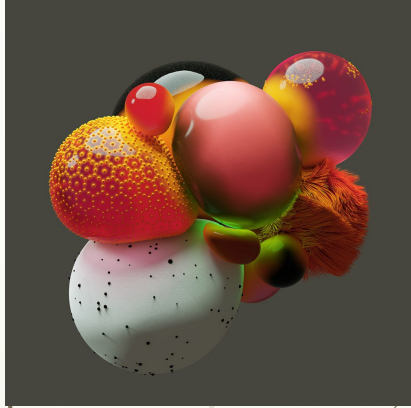




Digital design media and the modern arts

Digital art



David McLeod

This digital art is created by David McLeod, he is 3D visuals that structure the shape of the sphere that adjoined the shapes around. He uses the elements and the symbol to focus on the view to engrossed in the details. His choices of the elements include morphing, shapes, textured blobs, bubbles, liquid droplets, and shards of gold, smoke and furry textures. This has a surrealism element of shapes with the vibrant colours that blends in the sphere.



Alberto Seveso

Alberto Seveso is a illustration graphic designer from Italy. He has created a design sonorous name called Bacardi. Alberto has declared that his initial ideas inspiration came from skate decks and CD covers from the metal bands but his been drawn by the artist Dave McKean and Alessandro Bavari.



Alyn Spiller

Alyn Spiller created this piece of artwork, his concept is artist and illustrator who specialise in environment art. His inspiration came from the Northern light when creating the colour scheme for his Northern Kingdom painting for his background design. His work is filled with mysterious snow with the mountain, and a beautiful glowing blue light cities.



David Villegas

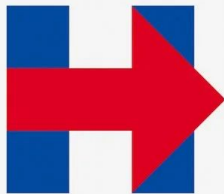
This piece of artwork was created by David Villegas. He is a digital artist, who specialised in realistic, stylish illustration. His work was inspired by Game of Thrones, and Dark souls. In his work, is emphasizing the dragons battling the other dragon at the ancient kingdom cities. It shows the blue lightning thunder and fire smoke, wrecking up the building.

Digital Media (Graphic Designer)



Michael Bierut

Michael Bierut is a graphic designer who has spend more than 35 years establishing himself as one of the more creative graphic designer in the industry. Among his design is the Hillary Clinton. A number of his design are currently on the display in a retrospective exhibition at New York's School of visual Arts called Master Series.



Saul Bass

Saul Bass was American graphic designer, filmmaker, and corporate logos. Saul Bass was born in May 8 1920 in New York. In 1955 The film focused on a musician struggles to defeat for the heroin addiction. He featured an animated paper cut out arm in the film title which has sensational effect on the audience.



James Jabbia's

This logo was designed by James Jabbia's is American businessman and fashion designer. In 1994, supreme started as a skateboarding store in the neighborhood of Manhattan. The store started out selling out the hoodies and sweatshirts aimed towards the burgeoning New York skate scene.



The white Futura on a red box logo is inspired by Barbara Kruger, who uses the identical text bar to inspire the supreme logo.

Modern sculptures



This sculpture is made by New Zealand artist Neil Dawson. This sculpture is made with steel that's been set up by green field hilltop. It have the illusion of the windblown of piece of the paper. This created in 1994 Gibbs farm of the outdoor sculpture.



This sculpture is called Transcendence, and is made by Keith Jellum. It is the bronze fish crashing through the brickwork of the corner. The bronze fish measures 11 feet length. It was place in the location of seafood restaurant.



This sculpture is called Franz Kafka's, and is made by David Cerny. The meaning behind this sculpture is about the German language writing, Franz Kafka, who is a novelist and is displayed outside of the shopping center. The sculpture has 42 layers of stainless steel material, and it weigh to 45 tons. This is twisting and reflective sculpture that is located at the shopping center in Prague. This is a kinetic sculpture that can rotate head in different position.



This sculpture is made by the French artist Xavier Veilhan, the sculpture is called ' The Skater'. It is made of aluminium and polyurethane paint, and it also stands at around 6m tall. It is located at Osan campus in South Korea.



This sculpture is made by the French artist, Bruno catalano. This sculpture is called 'Les Voyageurs' In Marseilles that celebrate the 2013 Capital of Culture. Is a human sculpture that is missing half of his body, except for his shoulders, arm, and legs. This sculpture can stand out more, because it giving you the ethereal and surreal appearance. When you look at in different angles it will give you the illusion from different distance.

Covent Garden (Primary Research)



Outside the Covent Garden I took a photo of this, because it has a structural lamp, and the brand logo Chanel that is displayed outside the store.



This will be an ideal location to put my sculpture, because this place is spacious, it has a interesting shape form of pattern at the ceiling. At the side, it has the apple store.



I took a photo of this in Covent Garden, it will be another good area to display my sculpture, because people eat lunch while they look at the sculpture.



Inside the Covent Garden Market, It has the lamp hanging on the ceiling, and the store sign. It has a structural arc that's making this place look extraordinary. Below the balcony you could see people sitting down and eating their lunch. It has the old store at the side of the building around the market. The atmosphere in this place is full of the old lamps and flowers.



This is outside of the Covent Garden Market which has the title 'Covent Garden Market', it has interesting arc and structural building with the light lamp and the entrance.



This location will be a good area to display my sculpture, because the sunlight can reflect the shadow of my sculpture. This area is more spacious, so that people will look at the sculpture and take photo.

Covent Garden Mood Board



Animation

Andrew Stanton

Andrew Stanton is an American film director, producer, and a voice actor based at which he joined in 1990. Finding Nemo and WALL-E earned him two academy awards for the best animated feature. He was also nominated for three Academy Awards for best original screenplay for finding nemo, WALL-E.

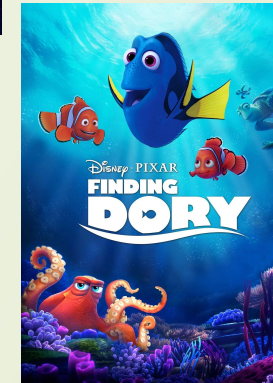


WALL-E was written by Andrew Stanton and Jim Reardon, it was published in 18 July 2008 American computer animated science fiction film produced by Pixar Animation studio for Walt Disney. The inspiration of WALL-E came from the pair of binoculars Stanton when watching the Oakland athletics play against the Boston Red Sox.



