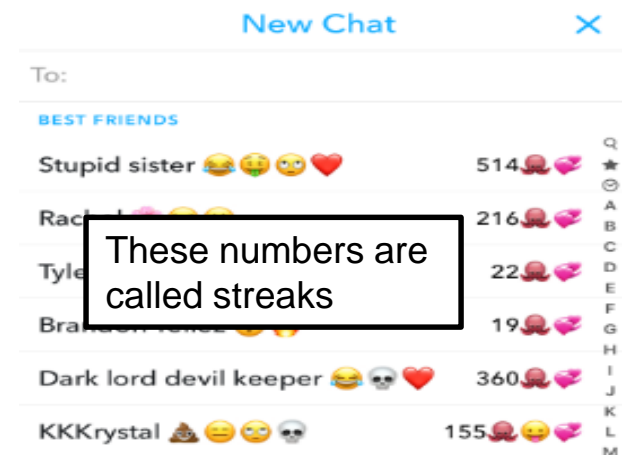
This was how the old Instagram logo looked



snapchat is a multimedia messaging app used globally. This allows the user to use face filters, play mini games and Within the app there's something called "streaks" which keeps a count of how long u knew a person for. To do this all the user have to do is send the person a snap everyday within 24 hours. This keeps a record of how long u knew the person for.



All the filters changes through out the year which means during Halloween season there will be scary filters.

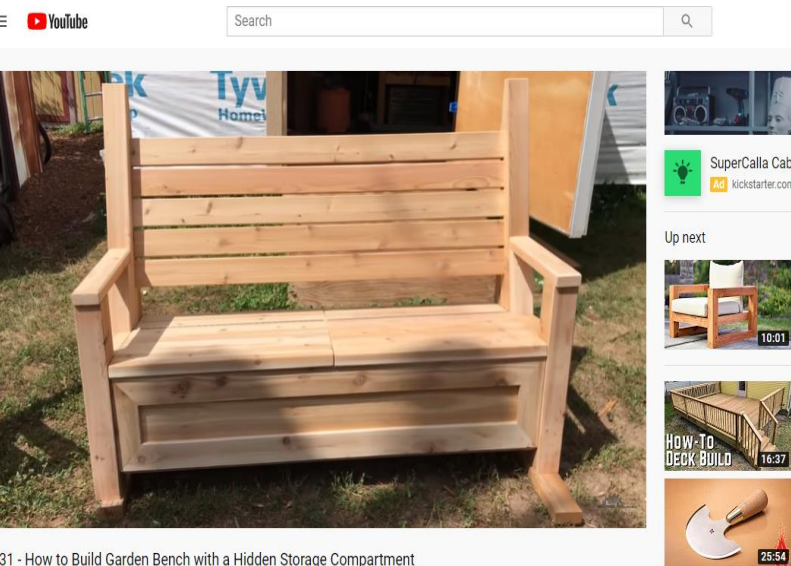


These numbers are called streaks



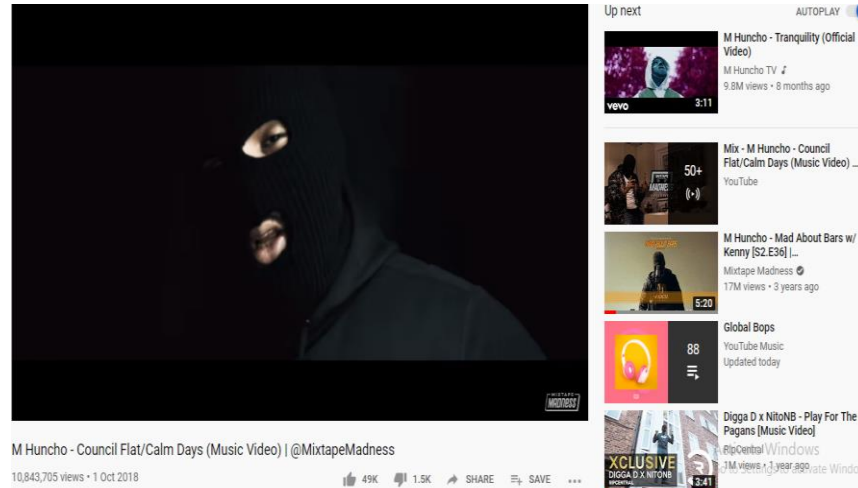


YouTube is an American online video-sharing platform. Where you can make your own videos and upload it online which will allow anyone to see it. YouTube was found on 14<sup>th</sup> February 2005. YouTube is a platform where you can learn anything and everything from education, building things and funny videos.



31 - How to Build Garden Bench with a Hidden Storage Compartment

# Digital media



YouTube also uploads many trendy music videos which are very eye catchy and are not suitable for children as they contain strong languages.



BBC News is an business division of the British Broadcasting Corporation responsible for the gathering and broadcasting of news. This helps to inform people what's happening around them everyday.





# Digital Games



Digital games are played in single or multi-player games over the internet. A digital game is any game that is played with the assistance of a computer or other electronic device.



Nintendo switch is a video gaming console. Its pocket sized, portable and also can be made even smaller than how it is.



Chess is a two-player strategy board game and can be played online on a checkered board with 64 squares arranged in an 8x8 grid. To play this board game the person really has to be focused at playing and have a solid mind all the way through the game.



Table tennis, also known as ping-pong is a sport in which two or four players hit a lightweight ball back and forth across a table using small rackets. The game takes place on a hard table divided by a net. Every time the ball hits the net or the other person misses a shot the opponent scores a point.





# Covent Garden

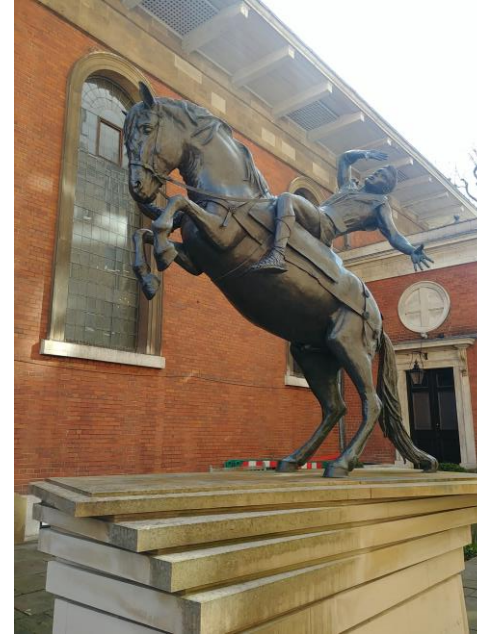
Covent Garden's thriving history started as early as the 7th century as a Saxon settlement. This place belongs to Westminster Abbey. In 16<sup>th</sup> century this place was acquired by Henry VIII

A car free piazza , few luxurious designer stores, mini stalls and the royal opera house is based in there.





