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ARTS 12, Winter 2024, De Anza College   **Professor**: Eugene Rodriguez

Title: Project 3 "Pop Art: Serious Fun!" Self-Evaluation

Tesla is the most noticeable new brand in the 21st century and surely the best topic to comment about today's fanatical consumer society and represent the current cultural values in Silicon Valley. I found a "wormview" photo of a giant Tesla logo "monument" in red for the base composition of my design and decide to twist the color and adding division lines to employ key elements and principles of Pop Art design.

The wormview of the brand brings a sense of magnificent feeling to the viewers that I like to keep. I love their original clean design of the logo and typography and would like to preserve their shape just as Andy Warhol preserved the shape of the Campbell soup can and Marilyn Monroe in his work. So I decided first to design the color tones for the two half by using Google Slides. I imported the photo and used the "Polyline" tool to create polygons overlay and change color. I use blue tone colors for the left cool view and orange ones for the warm view since both are different from their original red design. I am happy with the color selection of my draft but I worry the design could be too simple. After discussion with the professor about my draft, I added several circles to the top sky background and subdivided the base into three rows of triangular shapes to bring in the concept of "cubism" to make the work stand out more in the three dimensions. The top circles are in a slightly lighter blue and yellow. The triangles are alternated in two different shades of darker colors. I found color cards from the HomeDepot paint department for my color mixing references. To render the work neatly, I first print out my draft design in the exact size from a printer. I then establish reference points by overlaying the design on top of the bristol to pin through. I paste artistic tape to ensure straight lines on my color application. For the shapes of circles, triangles, logo, and text, I first paint a large portion on a thinner drawing paper. Then, I cut out my printed draft and used them as a template to cut those shapes from those color papers. I glue them on the bristol as the final step.

It is very hard to mix the color to match my exact design color. In my first attempt I found half of the blue triangles are too light and the logo and text won't stand out. I fixed it by cutting the incorrect part out and glued the fixed color paper below. Fun!