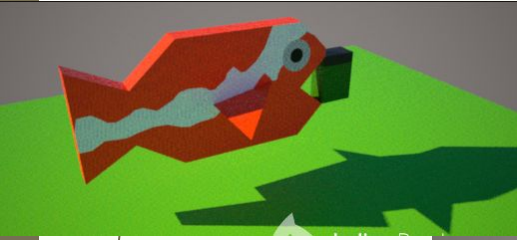
Finding Nemo is published in a May 30 2003 American computer animated adventure film produced by Pixar Animation Studios and released by Walt Disney Pictures. Directed and Co written by Andrew Stanton with co direction by Lee Unkrich the screenplay written by Bob Peterson, David Reynolds and Stanton from a story by Stanton.

Finding Nemo is the best selling DVD title of all time, with over 40 million copies sold as of 2006, and it was the highest grossing G-rated film of all time before Pixar's own Toy Story 3 overtook it.



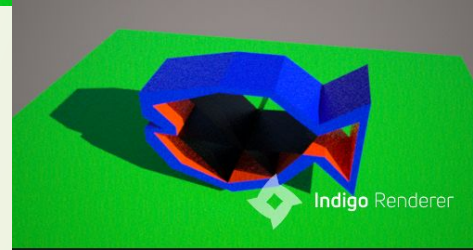
The inspiration for Nemo sprang from the experience of the Director Andrew Stanton's Childhood. When he loved going to the dentist to see the fish tank, assuming that the fish were from the ocean and wanted to go home.

CAD ideas and Models



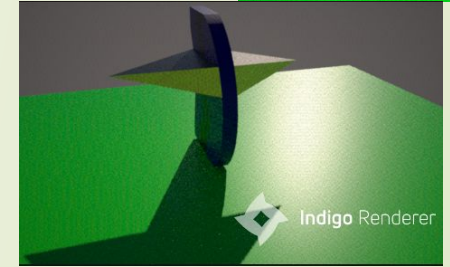
I created this sculpture design In Google SketchUp, created the fish eating the recycling bins to address the global issue of plastic waste and its effect on marine life.

By using indigo renderer, the design looks more realistic, which was inspired By the movie called Nemo.



I created this design by experimenting with the layout and shape of the fish. The colours used in this design are orange, black , and dark blue. In the interior of the shape form I have experimented with the structure of the layout of the rectangular shape in this design

The above method and experiment created an illusion of the fish in different perspective viewpoints, so if they look at it from far distance they would know that it is a fish.



This design was also created in Google Sketch, I experimented with the shape form of the arrow in both different sides. The colours I have used are black, blue, yellow. I have used indigo render to make this design look more realistic, especially when the colour are bright and bold.

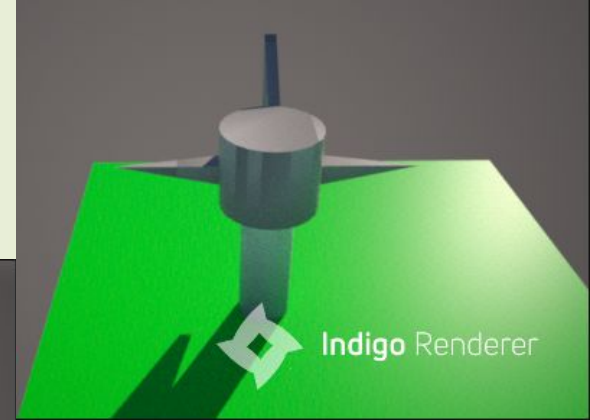
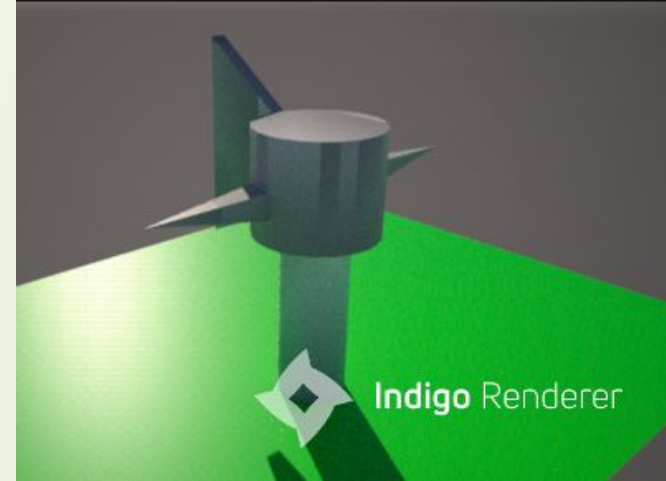
The inspiration of this design came from the character Dory in the movie Nemo.

CAD ideas and Models



I have experimented with the shape and form of the fish, The illusion effect makes my design look more interesting. On this design I did an outline around the shape form of the fish in order to create a unique outcome. The upside down look enables you to recognise the shape of the fish from far. The material I have chosen for this sculpture is metal seamed.

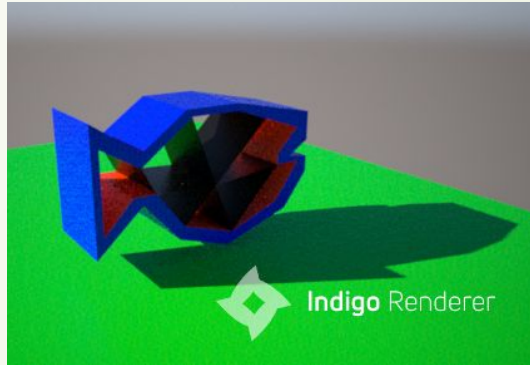
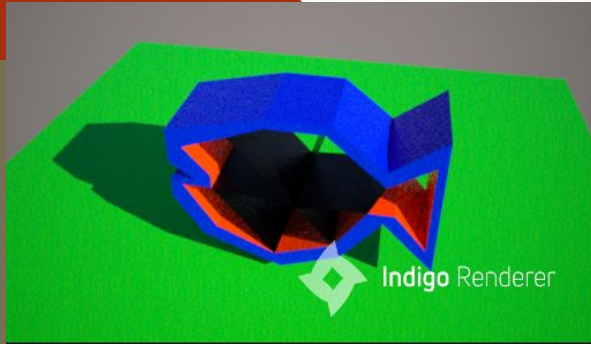
The inspiration came from the optical and illusion sculpture Les Voyageurs.