# Covent Garden Primary Research

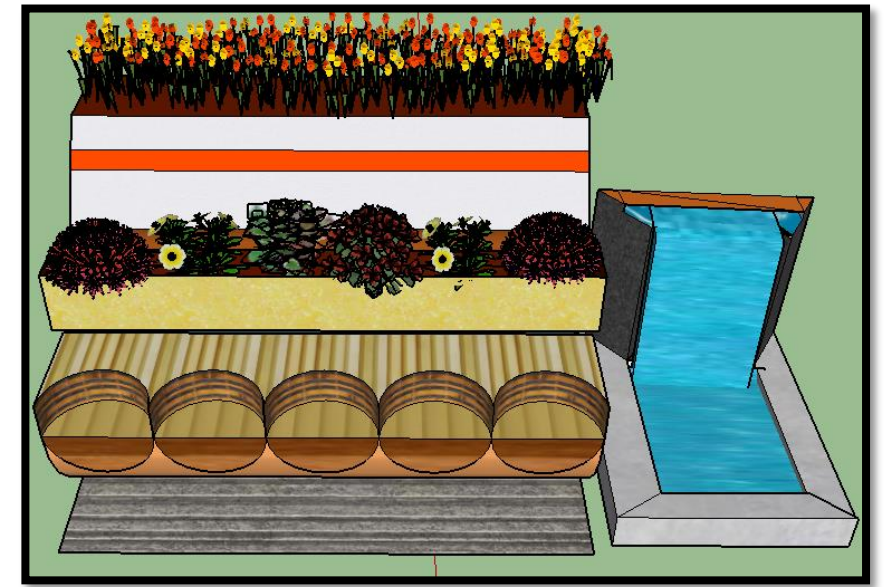
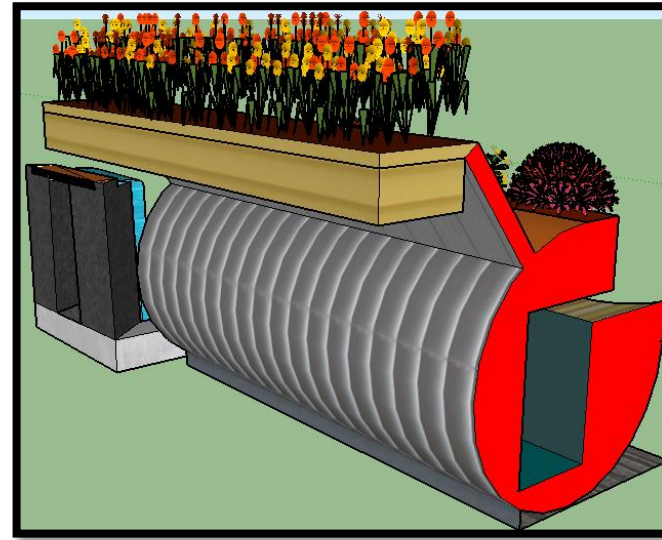
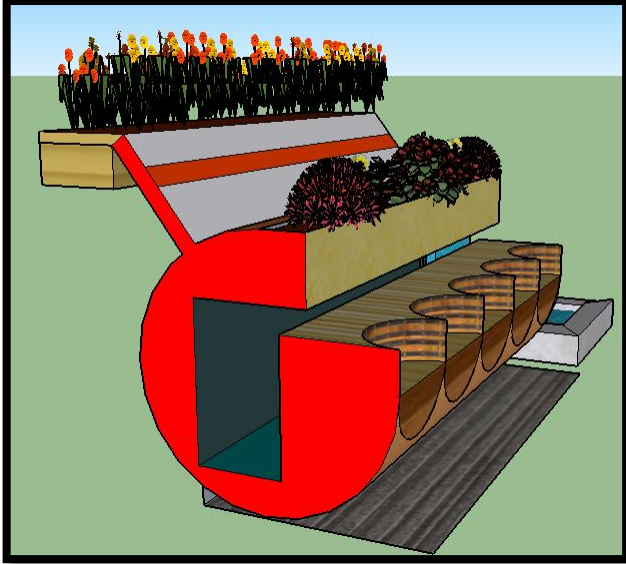


I went Covent garden to take these pictures and to see how it is. it inside. I also tried finding few open spots so I can put my design after its finished

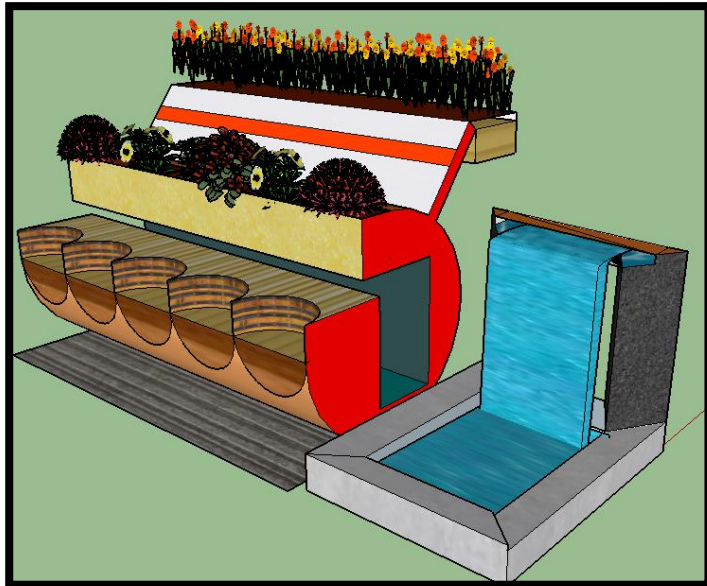




# Google Sketchup 1



This is my first model I made using google SketchUp. I got this idea from watch an YouTube video where the person makes models from wood then paints them. I really like the way he does it because first he starts of with something witch doesn't look good at all but after he finishes it looks completely different to what he started with.



