

**Juan Moreno Guzman**

**Art 101 (TTH 12:00-2:50)**

**January 29 2019**

### **Reading 1 (Q and A)**

Q1) A good definition as to how any kind of artist can use an algorithm in their art is by carefully following a set of specific steps and therefore resulting in a well crafted piece of artwork.

Q2) Some examples as to how I already use algorithms in my artwork are: thinking about ideas in my head, then planning them by making an outline, proceed to sketching and lastly begin to work on the project.

Q3) Look at the 4 artists above and please describe for each one, 'where' you think the art is and how would you talk about the process of the art vs the art 'artifact'. For example, If an artist is using computers to generate art, where is the art? Is it in the software program or the product it makes?

1) In this one I would say the art comes from the program as the artwork wouldn't really make that much sense without it.

2) Personally, I think the program creates the art as there would be no movement without it.

3) The ability to create the lines and shapes comes from the program so I would say the program makes the art

4) This is definitely an unique way to present art and everything behind it is a program, so I would say the art comes from the program.

Basically the artwork comes from the software, the artist teaches the computer how to draw and the computer produces its artwork.

Q4) What is an example of well known artist that has an iconic style to you? Andy Warhol. summarize a basic 'ingredient list' and process that might create their style.

He seems to take or use a picture of something or someone familiar, then multiplying the image usually by four or six and then makes it pop by changing the old image's colors to very vibrant and striking ones; therefore producing art that pops.

## **Recipe**

### **Black Magic Cake**

1. Preheat oven to 350 degrees F (175 degrees C). Grease and flour two 9 inch round cake pans or one 9x13 inch pan.
2. In large bowl combine flour, sugar, cocoa, baking soda, baking powder and salt. Make a well in the center.
3. Add eggs, coffee, buttermilk, oil and vanilla. Beat for 2 minutes on medium speed. Batter will be thin. Pour into prepared pans.
4. Bake at 350 degrees F (175 degrees C) for 30 to 40 minutes, or until toothpick inserted into center of cake comes out clean. Cool for 10 minutes, then remove from pans and finish cooling on a wire rack. Fill and frost as desired.

### **Translation to Language 6 (marketing department in large corporation)**

- 1) Act now and Preheat oven to 350 degrees F. In addition, Grease and flour two 9 inch round cake pans, but there's no obligation, one 9x13 inch pan does fine.
- 2) In large bowl combine flour, sugar, cocoa, baking soda, baking powder and salt. Now, to get the best and amazing results, make a well in the center.
- 3) Carefully add eggs, coffee, buttermilk, oil and vanilla. Mix for 2 minutes on medium speed until batter becomes thin for a better result. Now, pour into prepared pans.
- 4) Continue the process of baking at 350 degrees F (175 degrees C) for 30 to 40 minutes, but don't feel obligated, it is also convenient when toothpick inserted into center of cake comes out clean. Let it cool for a short 10 minutes, then remove from pans and finish cooling on a wire rack. Now to reach the best results fill and frost as desired.

### **Recipe 3 Abstraction**

- 1) Prepare equipment to begin cooking

2) Combine and mix ingredients

3) Enhance with additions and mix the ingredients well, then pour results in the prepared equipment

4) Insert in oven and wait until ready. Add additional ingredients for a better taste after it's done.