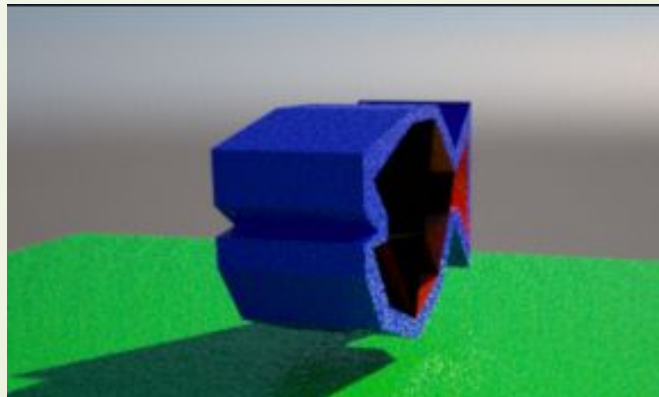
By experimenting with the shape form of cuboid and cylinder, I created this tail fin at the back of the cylinder and two fins at both sides. The material I have chosen for this design is metal seamed. The different perspective viewpoints of this design allows us to see how the sculpture will look in real life.

The inspiration came from a sculpture called Franz Kafka's designs, whose interesting creations intrigued me.

Sculpture CAD Design

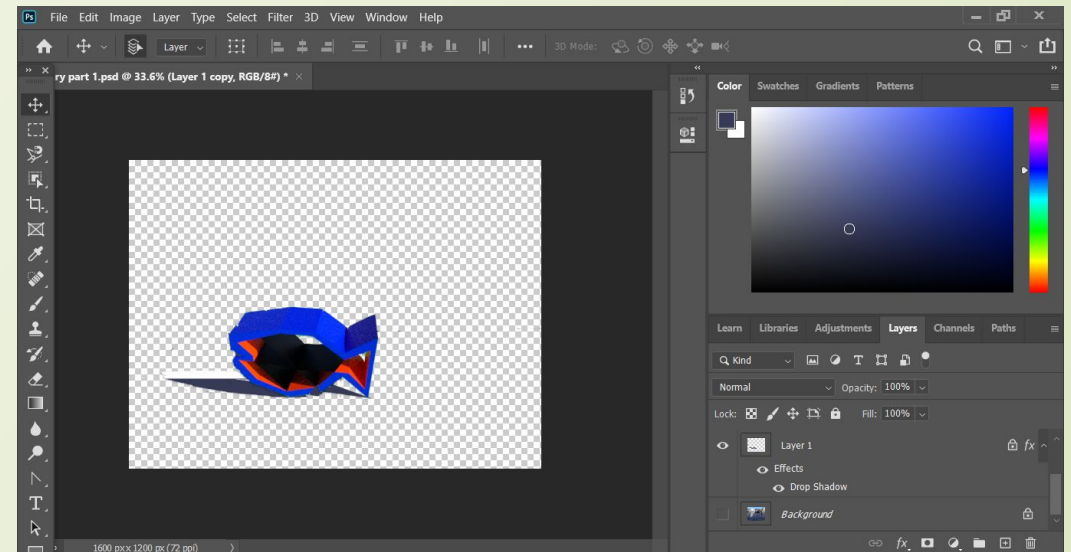
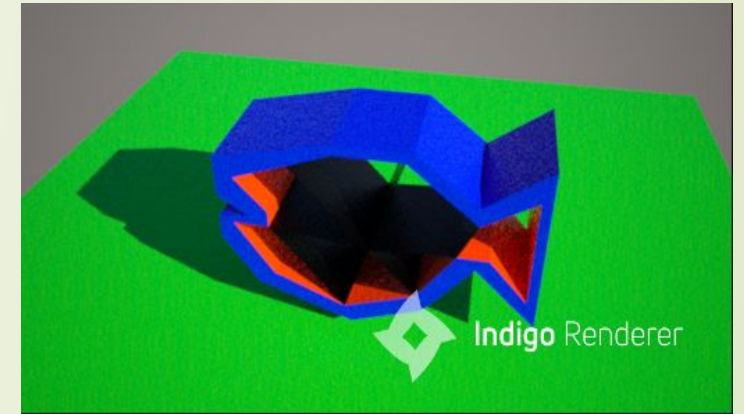
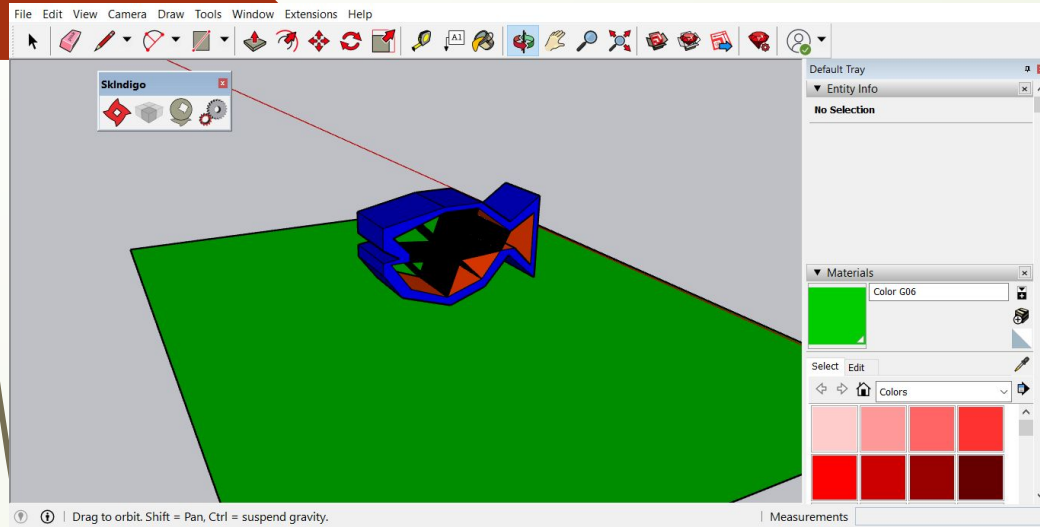


This model is to be displayed in an open area at Covent Garden, because it is an optical illusion sculpture, which will attract people to its bright bold colours. I have created a platform in order to add the shadow to the model. This model, raises awareness about the dangers of throwing litters into the ocean, as it has a terrible impact on marine life.