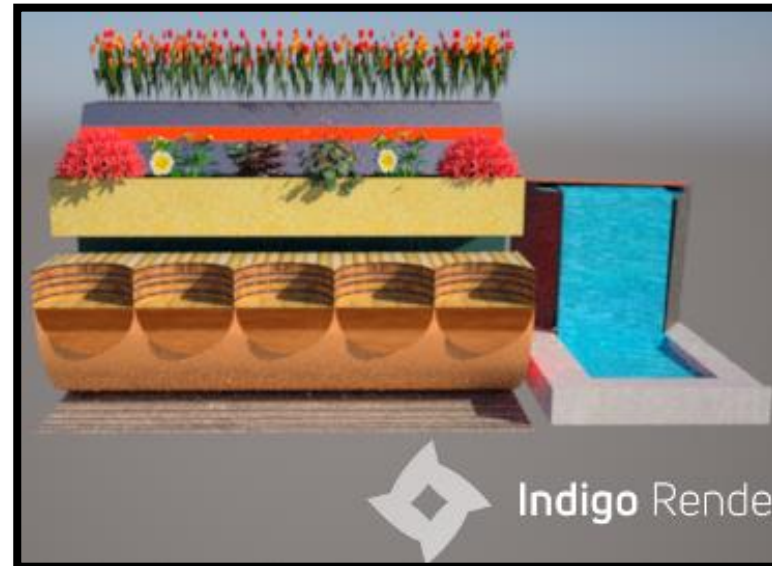
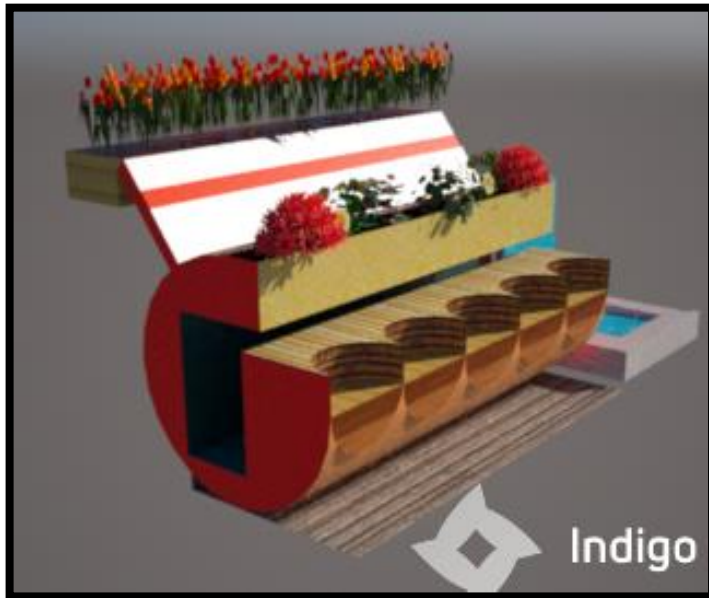
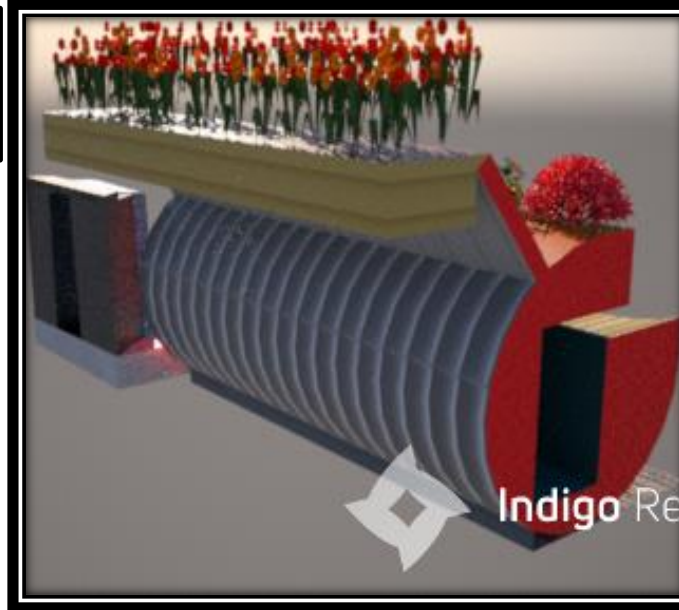
Making this model was quite easy and hard at the same time as I knew what I was making but I didn't know how to make it in sketch up in the way I was thinking.



I have used plants and a small water fountain next to it so people can sit on it and take pictures with it. Also the small water fall will really attract peoples towards it.



