

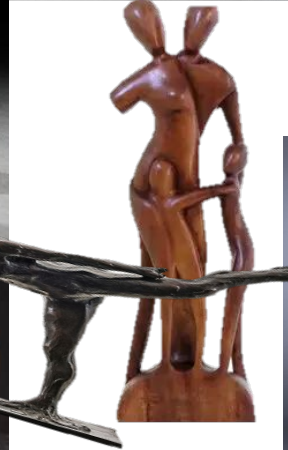
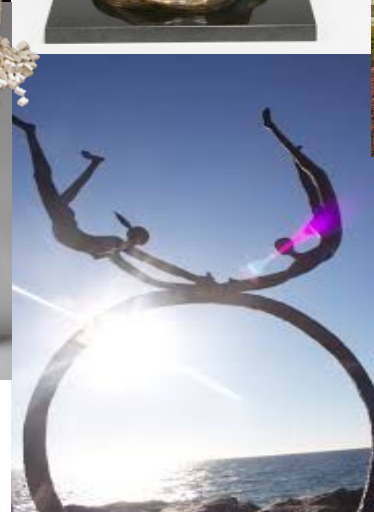


# Contemporary design and sculpture/ installation





## Sculptures mood board





# Covent Gardens mood board



There are many shops all around Covent Gardens inside and around/outside as the place is a open tourist attraction in central London.



There are large amounts of natural light due to the glass roof of the main building, and there is no shortage artificial light as you can see lanterns being placed all around.



In Covent Gardens there are large amounts of open space where street artist perform, as well as theme decorations(Christmas tree) are placed.



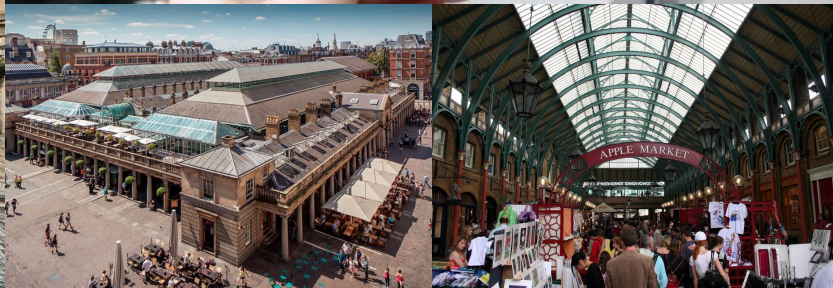


# History of Covent Gardens

Covent Gardens has a long history as it has been around for more than 400 years, it has changed multiple times over the years but since it was opened it has always been busy. The name Covent Gardens comes from the french word 'couvent', in the beginning it was known as the vegetable garden as that is what was sold in the area. The area is now a famous tourist spot in the uk as it attracts 44 million people every year, it is now know for its pubs and street performances.

What has occurred at Covent Gardens:

- It was a trading town area for the anglo saxons in the beginning, and then bought by Henry VIII who then gave it to a friend (John Russell, one of the firsts earls of Bedford)
- It was known as a vegetable garden as it was only stalls of fruit and vegetables being sold, and it was in an area where vegetables were being grown
- It became the first ever piazza in london, it was inspired by other ones in europe, it became immensely famous after the great fire of london, because most salls opened up in the area, as it was not severely damaged in the great fire of London.
- Covent Gardens after 1757 became a red light district for the courtesans of London, Kitty Fisher and Fanny Murray are examples of two high class courtesans.
- The royal opera house and Theater were the harts of Covent Gardens and still is till this day, as they are both known about around the worlds and are always full of people enjoying themselves
- Covent Gardens is now known a high visited area in London as it has been since the very beginning. At Covent Gardens there is now over 60 pubs/ bars and many different types of street performers who perform every day (apart fro christmas day).





# Digital media in art and design (sculptures and photography)



The image to the left is a sculpture created by Albert Gyorgy called melancholy. The statue is of a figure who is sitting down on a bench with his head low, the statue has a hole in the middle which represents a void in the human heart. Albert Gyorgy has used digital media to show how humans feel when lost, many can relate to the feeling. the sculpture is famous for creating such emotions yet being so simple. Albert Gyorgy created this piece when he felt sadness and isolated after he had lost his wife, he created the sculpture to visually show how he was feeling at the time. What I love about the work is how it can relate to many different types of people in many different types of situations, he has clearly shown an emotion through a 3D object.

The sculpture on the left was created by an artist named Andrew Myers, he named it 'in case of emergency'. The sculpture has used digital media to show how easy it is to be lost in emotions and also how easy it is to destroy your negative emotions. Andrew Myers was inspired to create this piece when he saw a fire extinguisher in a class case that said 'break glass in case of emergency' this then led him to realize the human heart is also the same, the heart is a place where we keep all our emotions together (negative and positive); the hammer in the arm with the sleeves rolled up is used to signify that we can let everything out "we can put out emotional fires we create". what I love about the design of the statue is the small detail for example the rolled up sleeve to show the man is ready and the tightly closed up hand (the statue's left hand) to show the man is bracing for impact.



Digital media: Digital media is something that is used all over the world to get things and messages across, it is any type of media that is formed in a way which people are able to understand what is going on. Digital Media is shown in many different types of forums for example: social media, sculptures, animations, videos, games, magazines, posters, leaflets, advertisements .... and painting.



The image on the left was created by a photographer named Holly Rose who works in the field of emotions and surroundings. Holly Rose has used digital media effectively to show how humans are not always their true selves, she has tried to show that on the outside they can seem fine laughing and dancing but in the center they feel lifeless and faded away. In the photograph you can see Holly Rose 5 times; 2 facing forward and 3 facing backwards, from the two facing forward you can see one is enjoying herself but the other one is standing still looking bored, Holly Rose has done this to show how humans really feel as most the time when you are having fun you don't think of anything else but sometimes there are moments when you realize all the responsibilities you have which lead to you having fun but also not. What I love about the image is how different types of emotions can be seen from the image but what we actually see is only 2 (joy and regret).

Edward Honaker is the photographer who created the image on the right, he created the image of a man with a distorted face. Edward Honaker has used digital media to show off human emotions and how they are not what we expect, nothing goes perfectly to plan in life. In the photograph we can see a man getting ready to do something but we are unable to see his face clearly, this was done to show off how life is hard. As a child Edward Honaker was diagnosed with depression and felt like he did not fit in with the world, he stated the "your mind is who you are and when it doesn't work properly, it's scary". What I love about the work is how he has shown emotions change a person for example we can see the face of a man is still there but we can see that the face is not actually together, Edward Honaker has done this to show how we are still ourselves when we lose ourselves all that needs to be done is be put back together again.





# Digital Media in Art and Design



This is a simple piece called disappointing love, painted by Francis Danby in 1821. The oil painting simple it is of a woman crying in her arms, however it is able to connect with a lot of people due to the colours to contrast a happy feeling and the loneliness image that has been create.

Digital media has been used is painting to emphases different emotions. In the 1800 images started to shift form objective images( images that would have no meaning or that will show you the meaning of the painting at first glance) to images that were more imaginative and that would raise questions. Painting is a media that allowed artists to express how they felt and in certain situations and how they believe other people feel in situations. Digital media through painting is still used in this day and age but is now more linked with different shapes and objects.

Edward Munch created this famous piece in 1893, the painting is called scream and it was unusual at the time for this type of painting and most pieces of work around 1893 where painted objectively. The painting is know for creating a shocking image of a man screaming using swirls and dark intense colors. Edward Munch created this painting to show his inner thoughts he was having at the time, the story of it is how he felt when seeing his friend run off on a red sunset sky night and that hearing a "scream of nature". The scream is a painting that visually shows how people feel when they are in a situation where they are unable to do anything but stand. Personally I do not like this work as it raises a lot of questions but to a lot of people who have witnessed the image they are able to connect to it.



The painting of the left os called 'Under The York', and it was painted in 1893 by Eero Jarnefelt. The image shows a group of people doing hard labour and a small girl staring right at you with an expression of defeat on her face. The paing is created to make you feel blessed, it is a paing to show the work is hard and you problem are nowhere near as bad as other people problems. I love this image due to the impact it creates on the viewer.

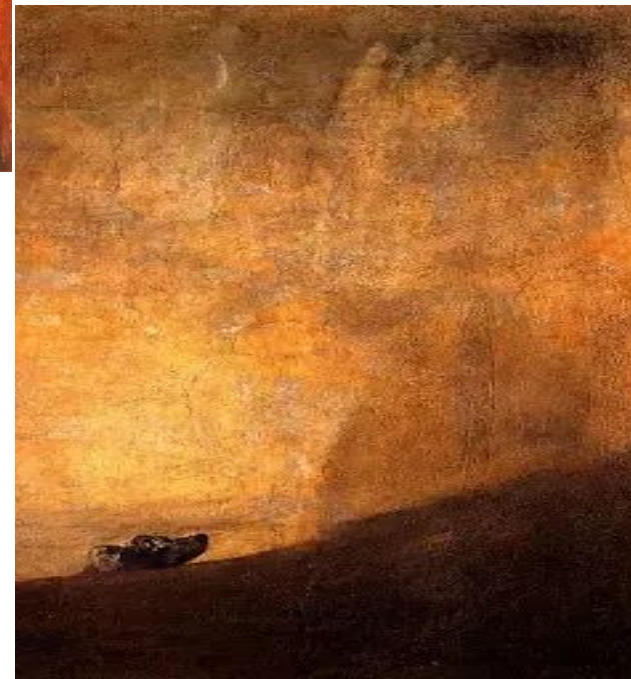


This image was created in 1820 by are artists named Goya, it is called 'The dog' and at first glance nothing is going on. In the image you can see a gog and he is in water unable to swim or get our (drowning). Goya has created this image to show how how people feel when they don't know how to move on. The is used to show how people feel when they have no clue on what to do, black has been used for the water to emphasis that there is no hope and the orange sky has been has been used to show the emotion of distressed. Personally I love the image because of how it is simple when only briefly taking a look at it but when you try to understand it it can relate back to a person in more than one way. digital media in this case is used to wgow the emotion of a person feeling lost.



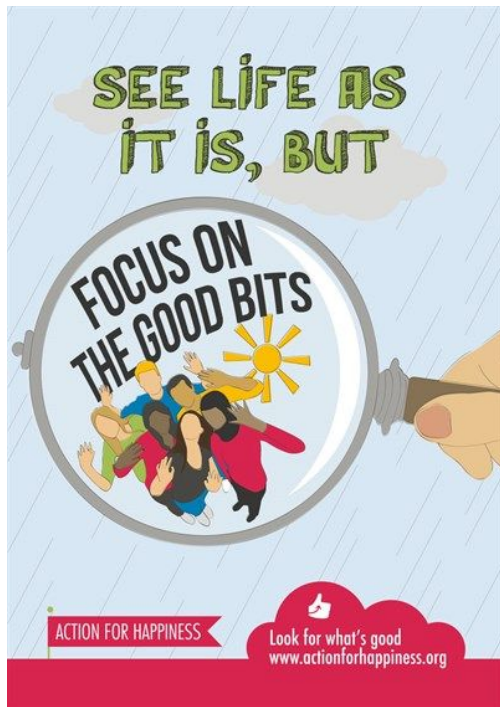
The piece on the left is called 'The doctor' and it was painted by Sir Samuel Luke Fildes in 1891. The painting is of a man sitting down (doctor) looking at a kid who is beyond help and of the parents of the child in the back grieving about their child. The painting was to show how when something is not going your way all you can do is stay back and cry, the images connects to a lot of people as nothing will always go the way a person wants.i like this image as it shows humans will still try to look at a problem which may not

even be able to be sold, it shows two different types of people, people that stay on the problem and people that stay away and regret everything about the situation. The image shows off the difficulties people go through and how it will never be easy to go through.





