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Art 74 Intros DIGM

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### Digital Media Artists

Today it's all about Technology! No more ads on billboards, magazines or television. Everything is in the palm of our hands whether it's a phone, laptop, or tablet of some sort. Everything we see nowadays is part of digital media whether it's for educational purpose or for art and entertainment. Three artists I chose are Pablo Alfieri, Jared K. Nickerson, and Jeff Finley. Digital media is not only booming and a form of art, it is also used for business and everyday life purpose. The three artist I chose use digital media for art and technology aspect in the real world.

My first artist is Pablo Alfieri who is from Argentina and started off as a graphic designer and working his way up to being an art director to a live action and stop motion director where he uses techniques like, art direction, set design and typography. His website is called <http://www.helloplayful.com> where his background is a slide show of his various still life projects. It's eye catching and fast motion. The site lives up to the web name in terms of being playful. One project that caught my eye is, "Playful W.I.P. Reel", which is a reel of his work in still life, and images combining it with stop motion which to me is a technical aspect. The project consists of random objects from food like doughnuts to electronics like tablets to moving objects like hands and feet. Alfieri uses really interesting vibrant colors to catch the eye and keep it moving always. For instance, the objects he uses are normal everyday objects but seeing the neon colors mixed and matched together with different shapes and lines gives the artwork a whole new perspective to what we are seeing. One thing that is really cool is the typography

used throughout the video. The fonts are constantly changing in still and live motion. It goes from small and thin to big bold fonts to moving side to side or blinking just as the video is designed to move. What helps tie up the video together is the sound used to make the craziness come to life. The song used is an upbeat, fast and has lots of motion of its own that fits the artwork and theme of it. The concept of Alfieri's artwork is to be playful which is why I decided to share this piece. Using the colors and mixing it with fast stills of his work creates an adrenaline rush and motivation to want to make something fun and crazy. To me it's important to have fun and make normal things come to life and being able to see it differently is a marketing aspect to entertain your audience.

Digital media is not only vibrant colors and crazy objects; it can be used for marketing and advertisements through cartoons and funky animation. Jared K. Nickerson is an illustrator that likes to work with digital marketing through "branding, production, logo, videogames..." so on and so forth (About Me, [www.JThree Concepts.com](http://www.JThree Concepts.com).) The piece that caught my eye was the "Adidas Originals One" ad. According to Nickerson, he used a "rustic" theme (country lifestyle) and also used "sci-fi, classic small town signage, and Adidas culture" to make this logo happen (Adidas, [www.JThree Concepts.com](http://www.JThree Concepts.com).) The image is all baby blue with the Adidas logo in the middle that looks like a badge with wreaths around it and smaller badges underneath it, it gives a sense of of boy scout theme. Surrounding the logo are bunch of animated characters and sci-fi illustrations that hint at the country lifestyle. There are many random objects like boy scout badges, eyes, antlers, tv, skateboard, wood with an axe, pine trees, piano, milk, and many more all clustered up around the Adidas logo. The technical aspect of this design is illustration and graphic design. The concept is directed to audiences who live in rural areas and like to do hiking, or outdoor woodsy stuff. Furthermore, the concept is to be original and to "celebrate originality" which means whatever you like to do or have accomplished, that brings originality to

your style. What I like about this piece is that it is positive in being active and achieve your goals. There is a message of being yourself, and to embrace that no matter what you love to do.

Last but not least, Jeff Finley is an artist, designer, blogger, musician, entrepreneur and illustrator. He loves to blog about his art work, and make tutorials on mostly computer arts, typography, vectors, etc. Looking at his work, it's very pop punk influenced. Lots of skulls, and rock and roll themed. It's also has a hint of magical theme to it. The piece that stands out is, "Float Away With Me" cover art with a song he made too. Looking at this image it's very relaxing to the eyes with a landscape of a forest with a lake in between and bunch of clouds around late noon which to me is the concept; relaxation and letting go. The lettering is a psychedelic 70's retro font which is catchy to look at. Furthermore, using graphic design is a great technical aspect to get his message (relax) across to his audience. It's positioned in a curved circle manner which brings your focus to the middle of the picture which is the lake and greens surrounding it. The cover art looks like an old image saved for years with white scratches and grainy filter. Finley's song adds to the melancholy theme. It's influenced by pop punk, EDM, electronica, retrowave, and synthwave. The sounds is very light beat by the drums and has a nice rhythmic flow to it that hints at 70's retoness. Listening to the tracking while looking at the cover art, takes you on a journey through the lake making you feel like you're floating along with Finley. You feel light as a feather, and no worries at all. It's hippie but fun too.

Overall, digital media is used for many things, whether it's for fun, or for business it's amazing to see what people can do with technology. The influence of not only drawing, and illustrating but using sound to bring your piece to life is really interesting.

**Work Cited:**

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