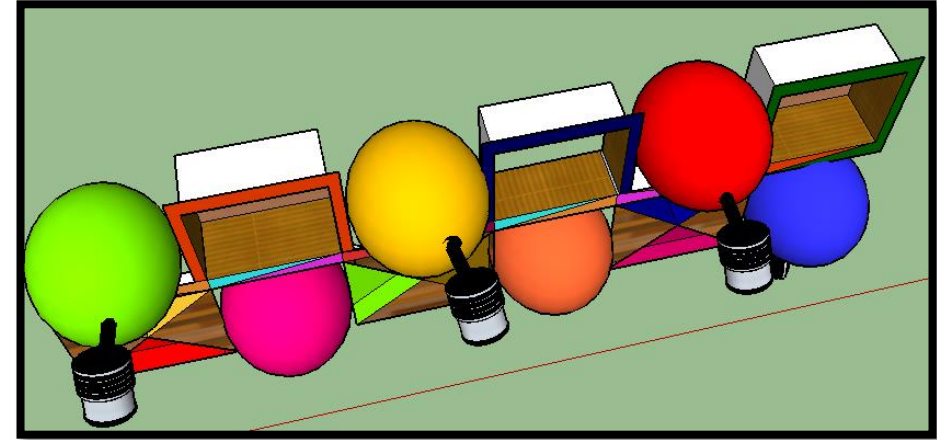
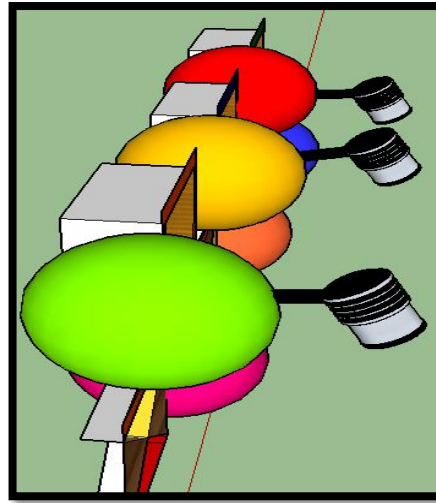
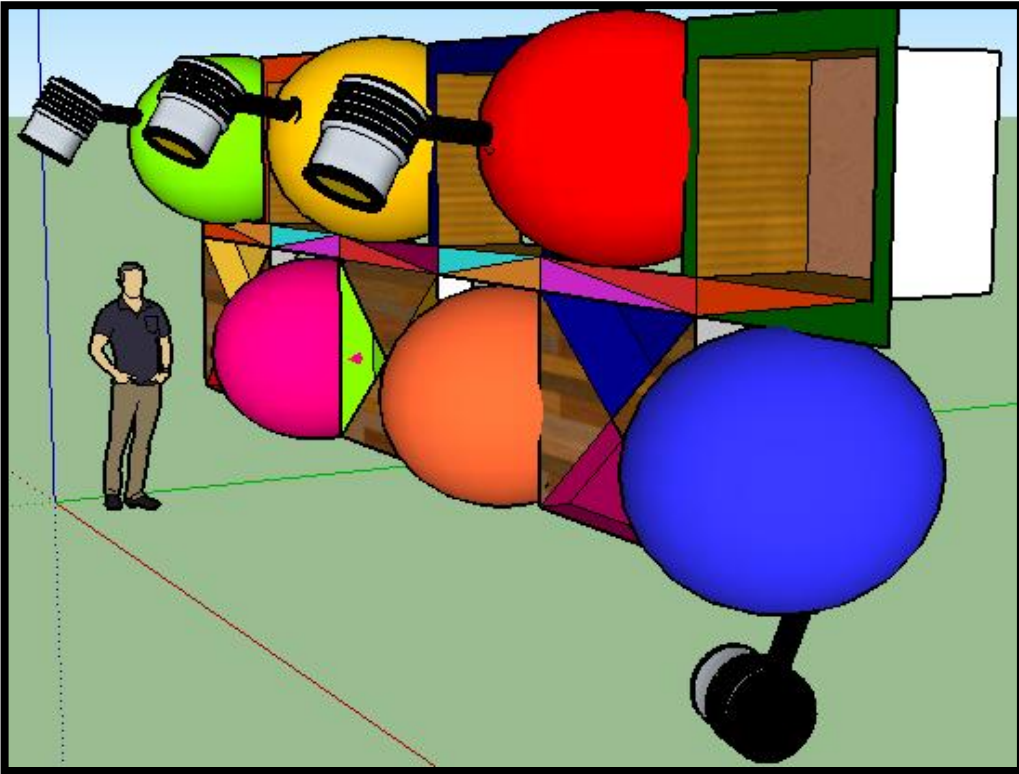
# Indigo Renderer 1



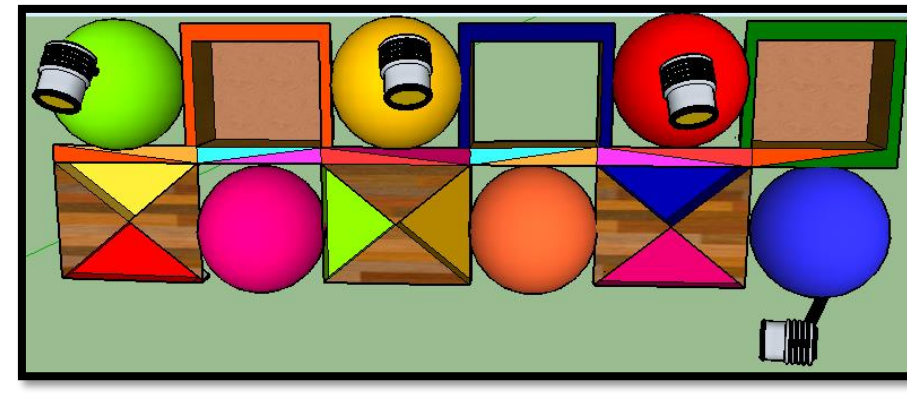
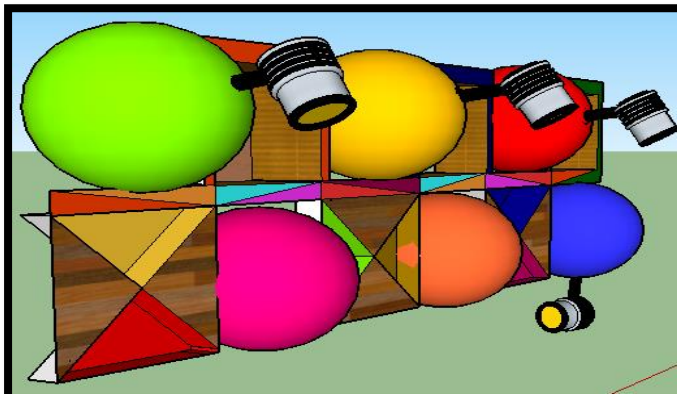
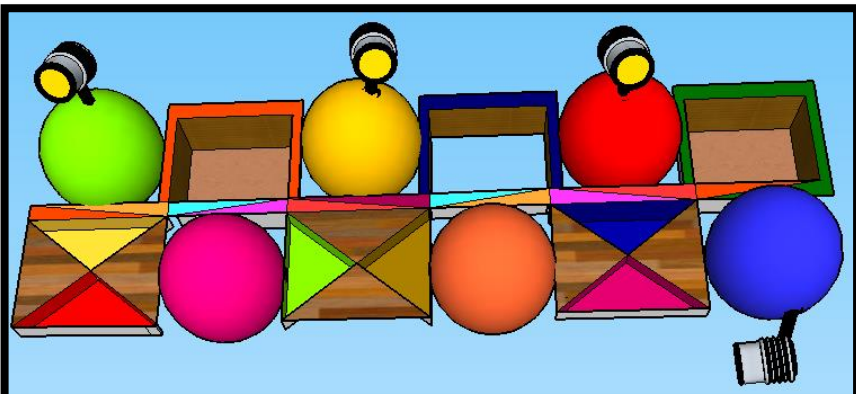
I have used indigo renderer to render my sketch up models. This helped me to understand how my model will look in real life. I was happy with my model however I wanted to make the water look more realistic but I couldn't as I didn't know how to. Other than that I have made it in the way I was thinking of.