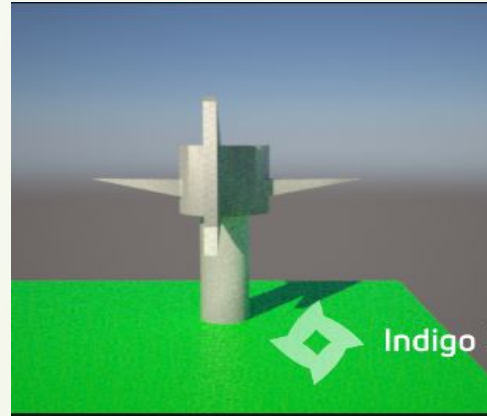


I have created this model in Google Sketchup and used photoshop to display the model in a realistic scenery in Covent Garden. At first it was is difficult to add the shadow, because i couldn't find the right colour that will make the shadow fit in the image. I have used the indigo Render to make the model look more realistic. I set it out at the entrance of the market, as it is spacious and many people will come across it..

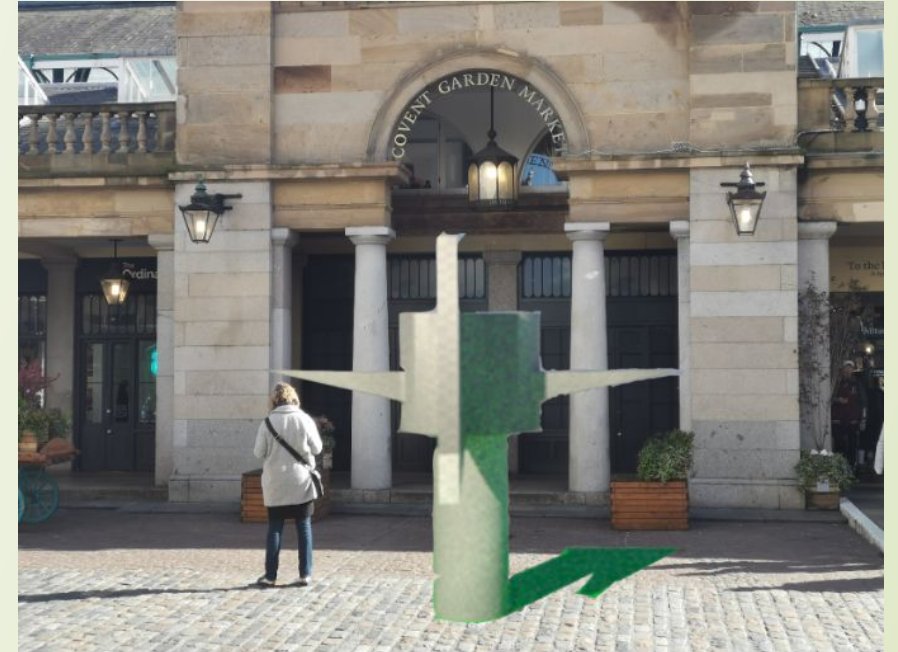
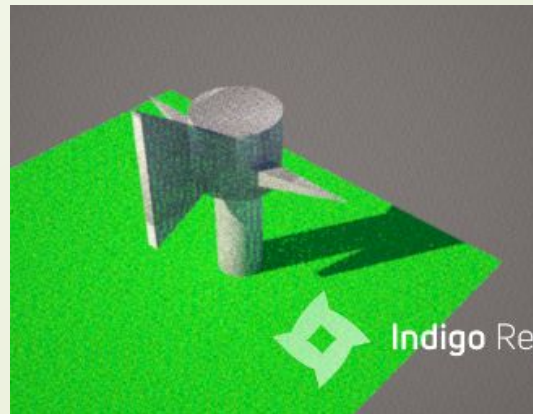
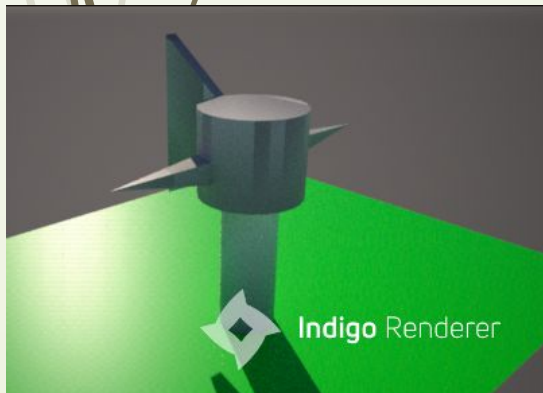
Process



