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Artist Statement – Image adaption project

The original logo is of the Keurig cup, complete with the star and attached letters. This logo has become a ubiquitous figure in recent years, become a recognizable figure to nearly anyone in the USA who drinks coffee or has entered an office. As I am not a frequent coffee drinker, I had not discovered Keurig through the product itself, but rather through the bad publicity it garnered. I became surprised, then, when my Keurig branded thermos drew notice from others, who would point out the symbol as if it were a sign of higher quality. Like blenders and juicers, the convenience of churning out a beverage in a fraction of the time as using traditional methods has given Keurig a great reputation. To this end, I have manipulated the Keurig logo in my images in order to demonstrate the drawbacks of using Keurig products. My three images are quite distinct, as each addresses a specific issue in regard to the Keurig brand and coffee.



My first image depicts the Keurig logo's cup pouring coffee onto the Earth. By using the freeform tool, I separated the cup from the rest of the logo through the "New Layer via Cut" option. I then used free form transformation to turn the cup at a pouring angle. Afterwards, I pasted in the image of the Earth and resized to larger size so that the logo looked more imposing. I used the brush tool to draw in a circle that separated the "liquid" portion of the cup in the logo, then used the magnetic lasso tool to create a selection of the area and filled that portion with the paint bucket. Using a brush, I drew in the coffee pouring out of the cup onto the Earth, symbolizing the significant pollution produced by the K-cups, which are non-recyclable and non-biodegradable. To remove the jagged edges of the coffee on the Earth, I used a combination of smudge and blur, making the coffee become more reminiscent of mud or sludge.



My second image depicts the Keurig logo being “reviewed.” For this image, I took the logo’s star and copied it five times. Then, I used the selection tool to draw a rectangle around the stars and adjusted the layers to the top of the selection, aligning the starts together. I used the paint bucket to fill 4 of the stars black, reflecting the recognizable one star review. Using the text tool, I typed in a faux review of the coffee with a font that is similar the Keurig font, so as to visually match. Combined with the star review, the image conveys the fact that the coffee itself is not particularly high quality, especially in comparison to traditional brewing methods. Afterwards, I took vectors of an olive branch and used selection and free transform to position it around the text, again aligning them to the top of a selection box. The olive branches juxtapose the rather blunt text, reflecting the dichotomy between the Keurig reputations versus its actual content. Finally, I placed an image of a stained wall in the background to make the contrast between the colors better and to sell the message of the gritty and low quality coffee brand.



My third image depicts a hand that is chained to the Keurig logo. To create this image, I used the smart magic wand to create a mask of an image of a hand holding a cup of coffee. I used the smart wand to select the sides of the logo cup and used free transform to conform the lines to the shape of the cup in the stock image. I used the eraser tool to remove leftover debris from the logo. I used the brush to fill in the sides of the cup so that it matched the rest of the logo. Afterwards, I transformed an image of a shackle which I moved over the wrist. I selected the hand using the smart wand and erased the shackle so that only the selection portion was erased, effectively moving the shackle around the wrist. Then, I enlarged the ball and moved the Keurig text over it. Finally, I put the background of a jail cell beneath the other layers. This image is pointing out how the ubiquity of Keurig machines means people are reliant on the K-cups to get their coffee. This is especially relevant in situations where Keurig machines

phase out traditional brewers, forcing people to buy cups from Keurig. Even more, newer models of Keurig machines have built in scanners that will reject cups that lack their labels, removing the ability of consumers to buy from third parties.

I believe such an image would have the highest impact where individuals who regularly drink coffee or work in an office would be. Those who are more environmentally conscious or non-coffee drinkers are more likely not to hold Keurig in any regard. Placing the image in actual offices can encourage people to shift back to traditional coffee brewers. These images could also be placed in grocery stores or other convenience stores where K-cups could be bought, to encourage consumers to purchase higher quality and more ethical coffee brands.