# Google SketchUp 2

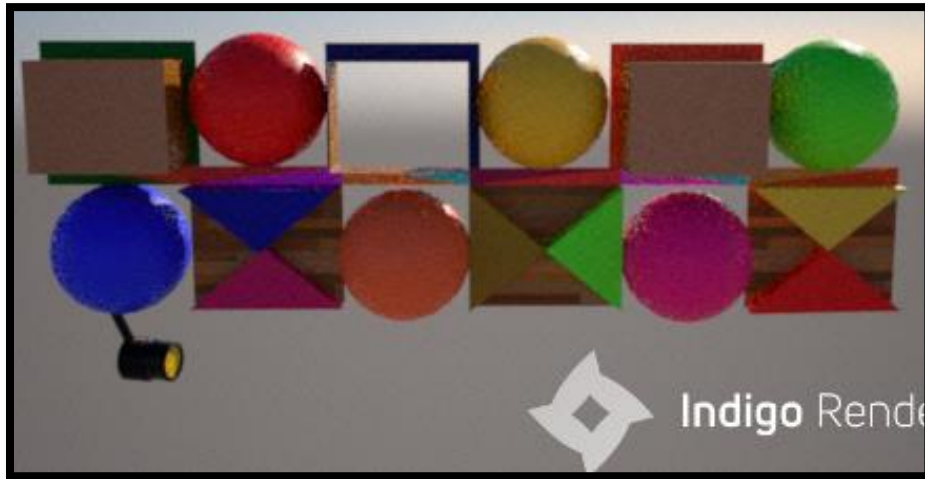


This is my second model and I have used google SketchUp to create this. I think it should put in the arcs inside the Covent garden market as it will suit there, as these bright colors will stand out. I have got this idea from both game chess and table tennis. The colorful balls represents the ball which is used to play table tennis and the boxes represents the checkered boxes from chess. I came out with this idea after I thought " what can I make if I combine both the chess and table tennis." This is what I came up with.

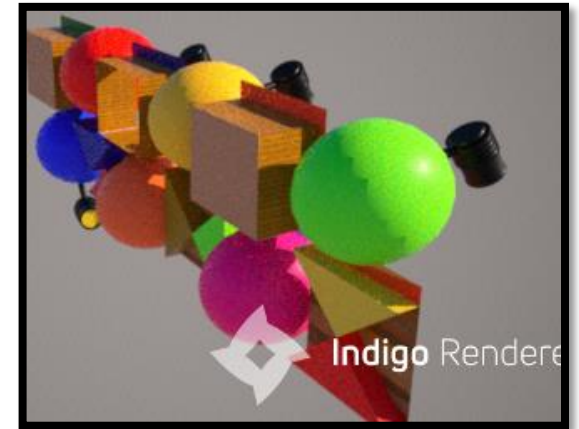
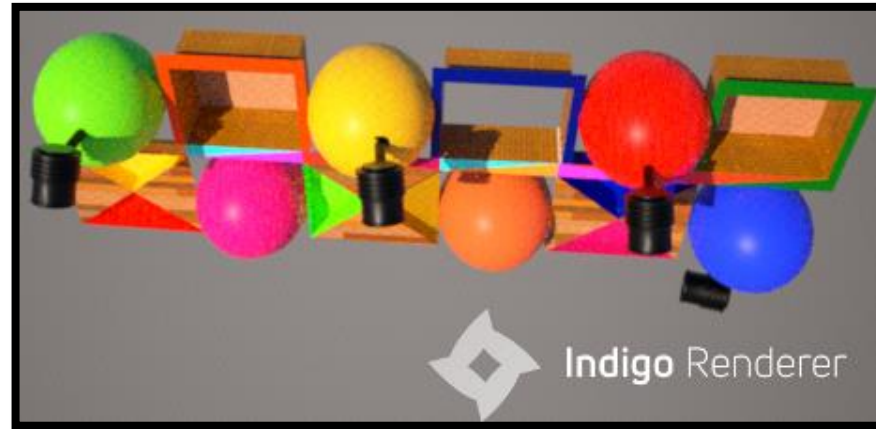