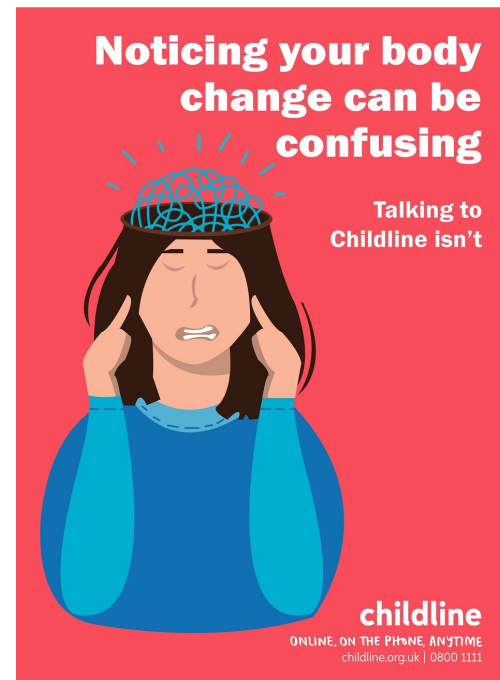
# Digital Media in Art and Design (Print/Posters and Social media)



The poster on the left is by a company called 'actions for happiness' it is a poster to help cheer up a person. In the poster there is a group of people that are seen through a magnifying glass who are saying focus on the good bits, it is shown this way to get the point across that there is good and happiness in the world. The magnifying glass is used to emphasize that happiness does exist in the world but you have to go looking for it it won't just come to you, the poster is suggesting that life may be tough but there are moments which are amazing and that you should focus on the and carry on moving forward.



This image to the left is a post by childline that is about depression, digital media has been used to show that there are many different types of causes of depression and you don't always know who. in the post you can see 3 different people with 3 different messages underneath each person (each different things that cause depression and what it can result to) What I love about the post is how it shows how different people can be affected and how you can not tell , if you look at the pictures alone you would not be able to tell that that the 3 different people have depression you would just see them as normal or people just deep in thought.



This poster is from childline, it has used digital media to get the point across that childline can help in most situations no matter if its anger sadness depression or something you can not figure out about yourself. in the poster you can see a woman confused about something the, the wire coming from her head is meant to resemble the brain but it is also used to show how conflicted the women's thoughts are. What i love about this poster is that it is easy to understand and how effectively it presents it message, although there is a girl on the poster you can tell it's aimed at both genders and the way they have worded their text makes it so guys can also relate to what is going on.

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It's time to make a change. Online counseling is an effective, convenient, and affordable way to get help with many issues. Get help with stress, relationships, career issues, self-esteem, and many other life challenges. Take a short quiz to get personally matched with one of our 900 professional licensed counselors.

The post above is an online post on website called 'BetterHelp' it is a post that will try to help you get over emotions that get in the way of your day to day life and help get over them. Digital media has been used to show humans are not always themselves, in the post a mask has been used to show that most people put on a fake emotion to hide from one another and that the fact that it is not fixing your problem it is just running away from something that will always catch up, the fact that there is more than one type of mask show that.

The image to the left is a post on instagram by a account called heventube, it is a short video about how happiness to one another can increase a person's own happiness. While the video gets played the their are small messages at the top that get displayed like "kill them with kindness" which are used to emphasize how important it is to be happy. The account has used digital media to get the point across very effectively, the video is used to give a visual reminder of what happiness can lead to and the messages are used to give you a better understanding.





# Digital Media in Art and Design (Advertising and Animations)



This advert by 'Assra' is about depression, a massive human feeling that can kill lives. In this advert the words depression are written with the wire of a phone, this is to show people that depression has ways out that you can get help by calling the company. They have used digital arts to catch the attention of people and get the point across that help is easy to get, it is just one call away.

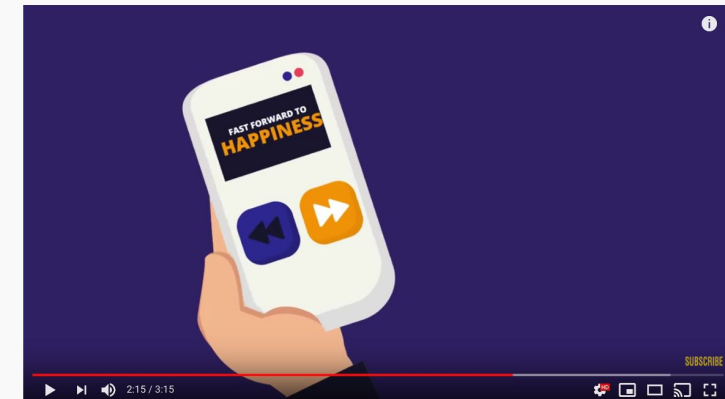


The video to the right is a advert by 'New York Times' which show how the world thinks and how different individuals think about different things. Digital media was used in the advert to try and show important messages and questions that don't have answers to and by doing this they are trying to get the point across that there are many questions in which you will need to find out the answer to by yourself but there are many answers that can be given to you by others. The advert is not specifically about reaching out to the company for help but what i love about it is that the advert is highlighting different question sand it is voiced it many different voices (different genders and accents), this is done to show that you alone are the the only one confused, there are many people around the world who still don't know everything they would like to know.

**The truth is more important now than ever.**



The image to the left are different characters from the animated movie 'Inside Out' by Disney Pixar, the movie is about turning sadness into joyfulness. Digital art is used to show how different emotions can occur at once and it can make a person confused, in the movie you are able to see many situations where happiness wins over sadness indicating it is the stronger emotion. What I love about the movie is how many things are going on at once but in the movie you can clearly see how different emotions react to one another and how in the end it is better to be optimistic about situations as it will lead to a better life.



The image above is from a short animation about happiness, it is about a boy who is never happy with with his life and always wants more. Digital media is used to show how time is valuable and you should make count of every second you have not rush it and skip steps. in the advert the boy finds a remote that lets him fast forward time, in the beginning he sees a university but realises he has to go school so he fast forwards time to when he is in university, after a few more steps e.g getting a job, getting married he ends up fast forwarding to to when he is old which leads him up to dying and not really living his life. What I love about the animation and the use of digital media is that it clearly portray life is full of happiness all you have to do it take you time and enjoy it .



# Emil Alzamora



Emil Alzamora was a sculpture designer who showed the human feelings and emotion through sculptures, he created many different sculptures made out of different types of materials. He was born in Peru and then moved with his family to Florida, he then went to university and studied 'fine arts'. Emil Alzamora had a lot of emotions going on with him at the time and made sculpture to physically display the emotions, he also tried to tell stories with his emotions. What I love about his work is how he displays the emotions in a unique way, it is not like he shows a man crying but he shows the feelings inside when crying. However what I don't like is that some of his designs are hard to understand if you do not know the name of the sculpture or concept behind it.



The sculpture below is called 'Our moment of Glorious triumph' or 'Sunshine on our wings'. The statue is on the small scale and is created out of steel, wood and cement. The statue was created to give of the emotion of joy and happiness, to most people who view this sculpture they see it as hope as when looking at it you can see one soldier is all beat up but is still trying. There are some aspects of this statue that I don't like and that is the fact it may be too confusing what it is about if you don't know the name or concept behind the statue.



This sculpture below is called the 'Bronze Sculpture', it was created to show off a story of joy, love and happiness. Emil Alzamora designed this sculpture differently to most of his other designs, in his previous work the faces of his sculptures could be seen but in this one it is just a smooth head, and also his sculptures are usually standing up to show there is some strength left in humans to work harder but as seen in this one it seems like the statue is staying up in mid air. Viewers see this statue as a symbol of resilience of a human, it shows no matter how down you feel you can always hold your place and get back up again.

The sculpture above is called 'The SHIFT', it is a sculpture which is of a face stretching apart out like if it's not agreeing with itself. The sculpture was created in 2006 and displayed in 2019, it is a small sculpture made out of bronze. Many people relate to this sculpture as the emotion that it is trying to display is confusion, which is what affects a large amount of people in this day and age. The two faces being pulled apart from each other and the small body frame is used to show how vulnerable we are to not knowing what we are doing and how it can weaken us.



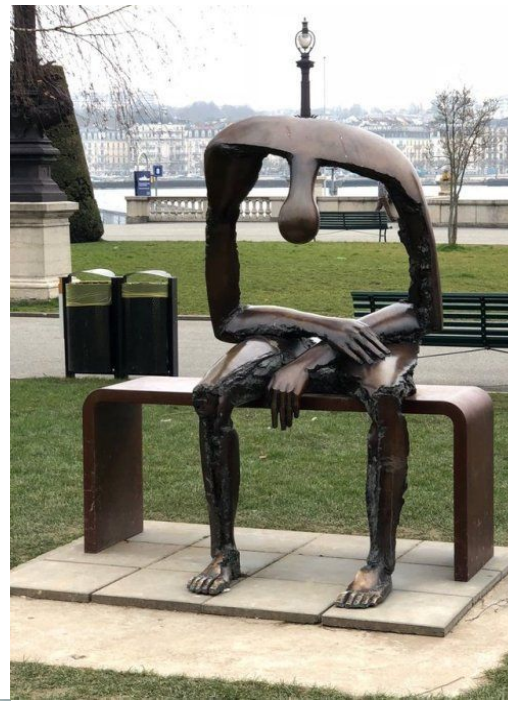
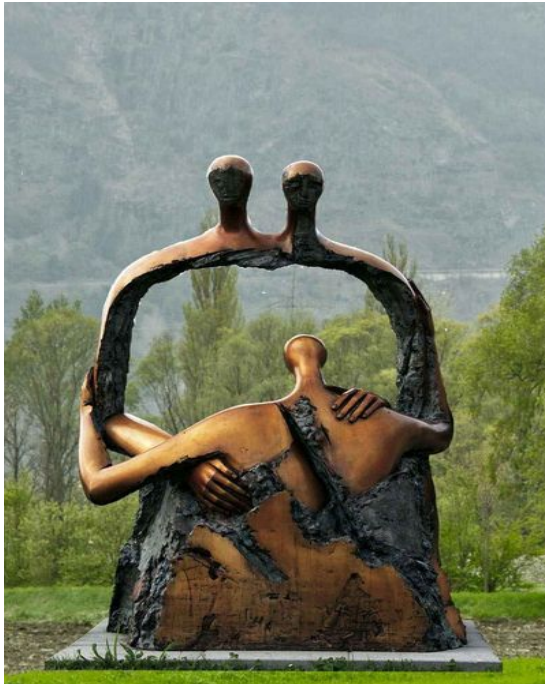


# Albert Georgy



The sculpture below is called 'The Prodigal Son', it is a bronze sculpture located near a mountain region. 'The Prodigal Son' is quite similar to his other work 'Melancholy', it has the same design of having a frame of a body but a hollow inside. 'Melancholy' focuses more on a single person and how they feel, but 'The prodigy's sun' on the other hand focuses more on a relationship of a family. In the sculpture you can see 2 people who are hollow and the inside and 1 person who is having their inside being patched up by two different colors. The idea behind the sculpture is the role some parents go through for a child, it is to show how parents would sacrifice everything so their child can be happy.