Sculpture CAD Design

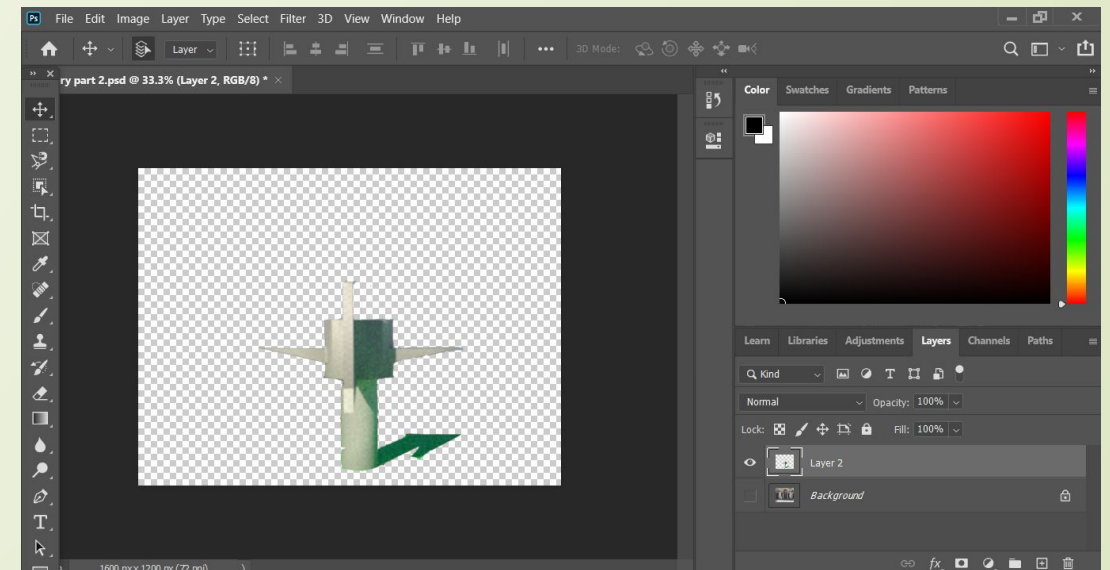
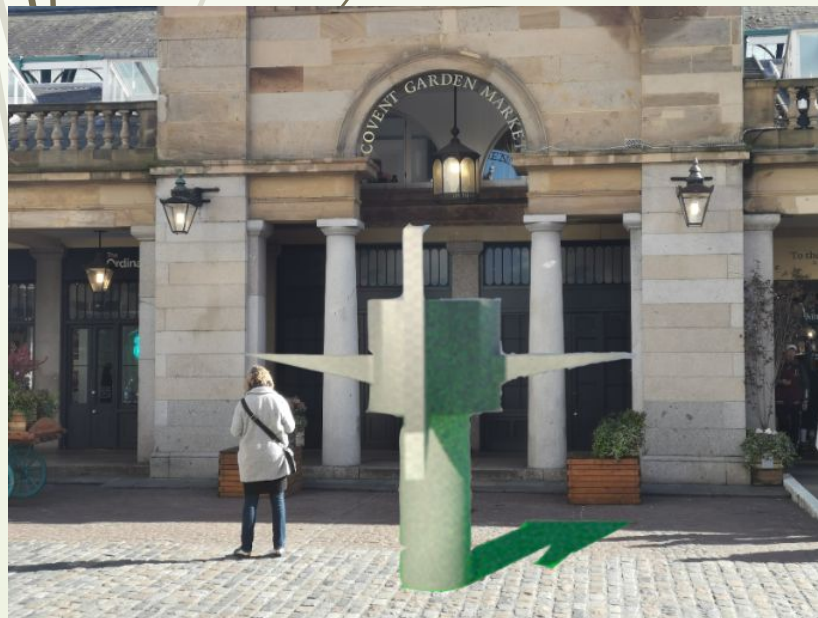
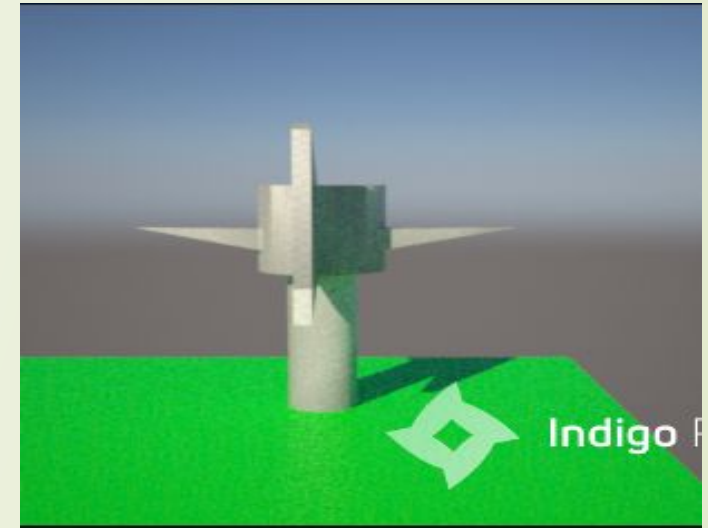
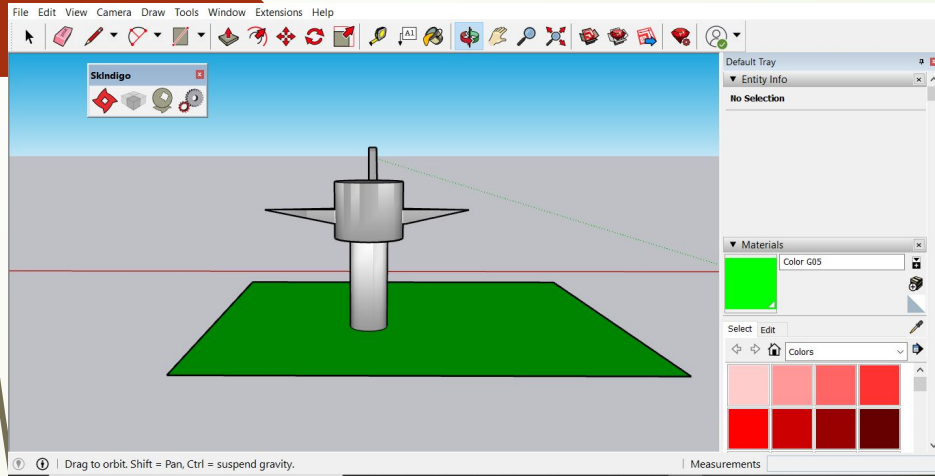


I came up with the idea for this model from the illusion sculpture in my my research. I created a platform to add a shadow in indigo render so that my model will look realistic. I created three fish fins on both side, and the back . The model will be made out of metal seamed,



This model, which will be displayed outside Covent Gardent market, was created in Google Sketchup, I used indigo render to make the model look natural and realistic in photoshop. I used magnetic lasso tool to cut out the background of the Sketchup. I have only cut out the shape of the sculpture and added the shadow in Covent Garden.

Process



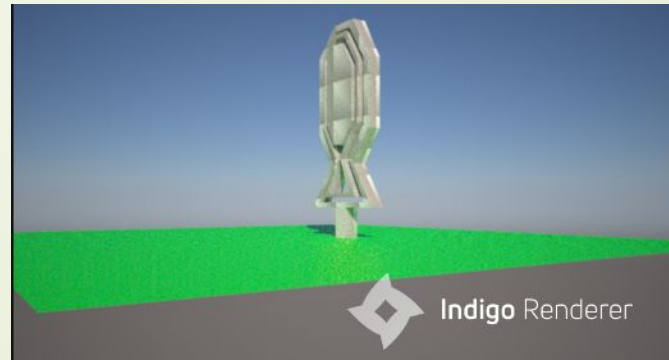
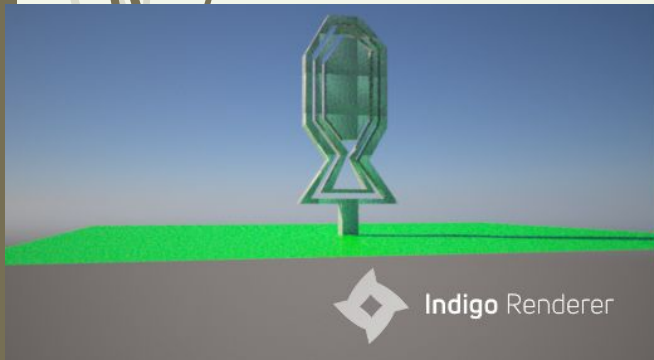
Sculptures CAD Design