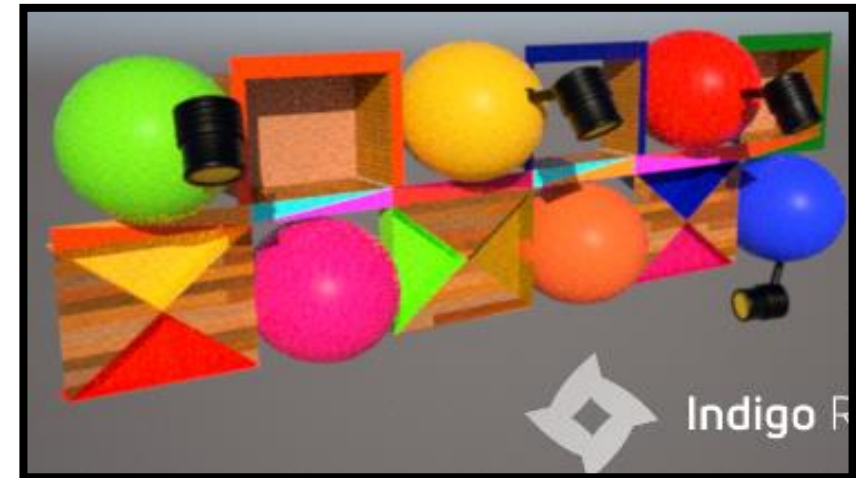
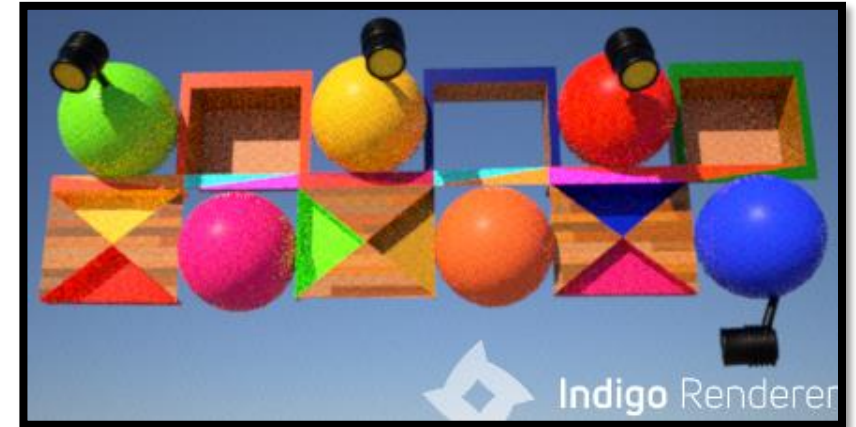
# Indigo Renderer 2



Back view of my model

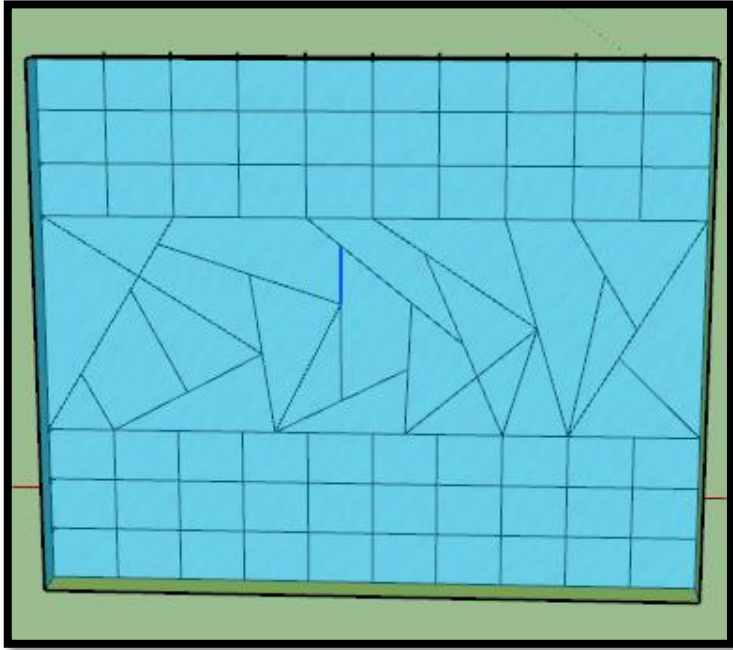


This model came out amazing after it was rendered. Rendering made my model look very realistic after it showed all the shadows and where the light rays exactly hit making the area look really pale and bright. I am very impressed with my final result as this is how exactly how I wanted my final model to be.

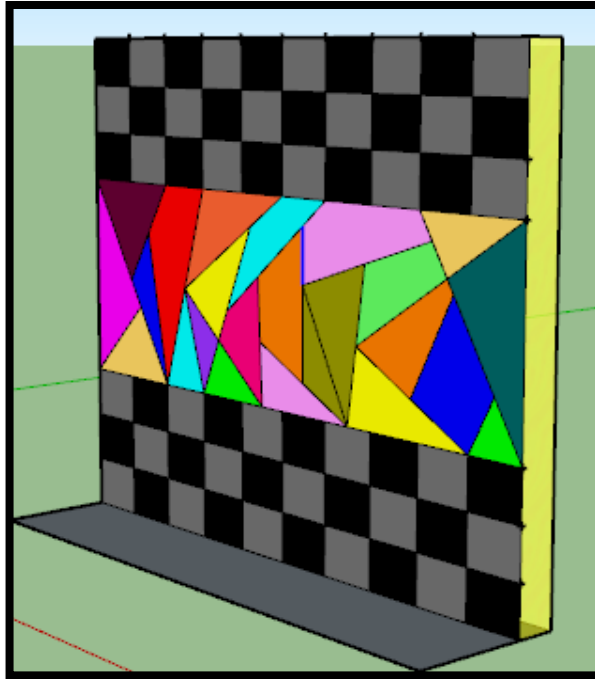




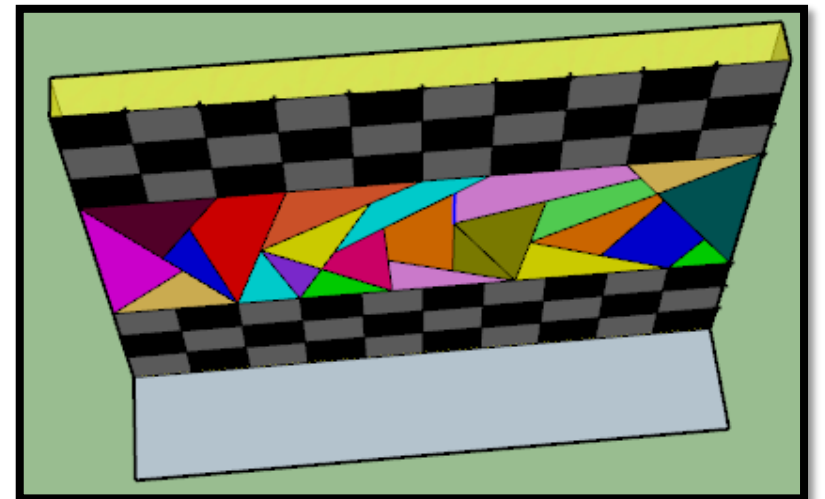
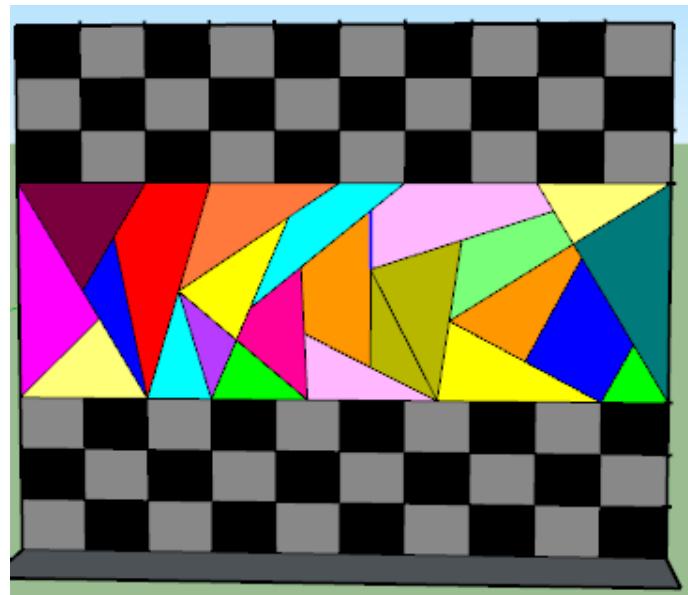
# Google SketchUp 3