The sculpture above like most of Albert Georgy's work this sculpture of his which does not have an official name is following the same theme of emptiness which can be defined in different ways. In this sculpture the emptiness feeling it gives off is form patience, as you can see the sculpture is sitting on his knees and has his hand on his legs which gives off the look that he is waiting for something, the hollow inside of the man is indicating how nobody has a unlimited amount of patience and that after a while it can bring people down to feel either empty or deserted. Throughout his work Albert Georgy likes to get views to have their own interpretation of the design which is what I love about his work.



This sculpture is Albert Gyorgy's masterpiece, the sculpture is called melancholy and it is famous for being able to connect to a massive amount of people. The sculpture is of a man with no features and no body, it is a frame of a person sitting down. Albert gyorgy is an trying to get the message across of loneliness and sadness leading to a person feeling empty inside, the empty middle is used to show how you would feel incomplete. Most of Albert Georgie's sculptures follow the same concept, they are just displayed/structured differently and added to. What I love about this sculpture is how it can connect to many different kinds of people for different types of reasons.

Albert Georgy was born in 1943 in Romania, he was always a man who loved to create new things and work with people. Albert Georgy used to be a normal man with a normal job providing for himself and his partner, until his wife died, he was in total depression and distress unable to figure out what to do with his life; for a few years Albert Georgy would do nothing but contemplate on his life, it was not until a few years later after his wife had died that he got back into sculpting. He was a man who knew about

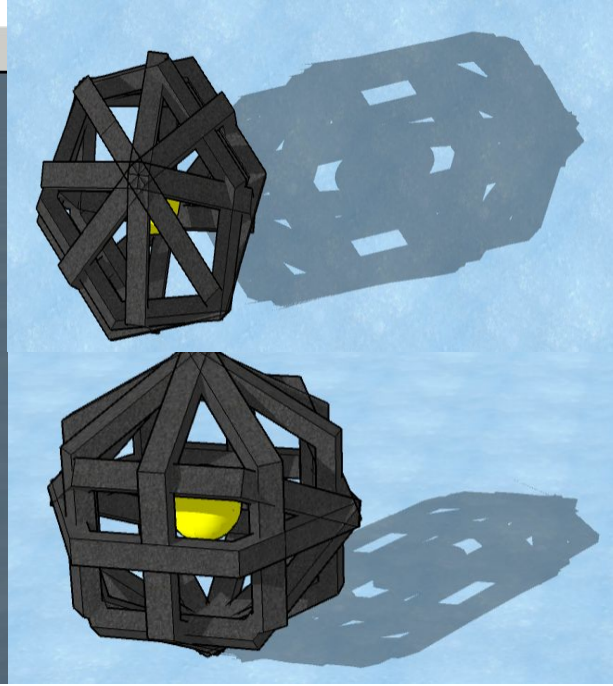
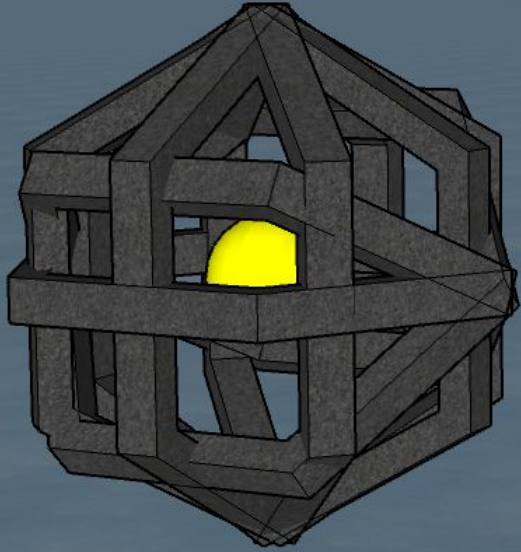


about his materials and how to work with them, he knew how to use bronze material better than anyone so he decided to play around with shaping it into structures. He had been a tragic experience but it developed his character to become stronger, he decided to work on illustrations and sculptures on human characteristics and emotions which is what led him to where his work is now. Albert Georgy's sculptures connect with many people across the world due to the unique design and messages that were portrayed, his most famous work being called 'Melancholy' being something that is well recognised due to its connection that people feel towards it. I love his work because of the simple look and meaning full messages they give off.





## Initial Ideas



The design on the left was created on sketchup from me experimenting with the rotation tool and hexagon, in this design I was trying to make use of the rotation tool as most my previous sketchup design have been flat or simple and I was trying to use the hexagon tool as I never used it much.

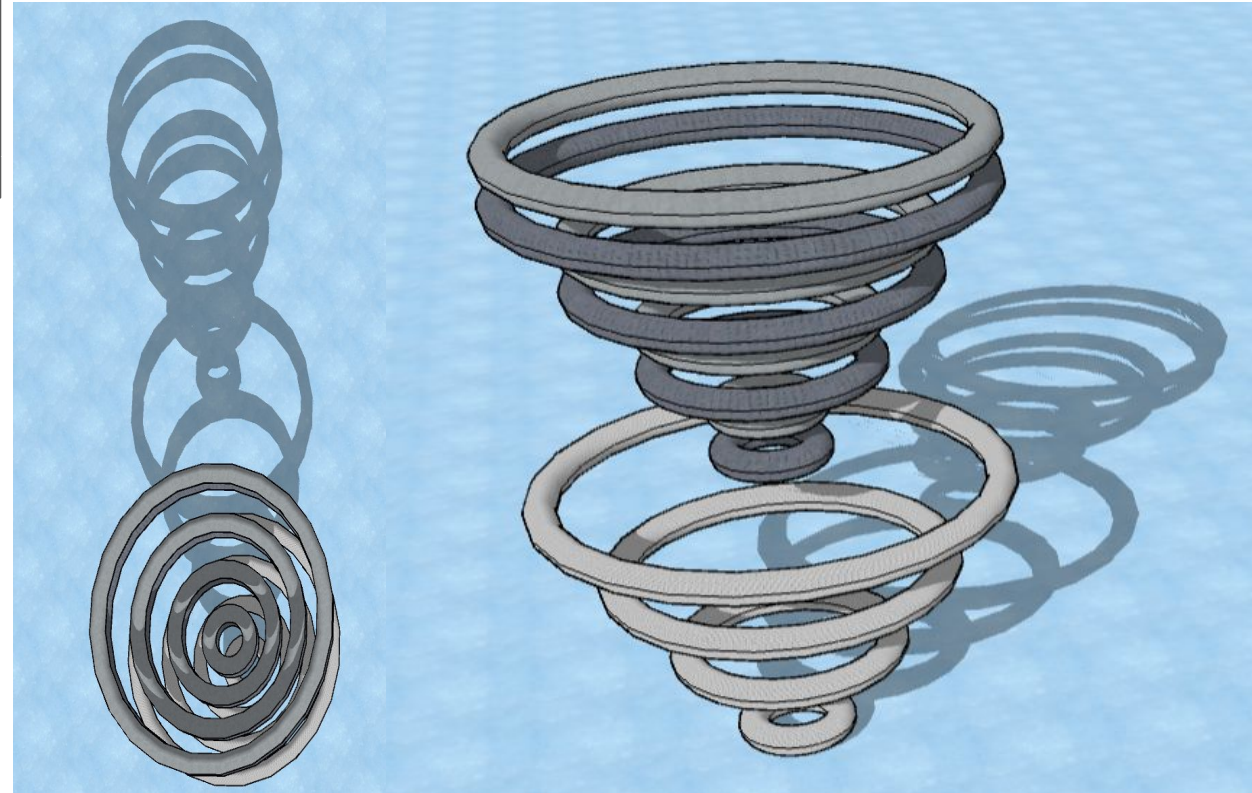
In the design you can see a sphere in the middle of the hexagons which is meant to represent happiness (I used the color yellow because it represents joy and life) and it is surrounded by hexagons which is meant to represent a cage (I used the colour because it represents dark thoughts). The design is is meant to visually show how a person feels caged in and unable to do things at times, they are surrounded by a cage of negativity.

I was trying to work with the use of colour and it's meaning in this design ( e.g. yellow being happiness). The design as it is may not fit into Covent Gardens due to the color scheme however with a few developments it can be created into a meaningful sculpture.

I created this design on sketch up while trying to work with circles, on sketchup circles are difficult to work with let alone making them 3D and placing them in the right place. This is a sculpture design which can be developed and made suitable for Covent Gardens, it was inspired by the formation of sound waves and a voice amplifier, the rings which get bigger and bigger represent how their should be nothing from a person speaking their mind and they should voice what they want to say without holding anything back. the design is not held up together by something that can bee seen which I have done to to help add to the meaning of speaking your mind out, the invisible wire that holds everything together is to represent that nothing should hold you back, and also the rings going from small to bing can be used to show everyone can grow and do what they like no matter what size.

I created this model by creating circles form the midpoint one bigger than the one before it, than I used the follow me tool to allow the circles to become 3d and turn into rings, after that I used the moving tool to raise them up in different heights/positions.

For this design as well as working with circles and the follow me tool I experimented with different types of metal textures. In the design I have used 3 different types of metal to see how they would work together, and if they would look natural in Covent Gardens which from going to the place itself I have realised they will look good due to most of the floor is dark stone which will give a good contrast with the metal.



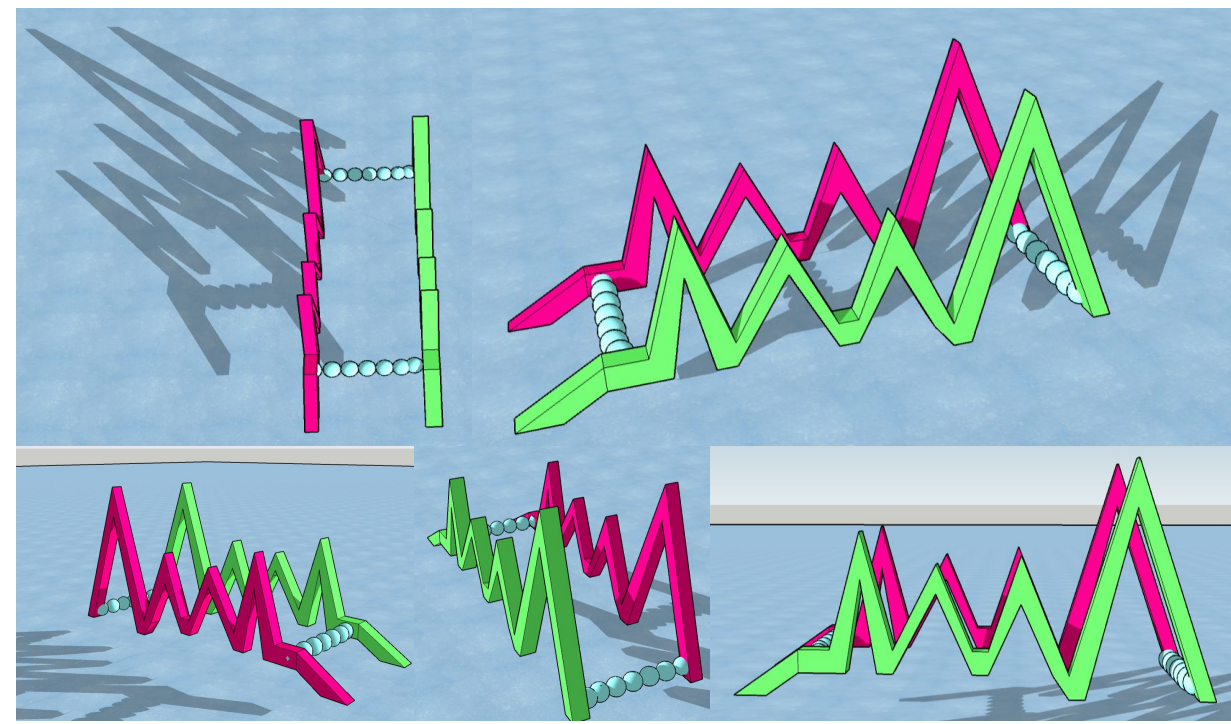


# Initial Ideas

On the left is a design that uses original shapes, I was working on trying to put two original shapes together and I came up with this design, the design is inspired by a heart beat which is why there is a shape that changes in height and thickness (like a normal heart beat), the spheres that connect the heartbeat are met to represent times in life where you don't know what you are doing, you are just living without a goal or a purpose.