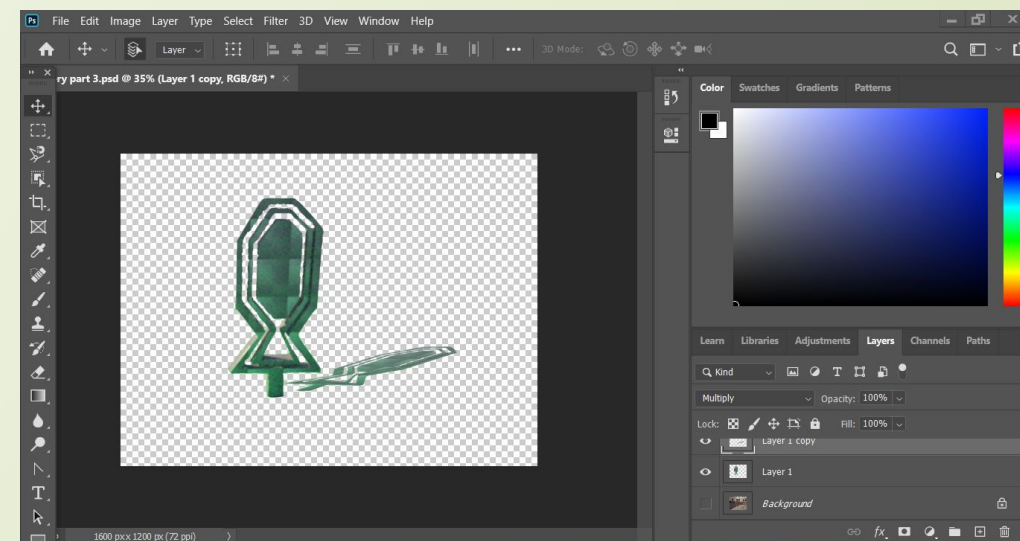
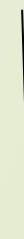
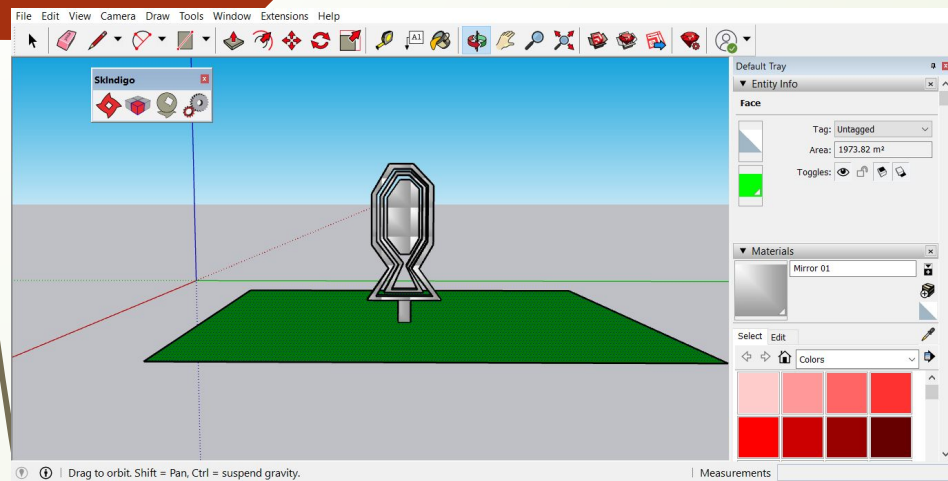
This model was created using Google Sketchup, followed by indigo renderer to make this piece of the model look more realistic. It is a fish sculpture that is set upside down with a subtle illusion effect. I did it different perspective viewpoints so that we know how the sculpture is going to be in different angles.



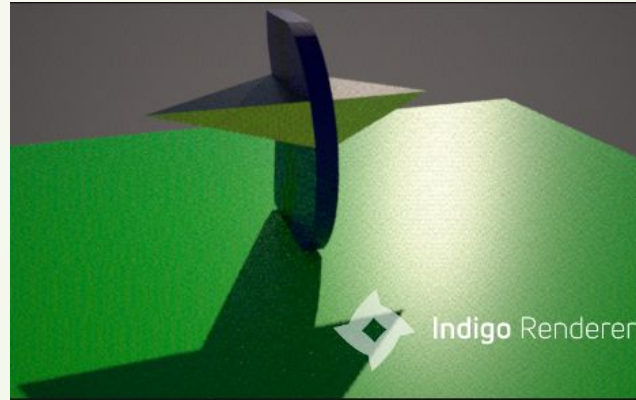
The model was displayed in Covent Garden using Photoshop. I created another layer to cut out the background of the model using the magnetic lasso tool. I then proceeded to duplicate the model to minimise the model facing the ground. The tool used is the opacity to balance out the shadow in the images. I set the model where there is chairs so that people can see the model.



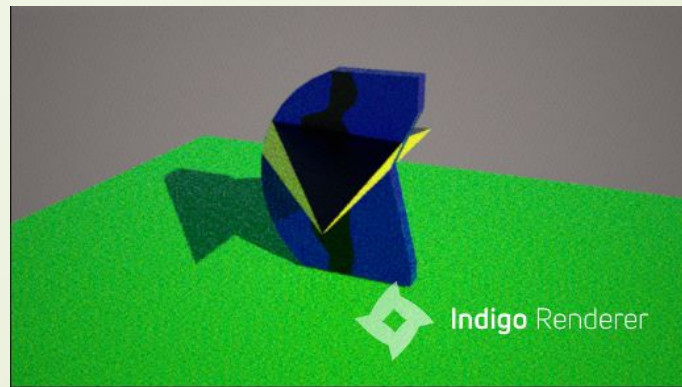
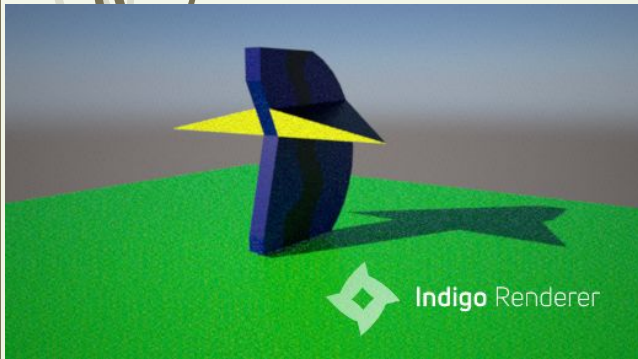
Process