This is the back side of my model which doesn't look as good as it looks in the front. I got this idea from the phrase "never judge a book by its cover." This is how it looks when you enter the place but as you turn around to see, the beautiful side of the model comes up.

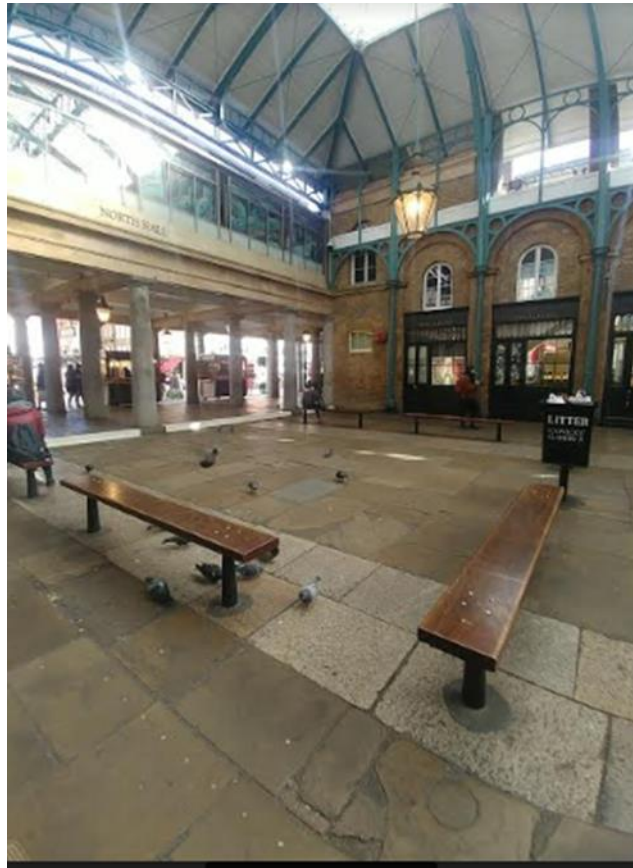
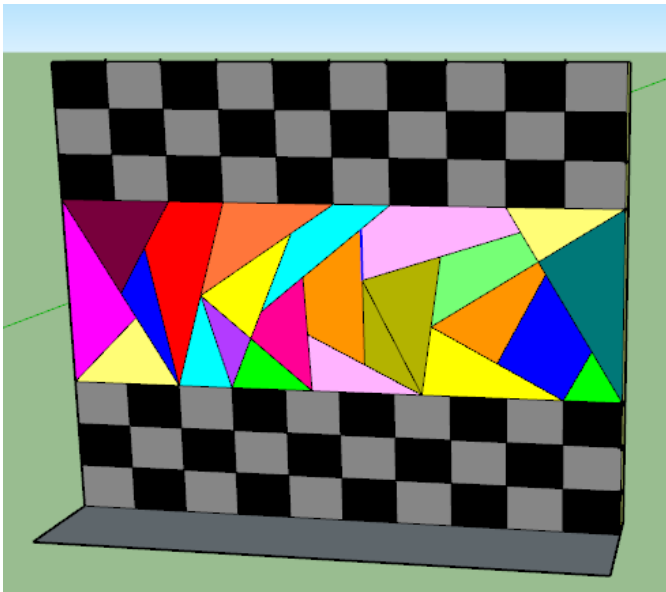
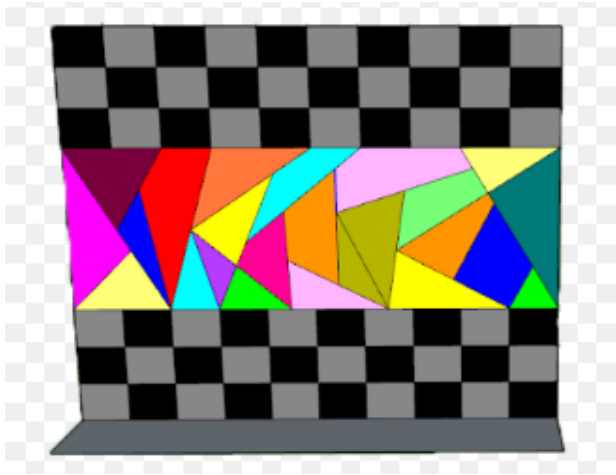


For this model I was inspired by the cubist artist Pablo Picasso therefore I have used few cubist designs in the model. I was also inspired by the board game chess. As I like this game I have used it pattern to cover the top and the bottom of the background.