In my opinion this design will not fit in Covent Gardens due to its colour and original shape, however I do believe it can be altered to allow the same meaning to be portrayed

In this design I used the colours pink to represent energy of a person and the green because it is a colour which represents life. Overall for this design was working on using original shapes and seeing how I can place them next to other shapes so they would not look out of place.

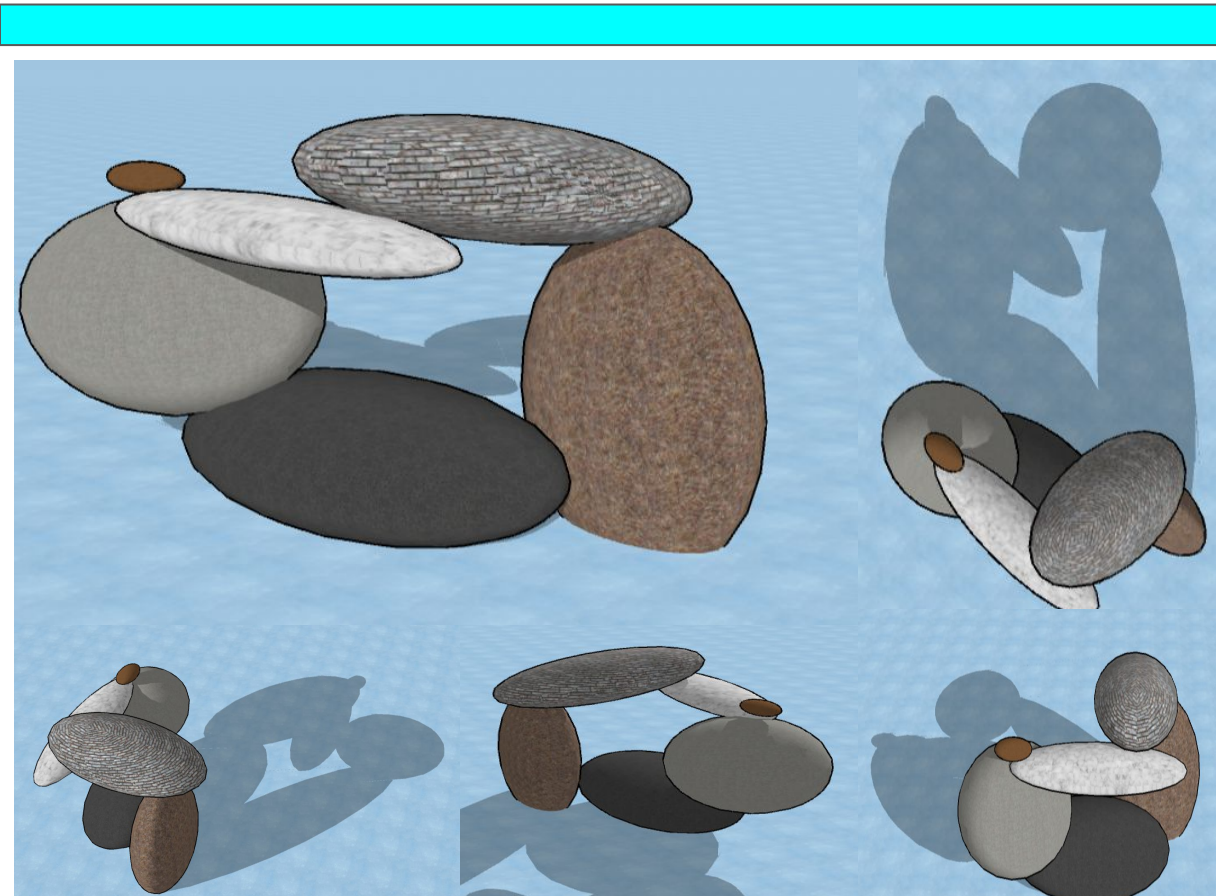


The design on the left is created by using only 4 tools on sketchup however it was still a difficult task, I had to make sure everything was the right height and length in the design for it to look right. The main tool used was the scale tool.

The model is made up of 6 different stones which all are only able to be to balance and stay upright because of one another, the stones are meant to represent weight on life : work, fun, job, family, money and lifestyle. The stones are meant to represent that there are a lot of things in a life that would hold you down however if you can keep everything in small bits of control and work one step at a time all the problems would balance themselves out, that is what the stones being able to stay up right represent.

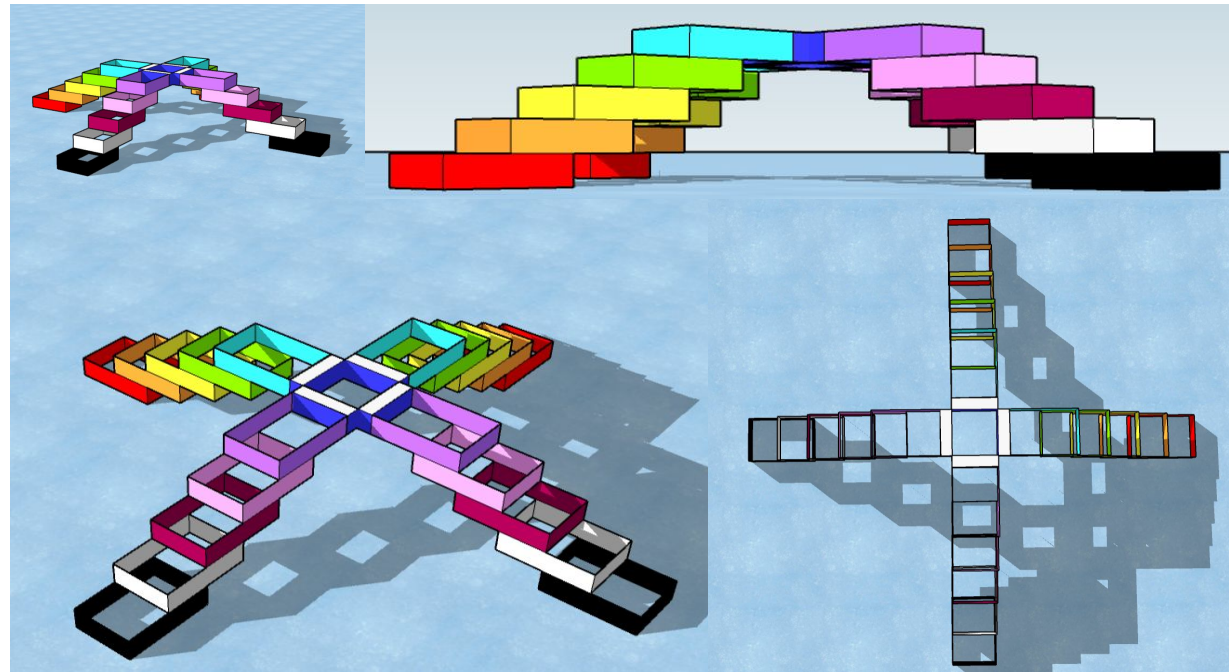
The design would look natural in Covent Gardens as most of it is made of different types of stone e.g the pillars and floor which are made up of yellow and grey stone.

The overall shape of the design is an original shape, in this design I was experimenting with different types of stone textures to see how they would all work with one another and if they will suit different areas in Covent Garden.





## Initial Ideas



The design on the left is of two bridges that cross each other, one that is rainbow coloured and one that is dark coloured. For this design I was practicing on using similar shapes to create a unique design as well as experimenting with contrasting colours.

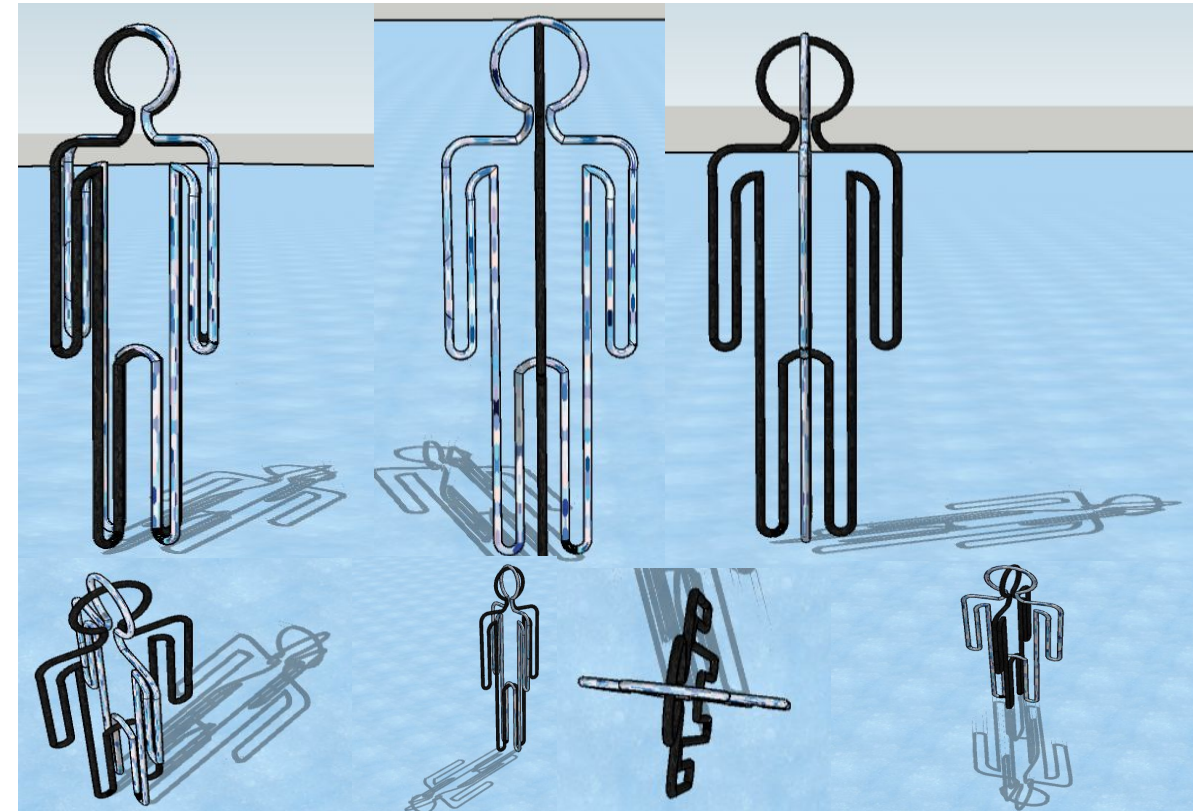
To create this design I first created one cuboid and got rid of its top and bottom, then I copied and pasted that cuboid a few times and painted them each a different colour, after I had got all my cuboids I then used the moving tool and placed them half way across and on top the first cuboid( this pattern was repeated to get the rainbow shape). once i had the shape I was happy with I copied the design once more and then used the rotate tool to have it at an angle.