Sculpture CAD Design

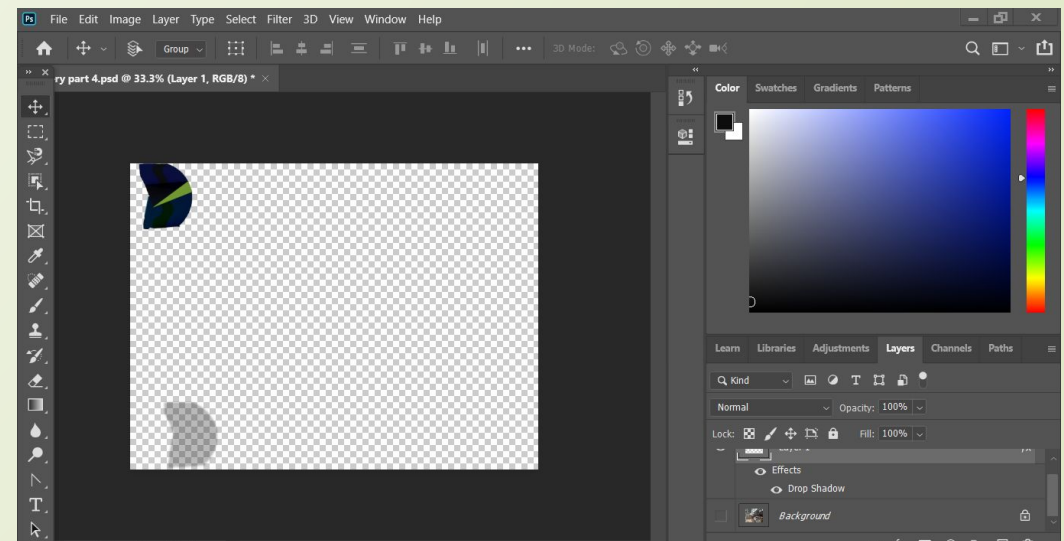
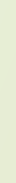
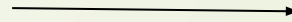
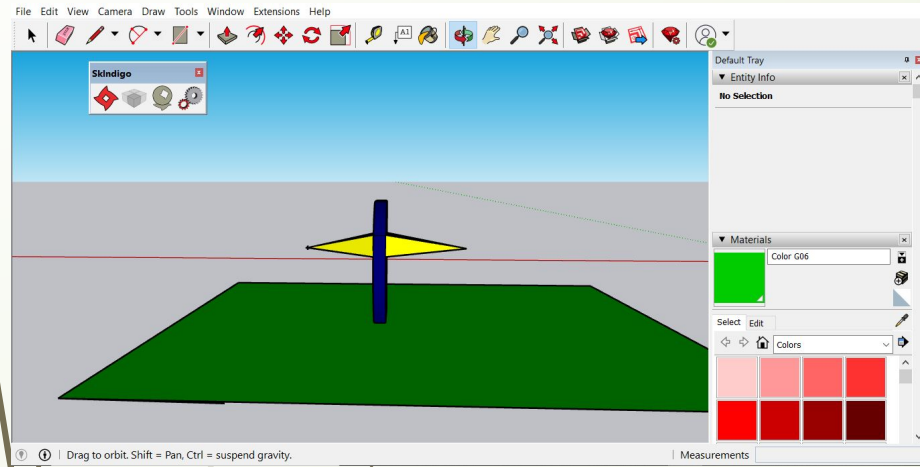


This model was created in the Google Sketchup and I used Indigo renderer to make this piece of model look more realistic and impressive. By experimenting with the shape of a swirling kite, I've created the structural fish fins at both sides. I created the platform so that i can add the shadow in Google Sketchup. For this model, I have used the colours black, blue, and yellow.

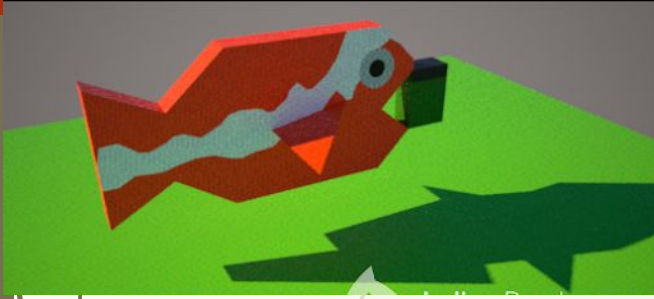


This model will be displayed inside the Covent Garden Market. I displayed my sculpture at the corner of the market shop, so that it can look eye catching. I have used the magnetic lasso tool in photoshop to cut out the background of the images. After that i clicked on the blending option, then i clicked the drop shadow to make my model look realistic.

