

Santiago Genera

Art 74

Professor Leily Khabiti

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Art 74 - Final Paper

Artist Statement:

Hello, My name is Santiago Genera and I am a Graphic Design Major at San Jose State. I'm from Hayward California and have been living in San Jose the past 3 years while going to school here. I enjoy making comics and drawing, taking photographs, image manipulation and making logos.

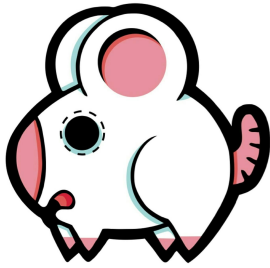
I have always loved the style of comic books while growing up and the artistic style and photography as well. While in high school I took 2 drawing classes and animation classes and really grew fast interest in drawing. I often would draw and sketch in class and fill books full of pieces. Now I often make logos and small sketches for friends and my housemates brands in illustrator and various apps on my iPad to draw in. I really gained a lot of interest in photography which lead to image manipulation and using photoshop to edit and create crazy images using photos I took. I continually practice to draw and have been trying to put more effort into starting to create logos or images while drawing with illustrator or photoshop. I often have my friends encourage me to make work and critique my pieces as well. I often make images or drawings for them or for myself on my free time. I try to draw often and to keep trying new techniques

to improve my craft. I always try watching new videos or talking to fellow artist and see their process and techniques.

My 3 inspirations the past couple of years has been a good friend of mine named Matt Ritchie who goes by [@Rat136](#), designer and concept artist [Finnian Macmanus](#), and [Aaron Kai](#) a digital media artist from Hawaii. Back when I started high school I would often go over to my friends house and his dad Matt would always be working on something whether it was a sketch, drawing on a ipad using photoshop, and coloring in various programs as well. It really showed got me interested a lot more in the kind of work he was doing and which is also why he is one of my top favorite artists and most inspirational. He showed me the various ways you can use digital media and apply it to physical objects and the work ethic you need when pursuing that career. I recently found out about Finnian because I kept stumbling across his instagram and realized that he was one of the conceptual designers and illustrators for many Disney movies and fantasy hero movies, such as Star Wars, Marvel, and Lion King. These movies are some that I really enjoy and it's cool to see a career where your work is the scene or setting for a movie. I am interested in this type of art and the direction a career like that could lead. These drawings and concept ideas are one that I could make myself and I often get a sense of futuristic and abstract and modern theme with his works. Many of my pieces I feel can be seen as abstract which I feel like is why he very much catches my eye. The last one is a designer and logo creator Aaron Kai who creates various waves and water designs for phone and tech accessories and stickers. This design can be very noticable and I've seen his brand grow and get much recognition off this one design. His work

show the different ways work can be applied and how to market and brand off one simple design.

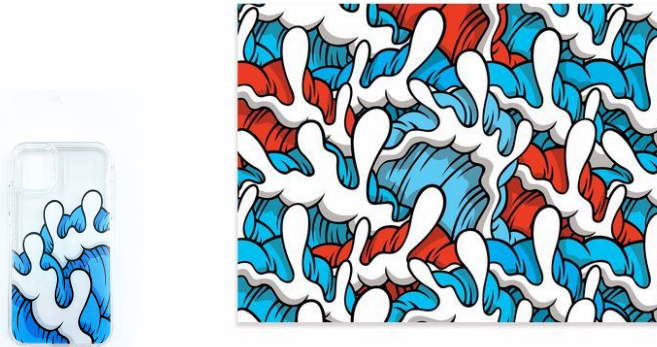
Matt Ritchie's work [@Rat136](#)



Finnian Macmanus [Finnian Macmanus](#)



Aaron Kai [Aaron Kai](#)



My conceptual when I produce art or are working on something I often try to clear my mind and visualize what I am trying to make or do. Once I get a strong enough idea and good place to start, I like to play some music and get into a groove of working. I often find myself listening to soft music when working such as “Frank Ocean , Pink Matter”<https://www.youtube.com/watch?v=uaLV003llhY> and [Mac Miller. Come back to Earth](#). I feel the music is very relaxing and can have a calming effect on me which helps me focus on the piece a lot and not be distracted. I also feel it sets a mood which I can replicate and put into my work. Now when actually trying to make subject matter I usually like to keep it very natural unless im doing something abstract, so I stick to usually the same things such as high color contrast and geometric shapes and angles.



I feel if I stick to having images with geometric angles and shapes it will be very eye popping and can create a contrast in work. I also do enjoy very vibrant and abstract colors as well. I try to incorporate both of these in my work to make the subject more appealing to the eye and viewer. When creating I also like to sketch out my work on paper or binder paper even and then take a picture of it or scan it and go over it in photoshop or the mobile procreate app.



I feel if I can work on these basics and make work that is noticable and create a work style that I would be able to make good work. I can feel accomplished as an artist

when I do get a recognizable style. But with these techniques and all the skills and ideas I have learned in school I will soon be able to achieve that goal.