The design is meant to symbolise that happiness will always come and go, in the design you can see the dark colours always go to light and the light colours always go to dark which represents how life is forever changing. I believe the design may be able to fit into Covent Gardens due to its unique look and colour which can attract attention..

The design on the right is one of my favourite out of the few that I have come up with, it is an illusion design which if you look at it from different angles you will see either a hollow human in a black shade and if you look at it from a different angle you can see a hollow human in a blue and white shade. If you look at the design from a diagonal angle you will still see a hollow human however it will be of both black and white/blue, this is meant to represent that everyone is the same and that we are all different on the outside however on the inside we are all the same, we still feel emotions and when emotions are hurt we feel nothing but emptiness.

I was practicing on using the follow me tool for when I came up with this idea, the design was created by first creating a human on a girded square (to make drawing the human easier) by using the line tool and two point arc tool, and then erasing it's inside, after that I used the follow me tool to create the human to give the outside shape.

The sculpture may not be suitable for Covent Gardens due to its original shape and color however that is what i was trying to experiment with this design , I was trying to see how far I could go with making original shapes and making it fit in Covent Gardens and also how far I could use a ridiculous color combination that would work well with its surroundings.



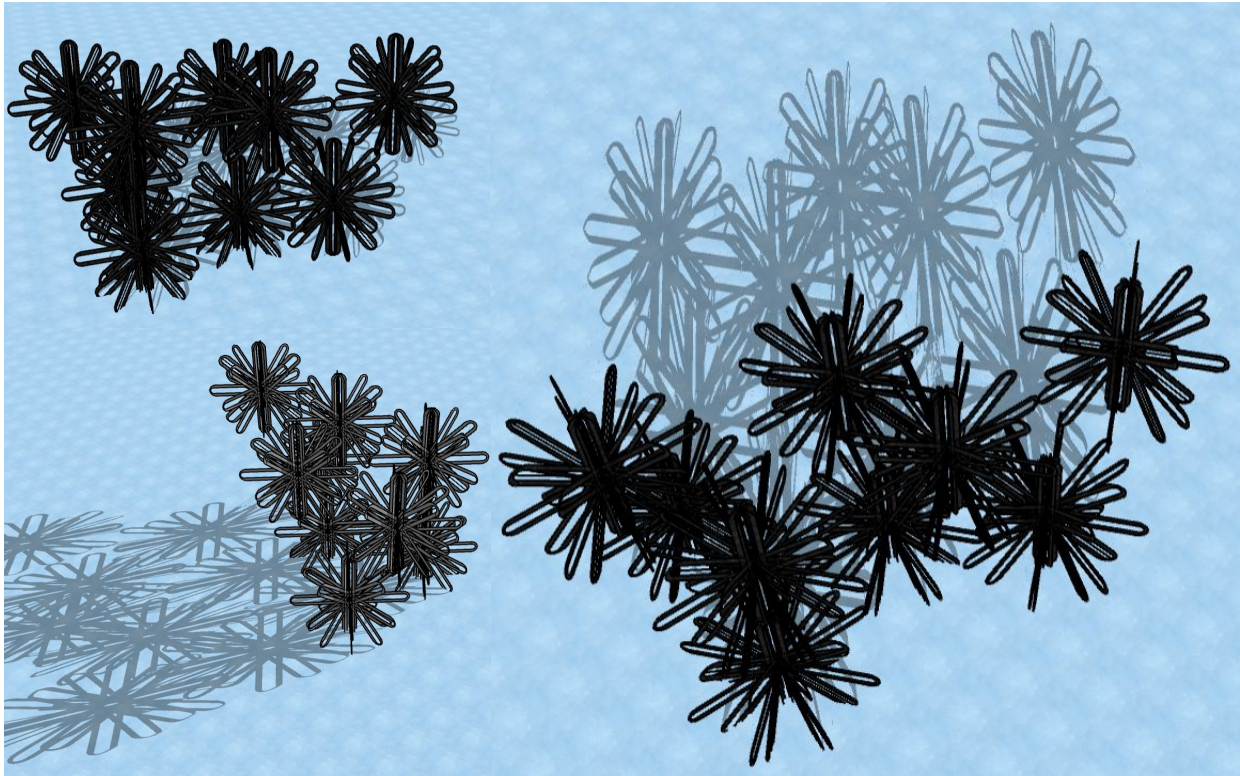
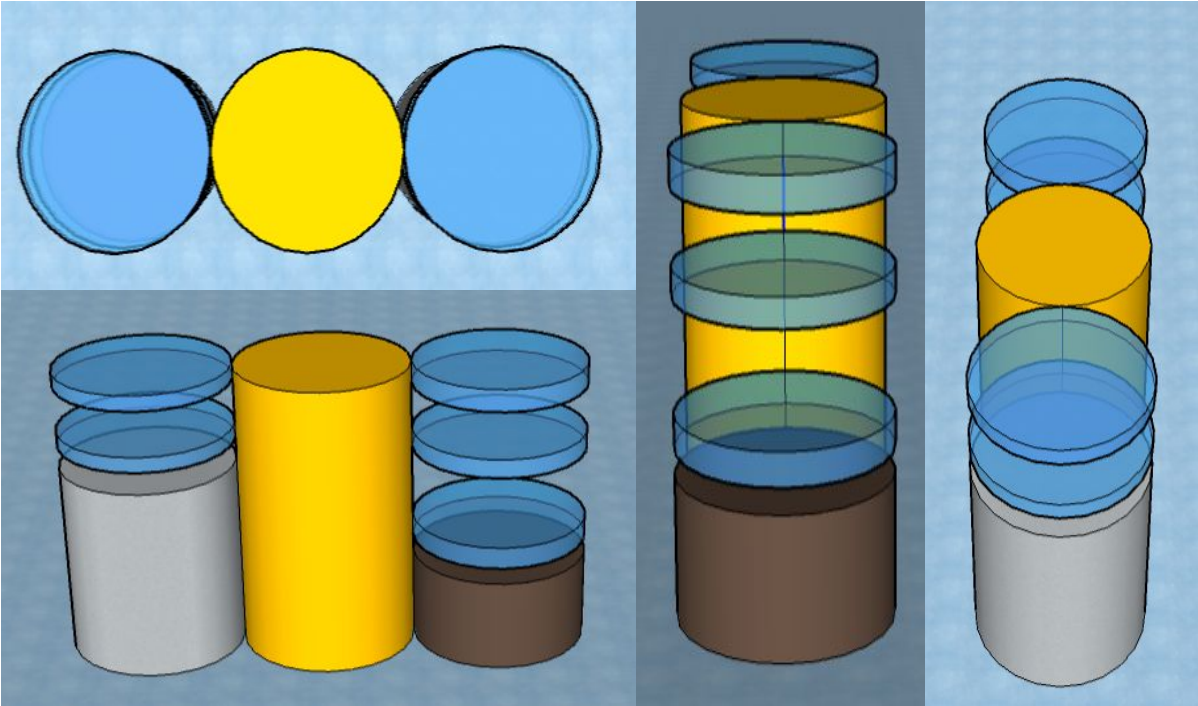


# Initial Ideas

The design on the left is simple, it is not meant to be a design that attracts a lot of attention due to its look it is meant more for its meaning. The design of a podium where 1st place is the highest, 2nd place is in the middle and 3rd is at the bottom. In the design added to the podium is transparent pedestals which are meant to represent that even though you did not win by the end of the day everyone's a winner for putting effort in and doing the best they can.

The design was simple to make as I was only using the circle tool and the push up tool, the colour gold, grey and brown had been used because they are the colors associated with the positions of 1st, 2nd and 3rd, Transparent glass has been used to show that not everyone needs to see how hard you worked if you can see it yourself and you are proud nothing else should matter.

I believe this is something that can fit perfectly within Covent Gardens as their are a lot of street actors who compete with each other, this design if it will not be meaningful to pedestrians it will be to them.



The complex looking design is something I came up with when practising using original shapes and combining unique shapes. The design is something that will probably not suit Covent Gardens as the shape is not suited for it, Covent Gardens is more orinaly shaped and consists of shops that look like they belong there whereas the design on the left is far to unique of a shape to fit in.

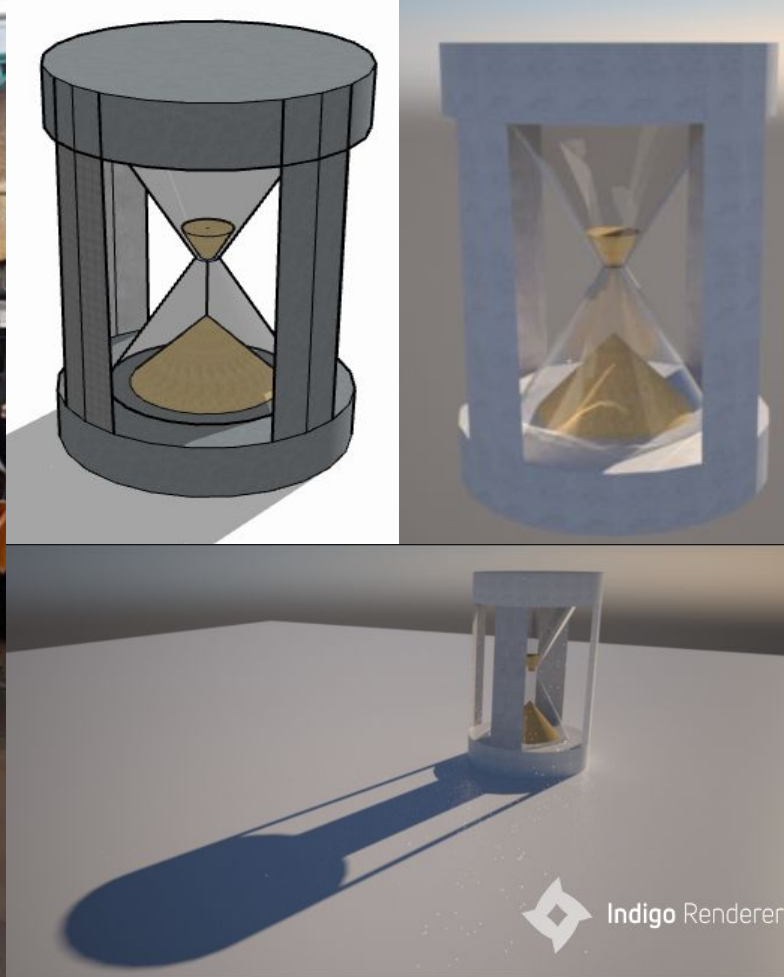
The design is meant to be almost like a wall of spider webs, it is meant to represent how when at certain times when you feel low you are unable to move or do anything, the design as well as being shaped like cobwebs is like a swarm of flies which is to represent how it is hard to get rid of that emotion and that it will come at you non stop.

The design was created by first making a grid and then creating the main shape of my spider web, than copied and pasted it repeatedly and rotated it until I got the shape I wanted.

In this design I was experimenting with different dark shades and seeing which shades would work well with each other.