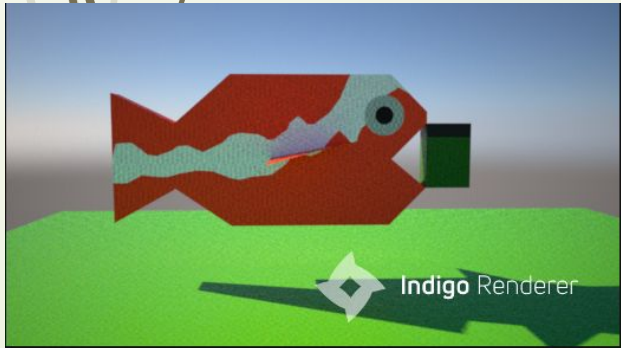
Process



Sculpture CAD Design

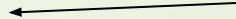
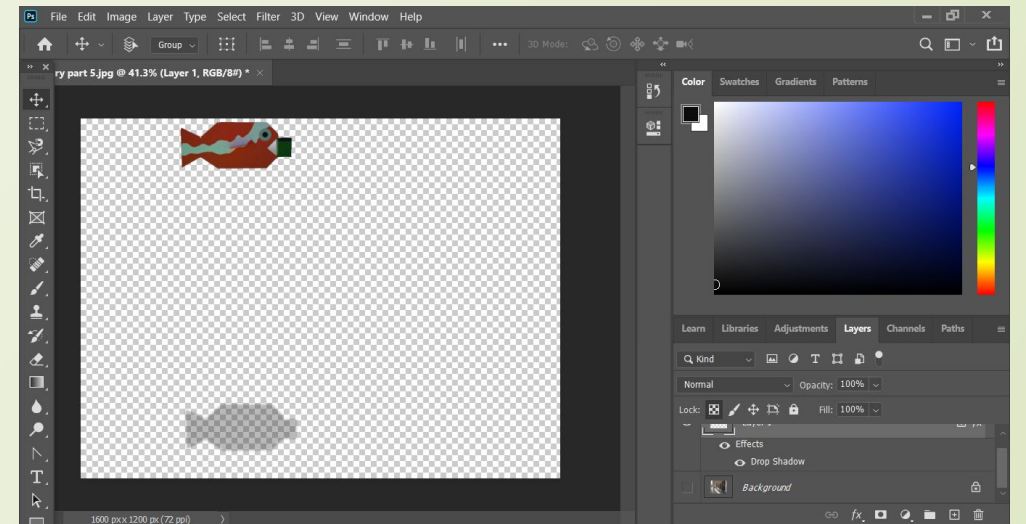
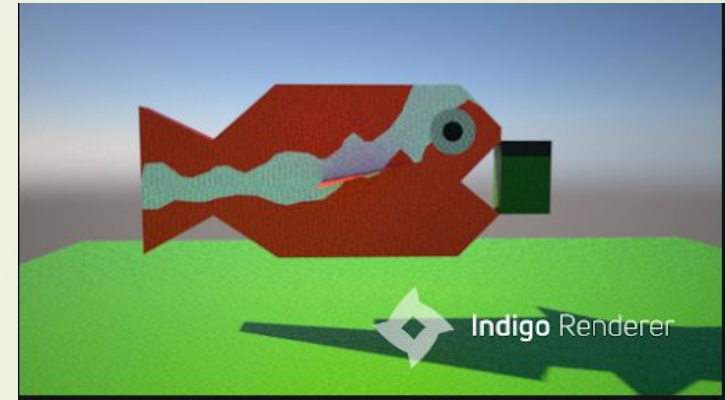
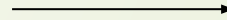
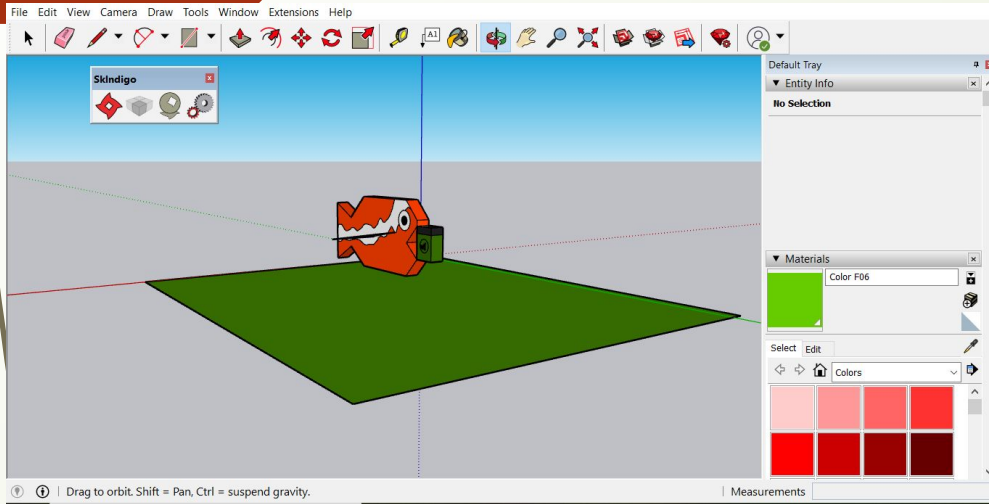


I have used Google Sketchup to create this model, the first thing i did was creating a rectangle shape, which was rotated it in a horizontal angle. After that I drew the fish shape into the rectangle shape, using the eraser to get rid of the odd spaces. I then created the fish fins on both sides. The last thing remained was adding the fish eating the recycling bin to highlight the effect of plastic waste on marine life. Finally, I used indigo render to make the images look realistic.



This model will be displayed outside of the apple store, as it has structural arcs that go along the pathway. I used photoshop to complete this step and the tool I have used is magnetic lasso tool to cut out the background. The blending option was used to form a shadow to make this images look realistic in Covent Garden. I put it on the left corner to make my model look aesthetically pleasing.

Process



Evaluation

The theme I have chosen for my project was animation, I first went to London to visit Covent Garden to take relevant photos for our project. The first pictures were of the outside entrance of Covent Garden, and I took other photos of inside of Covent Garden Market. However, I couldn't find a sculpture that was related to animation.

I researched different digital artists online such as David McLead, and Alberto Seveso to help me get a good understanding of how they have come up with their impressive ideas for their artwork, by simply creating an idea from experimenting with the shapes and forms of objects, whilst expressing the emotion and the feeling in their artwork.

I researched digital media artists such as Michael Bierut, and James Jabbia to help me explore my ideas of the animation industry. The artist experiments with the title, and uses bold colours which enabled me to visualise my sculpture ideas, which helped me to design my sculpture model.

I was more intrigued by the illusion sculpture, which helped me to develop as many ideas as I can come up with. I first researched at sculpture by artist Neil Dawson, especially how he created the illusion sculpture at different angles. I researched different other artist such as Bruno Catalano, David Cerny and Xavier Jellum to develop my ideas sculpture by creating illusion.

After that I sent the photos that have taken and put the picture in PowerPoint slides. I have annotated five images in, explaining throughout why my model is going to fit in Covent Garden.

Then I researched about the Disney film Finding Nemo, which it inspired me to create my first Google Sketchup model, by experimenting with the shape form of fish, and exploring the structure of the pattern colours. It has helped me come up with ideas about raising awareness on the effect of plastic and toxic waste on marine life..

I have created five models in Google Sketchup, it took me time to think of how I'm going to display my sculptures in Covent Garden. I was previously looking back at my slides to help me create my first model ideas. I looked up at modern sculpture in my slides, because it has various of illusion sculpture which help me get idea to create the illusion sculpture. After I created five of the models, I used Indigo renderer to make my work look more realistic.

The part I found difficult is putting shadow in the photoshop of the scenery in Covent Garden, you must play with the settings and tools to find shadow in photoshop. I first duplicated another model, then I minimized the image on the floor. I use the opacity to create the shadow, but the one that easier to use, by going setting clicking on the option blending, and scrolling all the way down, to clicking the last section on drop shadow .

Scenery can make your model look interesting in Covent Garden, because it helps you visualise how the model is going to look in real life. In photoshop I liked how I created the shadow; it looks realistic and eye catching. I did five models in the scenery by using Photoshop.

I'm good at using Google Sketchup and rendering my model to make the image look more realistic and eye catching. To further improve I need to practice more on photoshop and learn more skills then it will be useful for either cutting the blocking images, balancing the darker colours shadow, and putting images in scenery.