# How it would look in Covent garden



“Don’t judge a book by its cover”



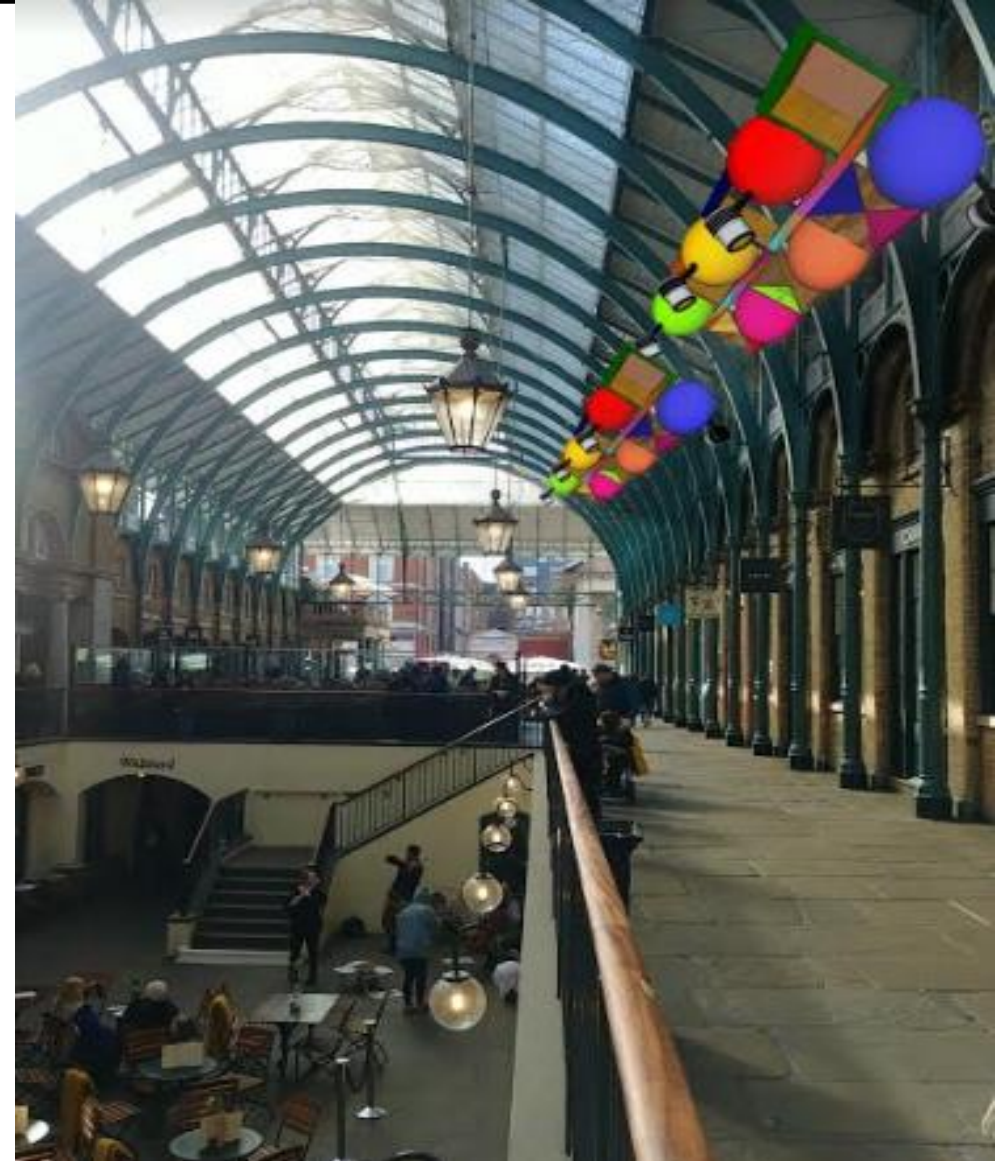
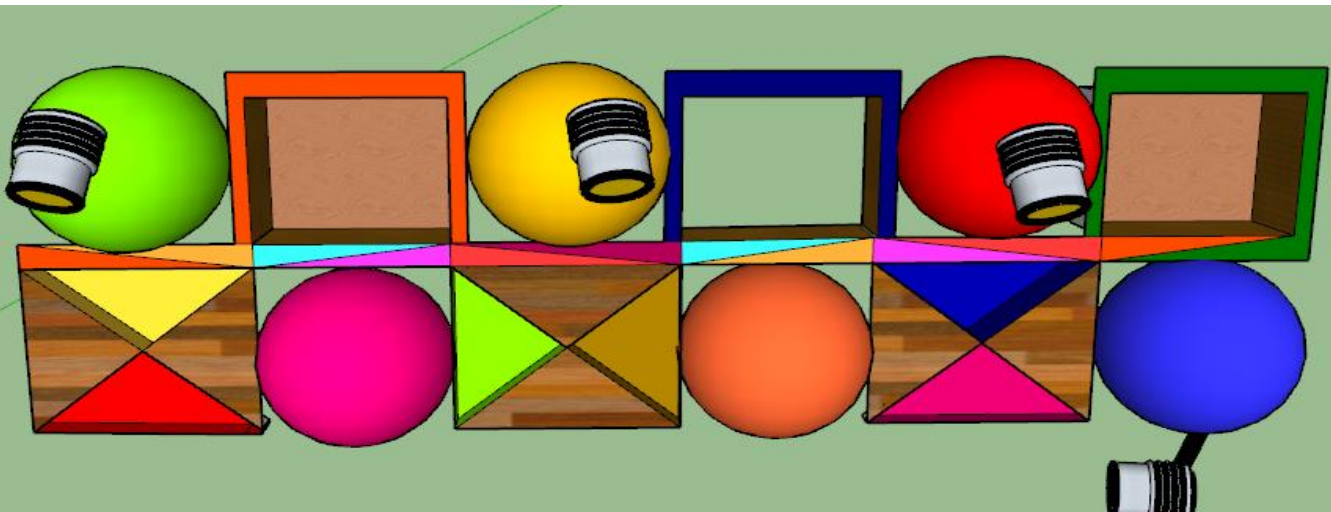
I have created and put it in an angle like this so when peoples are coming from the back they would think it doesn't look good at all but when they come in front of it they will be really surprised.



# My model in Covent Garden



This is how my model will look like in the arcs of Covent Garden. I have used the flashlight in my model so when the lights are on it will allow the people in Covent to see the structure more clear and better. I also used light colors so this model stands out.





# Final model in Covent Garden



I have decided make a model out of wood of a bench and put it right in front of the piazza so people can sit on it and take good pictures with Covent garden in the background. I really think that the water fountain will really get peoples attention during summer.



From SketchUp I have turned it into png then used photoshop to put my model in front of Covent garden

