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Composing Digital Media

Ben Miller

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Artist Statement: Visual Project

The reason that I decided to work with the Farm Aid poster is because it was a concert that I was planning on attending at the time the project was assigned. In my opinion, I did not think that the original visual drew enough attention that the event was in Pittsburgh. The reason that this is important is because the festival moves to a different city every year, and I thought it didn’t do the best job showcasing Pittsburgh’s signature attributes.

I got the original banner picture from the Farm Aid website. They have been using that image for promotional and marketing throughout the whole year leading up to the event. The bridge I double copied from the original image. The other two images that I added were the city and the musical notes. I found those two images on google images. The reason that I am able to use these images is because I am using them for an educational purpose. I do not plan on making money with these images, or using them to my benefit. Also, all of the images that I used for my project have been manipulated and I am using a smaller portion than the original. In the Fair use section of *Writer/Designer* it talks about the purpose of the use, as well as the amount of work that is used.

When I was creating my visual my goal was to make the poster have more emphasis on Pittsburgh. At first, the poster had a lot going on in the background, which I didn't think fit the goal of a billboard. When people drove past, I wanted them to see the name, a cool design that drew their eye, and then my call to action to visit the website. Due to the fact that this was my first time using GIMP I did come across a lot of challenges. It took me a very long time to do small things, like change the font color, and I didn’t even end up using that design. I also had a hard time selecting at first, but once I realized how to use the fuzzy select took, it made my life a lot easier. The solution to a lot of my problems and struggles was to be patient and watch a ton of YouTube tutorials. Whenever I would feel frustrated, or confused I would just pop my question into the Google bar and I would have an answer.

My design choices were really based a lot on my medium, which was a billboard. I wanted it to be as eye grabbing and sharp as possible. This is why I centered the cow, I wanted there to be emphasis on the pop of colors to catch their eye. When the audience is driving past the sign, they will see bright pops of color, as well as the black and gold which they recognize and are accustom to. I then aligned the words to kind of waterfall to the call to action.