## Sculpture CAD design



I created this design using google sketch up and then using indigo render and photoshop to make it look more realistic. My aim for this design was to create a sculpture that has 2 positive interpretations which was achieved by this design, the design of a hourglass which shows that either 'you have time' or you don't have all the time in the world' the design is meant to be for motivation for people who have a large task due and are either giving up before it truly begun or are giving up because they don't believe an effort they put in now will change anything.

I came up with this design when I was practicing using cones in sketchup, I thought I could come up with a cool pattern if I flip one cone above another, when I zoomed out a little I realised it was a similar shape to a 'hourglass'. After playing around with the shape more I created a design I was happy with and that may have a significance to someone's life.

The cone in the middle which is meant to represent the sand will light up, the reason for this is to give the sculpture a 3rd meaning 'light will eventually come your way' which is to show that even if you have spent a long time in misery eventually good will come to you if you believe.

The design over all is not that big, it is only 1 meter in circumference and is around 1.8 meters in height.



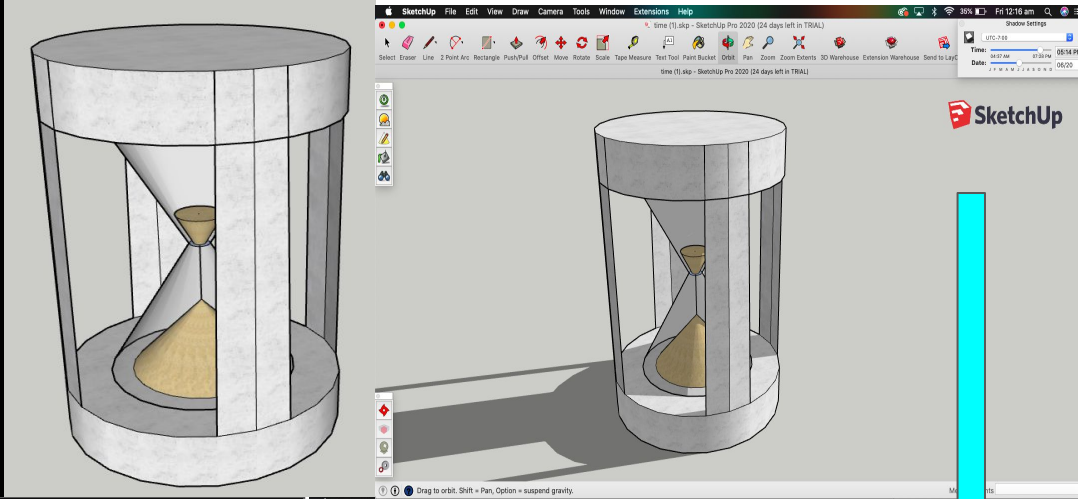
Once I was happy with the design I implemented it into indigo renderer to get a more realistic look for the 'hourglass' I then went onto Photoshop and added the sculpture to Covent Gardens. The area I added my sculpture to is one of the few areas in Covent Gardens that is free, it is a relatively large space that people use to walk across from one side to another so the sculpture would definitely be seen.

The sculpture would fit in Covent Gardens, it would not look out of place because of the materials that I have used for the design: stone for the outer frame which matches with the walls and floor of the garden, light brown sand that matches with the walls of the area the 'hourglass' will be placed and the glass is transparent so you will be able to see what is around the glass and inside it.

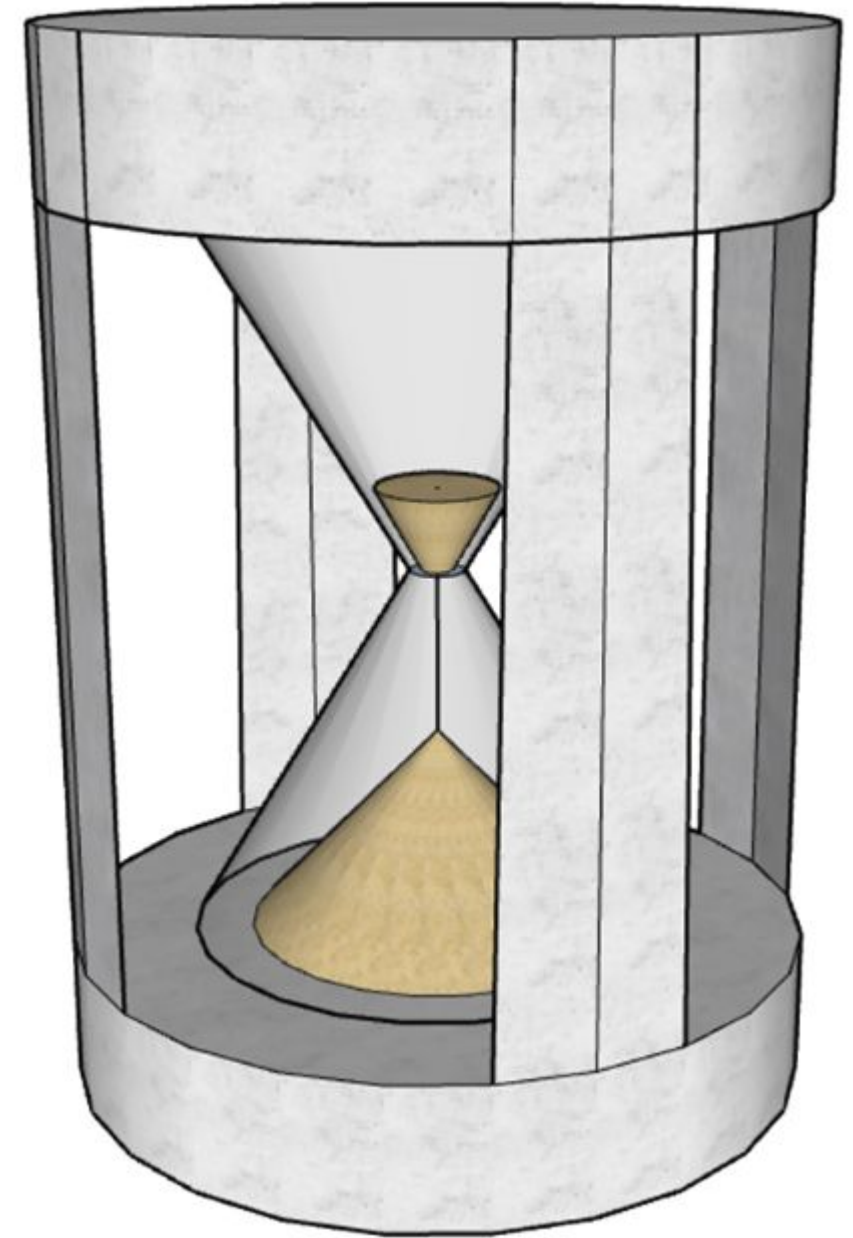
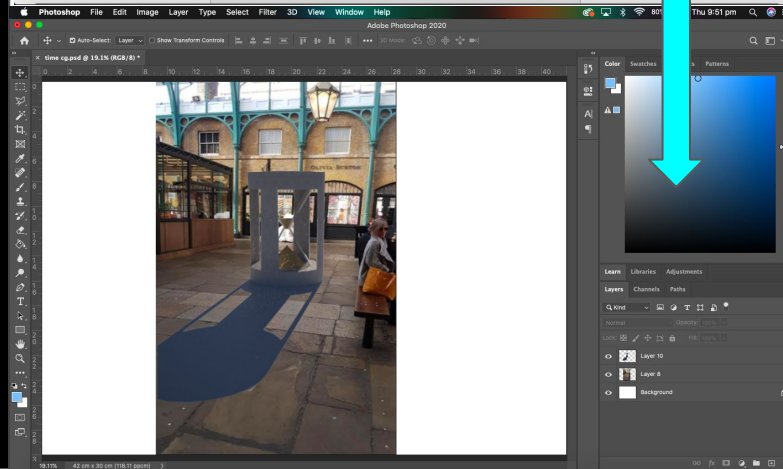
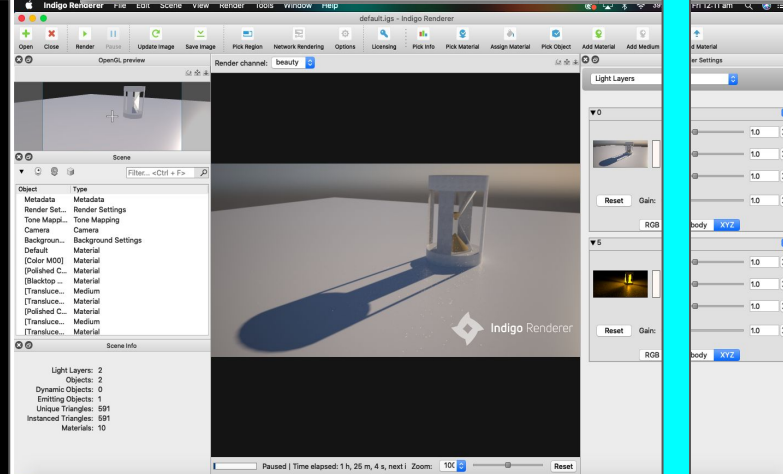
A normal 'hourglass' would be just the simple sand timer in the middle and the top and base, some however are uniquely designed with pattern going around the mainframe. The 'hour glass design which I used for my final outcome was different before, it at first had curves that moved away from the glass however when designing it on sketchup I realized it would be difficult to make and that it was to have the curves it would get in the way of people if they are trying to cross sides so I decided to replace it with a curved wall going around the glass instead of away (outwards).







## Process of work





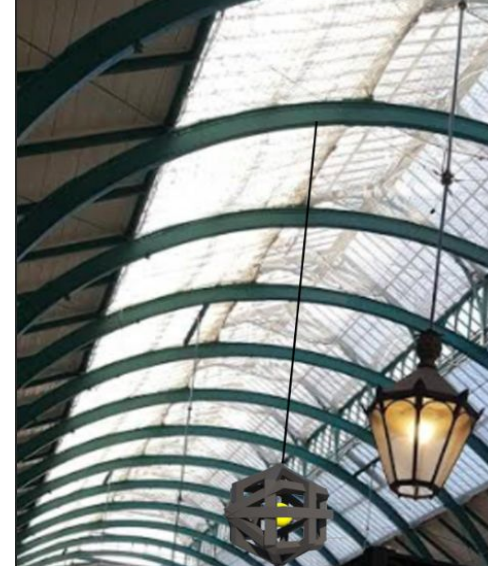
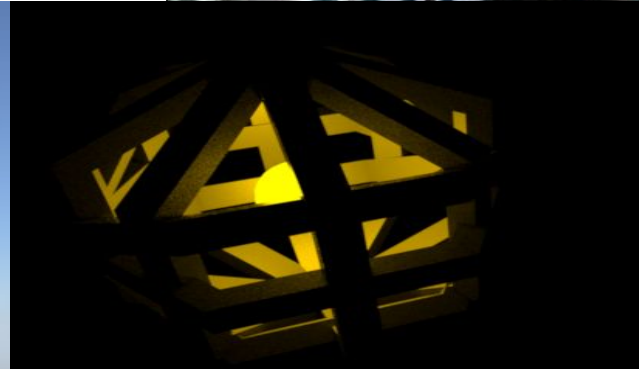
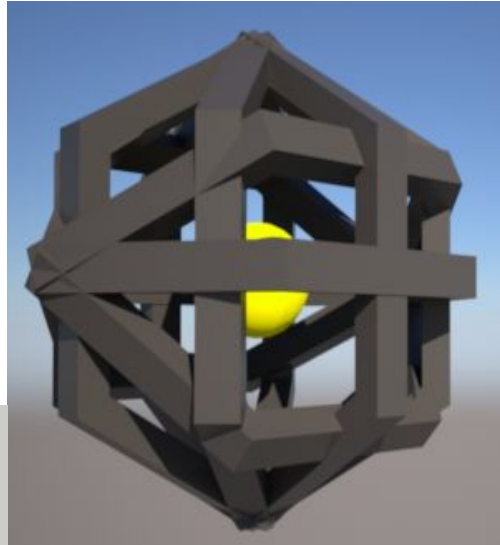
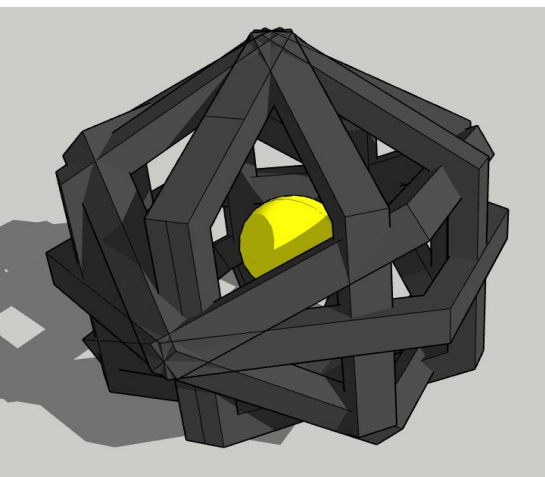
# Sculpture CAD design

