

Michael How

4 December 2018

Art 74

Khatibi

A lot of artist have something unique about their art, something that makes them different from any other artist during their time, whether it is digital design, drawing, painting, pottery, or even something strange and very unique like glitch art. A lot of artist also have some sort of deeper meaning than the art itself. That is really what defines an artist. I feel like now in our country a career in a lot of art is hard to get. Graphic design is one of the only jobs that society needs a high demand for, whether it is designing logos for businesses or ads. When it comes to design like that artist really have no deep meaning to their work, it is designed to be appealing to the audience or the clients.

That is the way I design, i want to design something that seems appealing to the eye and I want to create what the client wants or audience is wanting to see whether it is a design for a logo or a design for packaging, or anything that a client wants. So for me there is no real meaning behind my work. In my first project, my project "Explore" looks like an image of space that has a sense of movement to it. My conceptual motivation behind this piece is to do something we have never seen before just like how space is. It keeps the mind of the audience thinking. Space and exploration is the influence of this piece. For project 2, for the video that we had to make with premiere my inspiration for this movie is just what I do on a daily basis every morning. Shows the sequence of when I wake up then to the time I get to school. My movie has a

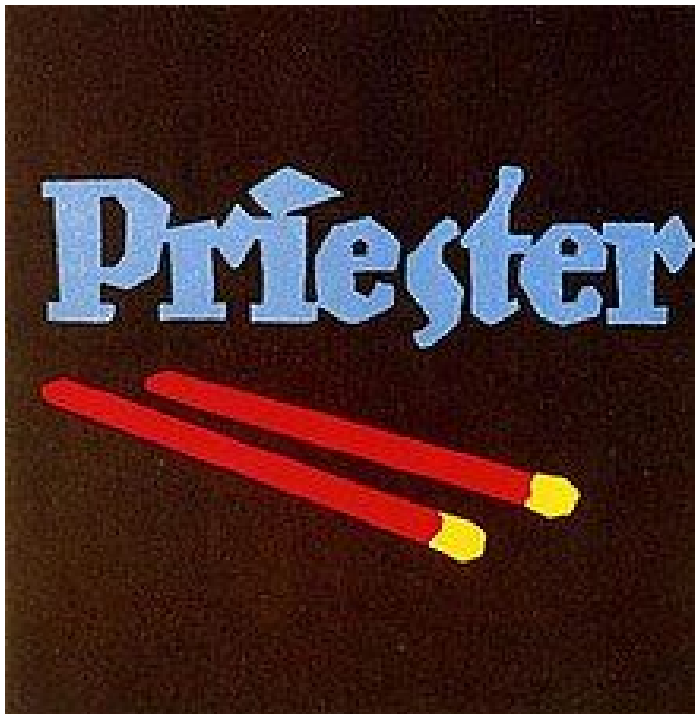
combination of downloaded videos and videos that I shot myself. Project 3 we were working with VR and my piece was called “The Herder” this piece is completely random, it is about a short man herder farm animals. the pig is not cooperating as it tries to float away. In VR nothing has to be real or even make sense. That is the direction I was going with. Project 4 was our portfolio project that contains all of our work that we have done over the semester, using atom and the javascript language. Last but not least project 5 we created a p5js file using CS in creating an interactive piece as well as a static piece as well.

One of my favorite graphic artist is Shepard Fairey. The reason why is because he originally started doing art work on the street, then eventually designed his own company called Obey. The idea behind his brand is the ideology and iconography in self-empowerment. He uses sarcasm with reverse psychology. He influences the viewers who see the Obey sticker to take notice of the propagandist out to bend their worldwide agendas. His art varies but the ones where he incorporates simplicity in his work is very compelling and it just gets straight to the point and has such a deep meaning behind it for how simple it is.



Obey, Shepard Fairey, 1989. Poster

Another graphic designer that I began to study is late 19th century to early 20th century German designer Lucian Bernhard. He is famous for designing packaging, posters, type, textiles, interior and trademarks for a lot of major companies. He also uses the ideology of simplicity in his work with very unique type. Lucian said “you see with your eyes, not your brain”, this was the ideology behind his work, he wanted to make his work simple enough where viewers can just take one glance at and understand what it is. One of his most famous designs is for German match brand called Priester, and his use of simplicity and type gives this design a very unique and old fashioned style. Going back to his simplicity idea, people can very clearly view the brand and what the objects are which are matches.



Priester Matches, Lucian Bernhard, 1905, lithograph

Lastly my last influence is Polish graphic designer Tadeusz Gronowski during the 20th century. He was Poland’s most famous graphic designer and illustrator. He worked for a lot of

department stores. His work is a perfect example of decorative art, using simplicity. One of his pieces is a poster for *Radion washes for you* (1926), in this piece he uses simplicity and silhouettes to portray the idea out to the viewers in a very simple way.



Radion washes for you, Tadeusz Gronowski, 1926, Poster

When it comes to doing my own work I really love using the idea of simplicity and people using their eyes to see and not their brain. So a lot of my work try to use simplicity depending on the requirements of the project of course but when it comes to my work outside of school I use simplicity a lot. The designs that I want to do is work for companies and to design logos and advertisement and for that work simplicity and getting to the point is key. So for my work I use illustrator and a lot of vectors with simple colors. This one piece is an infographic I created about some basics about different tapes, I used vectors and played with the composition of the whole piece making it simple and very easy to read.

Got tape?



Scotch tapes purpose was to serve as a moisture-proof seal for the cellophane food packaging then coming into vogue. Today, scotch tape is a staple in homes, offices and schools all around the world. It has evolved into one of the most versatile and valued products on the market, with countless everyday uses.



Electrical tapes are typically made with a pvc backing and a non-corrosive rubber-based adhesive. The backing is what gives it the ability to stretch and conform to cables and wiring. This stretch is a critical characteristic of electrical tapes because it allows the tape to wrap tightly around cables for long-lasting insulation. Most cloth, film, and other types of tapes do not possess the elongation characteristics that allow electrical tapes to function properly.



Masking tape, also known as painter's tape, is a type of pressure-sensitive tape made of a thin and easy-to-tear material, and an easily released pressure-sensitive adhesive. It is available in a variety of widths. It is used mainly in painting, to mask off areas that should not be painted.



Duct tape is commonly used in situations that require a strong, flexible, and very sticky tape. Some have a long-lasting adhesive and resistance to weathering.