My aim was to create a sculpture that would look aesthetically pleasing and still have a meaningful message. In the beginning I was trying to create a design that was similar to the work of Albert Georgy who works with original shapes and includes messages that would stand out to everyone, this design was inspired by his work 'melancholy however I tried to show the message using a different approach.

What my sculpture is meant to represent is how some people when they don't feel good or are under a lot of pressure they feel caged in, the black hexagons are meant to represent the cage and the ball of light in the middle is meant to represent happiness. I came up with this design while I was practicing using hexagons and rotating regular shapes. At first my design was a simple square cage with a small light sphere in the middle but that after realising how it would not show much meaning I decided to change up the design.

To create the design I first created my hexagon and then copied and pasted it a few times, then by using the rotation tool and move tool I created the cage shape I was happy with. I then created the sphere using the circle tool and follow me tool.

The design would not be able to balance on its own if it was on a flat surface so I decided to make it a sculpture on the ceiling, I also decided to make the ball in the middle light up so the sculpture can also be used as a lamp for the garden.



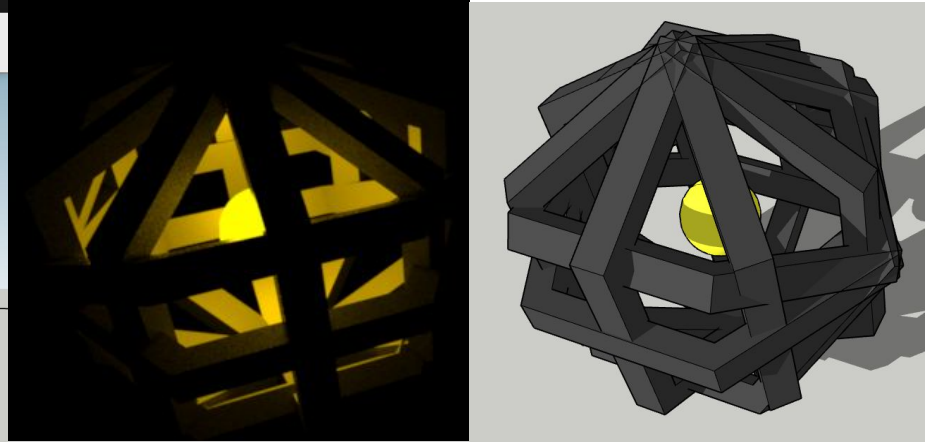
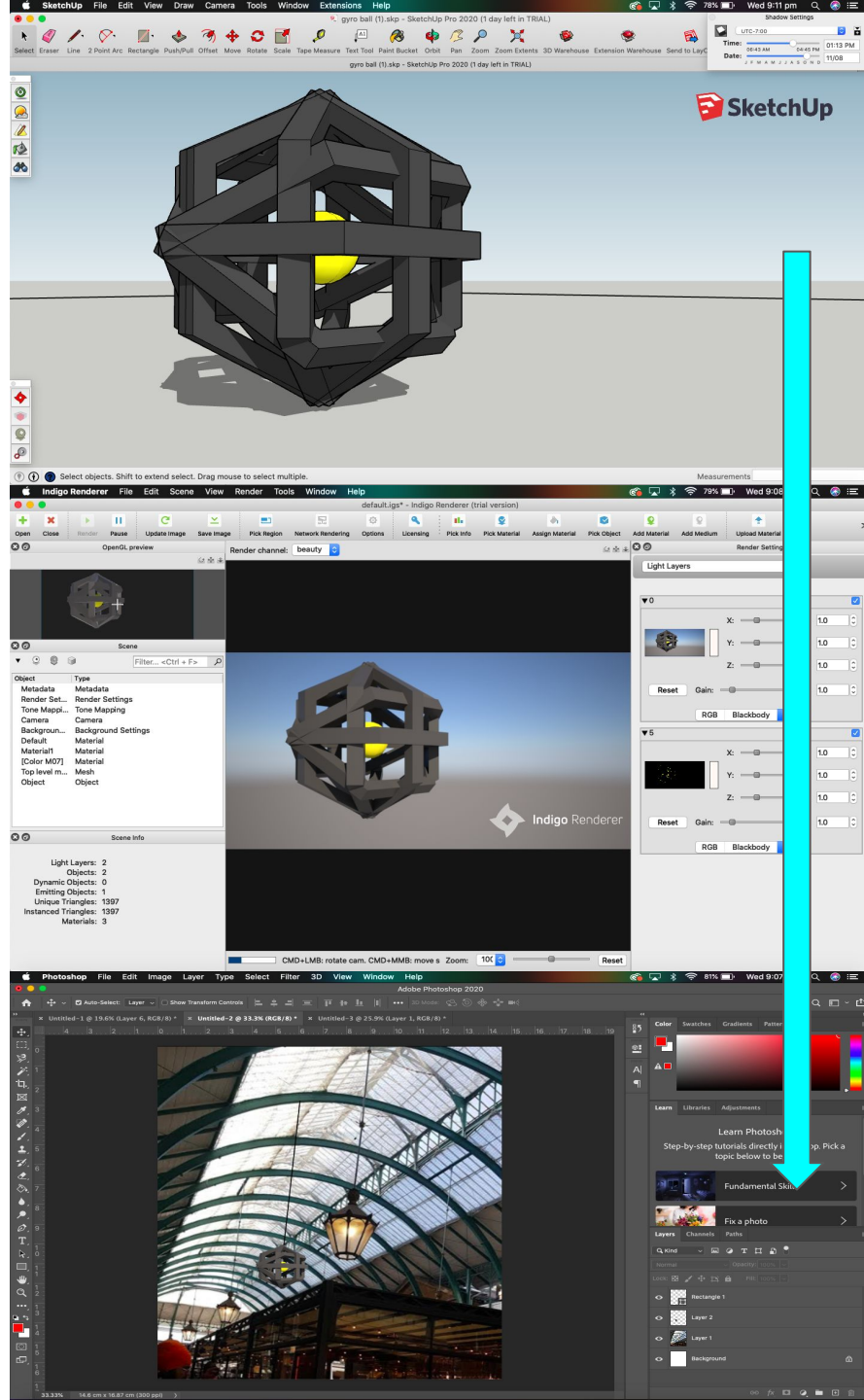
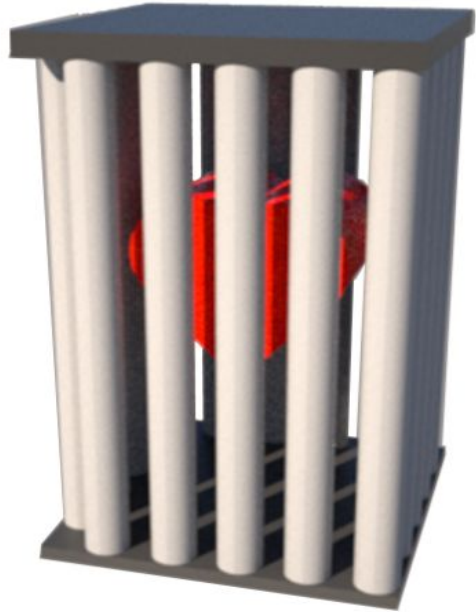
On my trip to Covent Gardens I was able to take a lot of pictures however most of them were full of people or stalls as Covent Garden is a Tourist Attraction in London, Covent Garden is full of shops and designs so there was not much room for a design to be placed let alone be placed in an area which people will always see the design even if they are not looking for it. The ceiling of the main part of Covent Gardens compared to most of the area was quite plain, it was just a curved roof with some glass to allow natural light in and some old style lamps, I thought it would be a good idea to add to it.

I used Indigo Renderer to make the design look more realistic and then I implemented it on the image of Covent Garden using Photoshop, by using the magic wand tool and eraser tool I got rid of unnecessary bits and made the design look as if it was actually already there. I realised when using Indigo Render this design shows a different meaning when it is dark which is what I like about it, in the day it shows imprisonment by the dark cage of around it whereas in the night when the ball in the middle glows it shows how a person can overcome any sort of darkness.

I believe this design will fit in Covent Gardens as it shows that after a helpless situation a light may come around and completely change the dull situation, this can be like the history of Covent Garden which has gone from highs and lows like at first being a market but then turned into a red light district and was argued over a lot for ownership. The design may also be used as motivation for street performers which is what Covent Gardens is famous for.



# Process of work





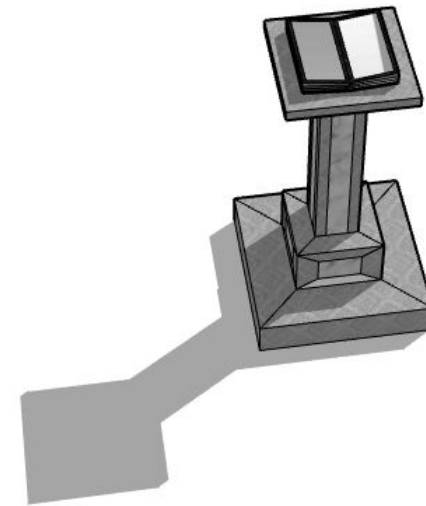
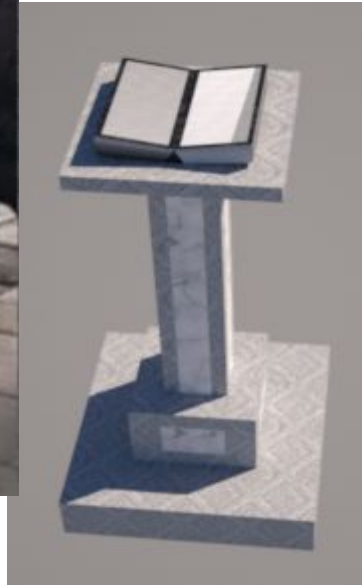
# Sculpture CAD design



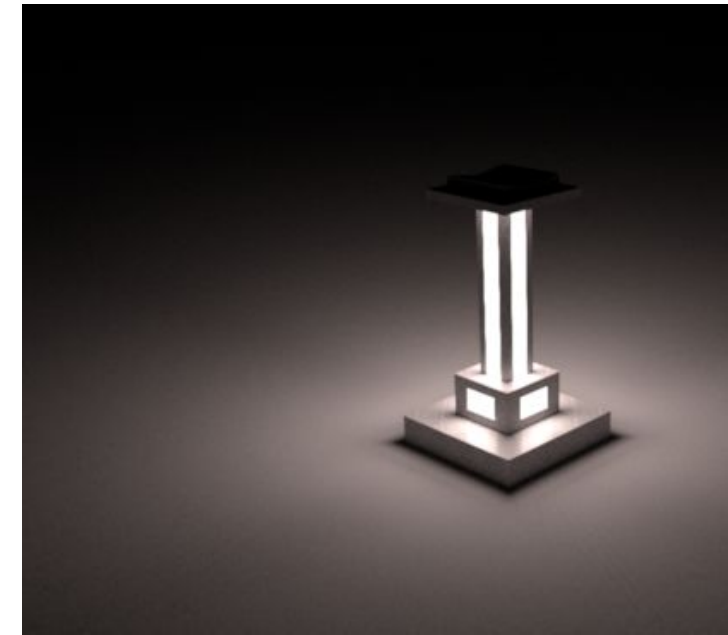
This design is personally my favorite I am a huge book lover who loves to read especially fantasy which usually end in a happy ending which is what one of the meanings for this sculpture. The sculpture is of a pedestal with a book open on the top, the pages of the book are actually mirrors and the reason for this is to show one of the messages of this sculpture which is 'you are the main character of your own story' the message it meant to remind people that they are in control of their lives and they should live it how they want to live it. The pedestal while it may look like stone actually has a soft carpet texture which is to show that you life is not set in stone you see how your life is to be carried out, you decide to either make good decisions or make bad ones.

The white part of the design is something that will glow bright which is to show the 3rd meaning which I was trying to create with this sculpture which is 'this is always a light at the end of the tunnel' the light is meant to represent hope which is what when you read fantasy books there's usually a tragic event occurring and then all of a sudden hope appears.

Overall for this sculpture I wanted to create a sculpture that will help feel people feel hope, I wanted to create a sculpture that would help a person realise that they are not going wrong in life they are just building a life (building up the chapters of their own story)



The sculpture will be placed in an open space between 3 benches in Covent Gardens where it will be seen by a lot of people and will not be in anyone's way if they are moving around a. The sculpture will look like it belongs their due to its similar material colour to the fillers and floor around it.

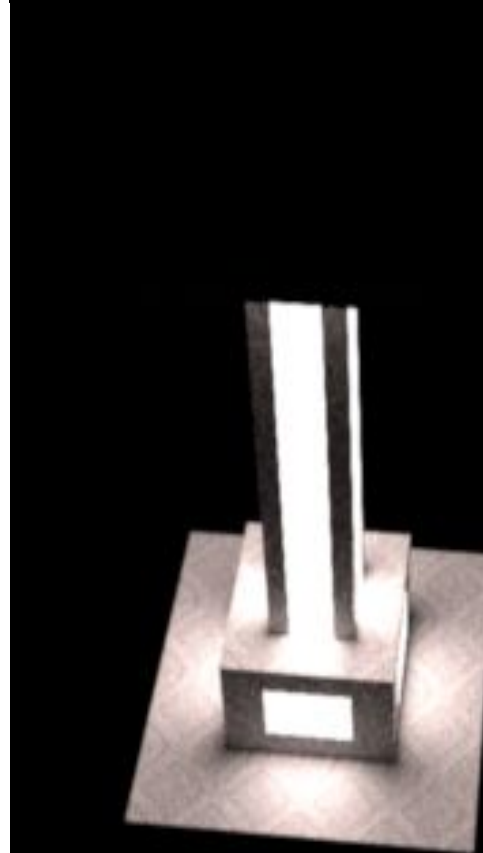
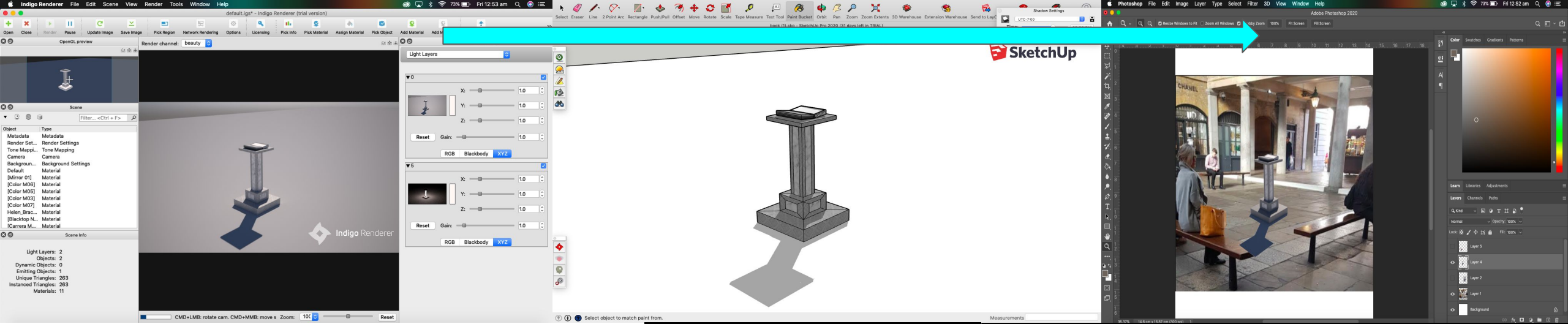


I created this sculpture on sketch up when trying to create realistic structures in this case I was trying to create a unique design of a podium which ended up I looking like a pedestal, this design was easy to create as it only consisted of a few tools( rectangle too, push up tool, lne tool and rotate tool) once i was happy with the design I used indigo render to make the design look more realistic and give it a shadow to make it look like the sculpture is already there (fit in the area i want the sculpture to be which had light being reflected.

I have created the sculpture in a way which I think it will be easy to understand the meaning, I could have made it more eye catching however I wanted to create a simple aesthetically pleasing design that would not look out of place in Covent Gardens so i had to make sure I made a design that wont lose its meaning, won't injure anyone and won't be in anyone's way ,what i could however change is how the corners even if it is made of a soft material may be dangerous so I could have made the corners curved instead of pointed.

Over all the idea is simple and has a lot of meaning, It was inspired by the work of Emil Alzamora who creates statues with a story or a meaningful message, as well as Emil it was also inspired by Albert georgey and how he creates designs that would apply to a large audience. the design fits into Covent Gardens and looks aesthetically pleasing.





Process of work



# Evaluation

For this project we were asked to create a sculpture based of a theme of our choice (mine was human emotions) to fit into Covent Gardens without looking out of place. At the beginning when we first got the brief I was confused on the task and did not understand what it was that we were doing especially what digital media was ,so while doing are research on the different types of digital media and on Covent Gardens I was slowly not only trying to figure out what the different types digital media are but also what the specifics of the tasks we had to do were. During the research phase of our task I was also able to see how different digital media affected different types of people as well as the different messages different media could give.

I conducted research on two designers who go by the name of Albert Georgy and Emil Alzamora, they are both breathtaking designers who use sculptures to show of messages that they want the world to know, both designers I realised show different messages however both work under the theme of human emotions, and due to my own them being the same I was able to come up with different ideas and understand the task more. When doing research on the designers I was looking at different types of sculpture that have been created by them and by many other designers, it made me realise a sculpture can be as eye catching as possible however if it is meaningless it is just a piece a mess that has be placed on the ground, by looking at different types of sculptures it made me see how different materials, different shapes, different size and different colour all need to be considered to make a clear meaningful sculpture.

To create my sculptures I used the program Sketchup, thanks to it's help I was able to create sculptures and designs that would later on be able to look realistic. First in sketchup I was just practicing using tools that I would not usually and I was playing around with different colours and materials. Before I created my 3 main sculptures (time, hexagon cage, and podium book) I created small modes of sketch up that I liked when I was just playing around and getting used to software. During this stage I was practising creating 3d designs that were more original shaped than regular due to the fact of my past feedback on other units being “use more original shapes in your work”. the practice design were than used as inspiration for my main sculpture design.

For my main sculptures that I constructed I tried to make more than just make an aesthetically pleasing design I went for more the approach of creating designs that were meaningful and would look like they wood belong in Covent Gardens. My sculptures were mostly inspired by the two designers I named before( Albert Georgy and Emil Alzamora) who tried to show how human emotions are fragile witch is quite ironic that their statues are made of stone, in my design I tried to implement similar messages like: ‘you can change your way’ / ‘you have time’ ... and ‘ believe in yourself’.

Once I was happy with design ( shape and size ) I then tried to figure out what material would be the best for the design to show off more of its meanings, after countless different textures change over and over again to make sure the design kept in reason for being created and making sure it still for in Covent Gardens I was happy to make my sculptures in to real looking sculptures. Once I finished my 3 sculptures I used the Software Indigo Renderer to make my designs look realistic, just before I rendered them on indigo render on sketchup I implemented shadows to the design.

After my sculpture designs had been rendered to look realistic I then went on photoshop and placed them in the area of Covent Gardens that felt they would fit in. Near the beginning when our task was set we went to Covent Gardens as a trip to take pictures of where we would want are sculptures to be, during this trip we were also able to see the environment of area which helped us with making sure the sculptures would fit and look natural. When I was implementing my design to the Covent Garden images on photoshop I had to make sure the Shadows were also in the right place which led to being a lot of trial and error for me as i had never used them before with my work, it had to make sure the angle of the shadow was right and the length of them. To make sure the designs actually looked natural on Covent Garden I had to get rid of some excess bits of the sculpture which was done using the magic wand tool and the eraser tool.Now that my designs were done on photoshop I then added them to my powerpoint presentation and supported them with notes, if i had more time I would have tried to get more than one angle of the sculptures as well as try to practice more adding shadows to the designs as i believe i could have done them much better.If i was next time given a similar task I would try and focus on more the research and try to create more complex looking design as even though my sins were meaningful and they look natural in Covent Gardens they did however lack some aesthetic look which I definitely could improve on next time.

My sculptures were created with different ideas in mind that were based off different themes which I then transformed them under the theme of human emotions: The hour glass sculpture was under the theme of ‘time’ / the ball in hexagon sculpture was under the theme of ‘imprisonment and the book sculpture was under the theme of ‘fantasy, Human emotions are complex and cannot be described easily which is why they are tried to be described visually so an image of how different emotions feel is like.

My organisation skills were better than they have been for the last units we have done, my work has been in order and it has be presented in a way which is clear to understand. My design skill have also gone better as now I believe i have achieved the feedback of my teachers which was create more original design as beforehand mine were mostly blocky or un original. The quality of my preparation work has improved significantly however I do believe it could be better as I am still having to do large tasks right before the due date. The quality of my computer skills has increased I believe as a whole but mostly on sketchup, i practised using tools I had not before while working on the unit which allowed be to create better design. What I would improve of my self after doing this unit is the way I look at the work form the beginning, during the previous units as well as this one I have been a slow starter as I was always confused with the task at hand, next to to improve I believe I could read of the brief/ task more as well as critically analyse key words of the text.