

6

Developing Publicity for your Project

Digital Imaging in the Visual Arts: Prof. Claudia Esslinger

Now that you have made some artwork, let's learn how to publicize it in the form of posters and catalog presentations.

You will write an artist's statement, design and print a "page" of a catalog or poster that includes the statement. We will learn basic InDesign to do this (a layout program also part of the Adobe Suite).

Questions to lead to your Artist's Statement:

What concept are you exploring in this piece?

This piece uses the imagery of a birdcage with unusual inhabitants. By substituting animated "teeth" on a swing instead of the expected "birds" questions are posed about the nature of boundaries for our dreams and how they are often impossible or full of magical realism.



Why does it make sense for YOU to do this piece?

My dreaming history includes repetitive images and feelings of teeth falling out and my constantly trying to put them back. By caging the teeth in a form most reserved for birds of song I am imagining holding on to my dreams, whatever they are.

How does your choice of subject matter and formal qualities support your concept

The juxtaposition of a meat hook, both terrifying and secure, to a fragile cage sets a scene that is both unstable and curious. By hand carving the teeth from turnips, the raw feeling of the root being ripped from the mouth is exaggerated, yet the lighting, the fluffy clouds and symmetrical composition evoke childlike illustrations. How do these seemingly incompatible implications affect the viewer?

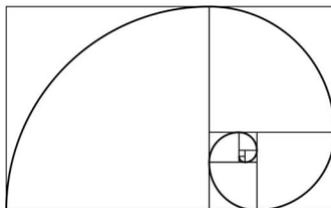
How does your work relate to the wider art world?

This piece continues a tradition of surrealism/ magic realism where the odd is often disturbing, yet compelling. It seeks to engage the viewer on a subconscious level that is compatible with the nature of dreams.

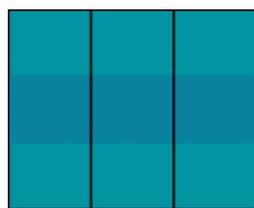
Designing a Catalog page or Poster:

There are many traditions that are taught as methods to make well designed image and text projects (books, posters, web pages, etc). Some of these will be presented in the slide lecture for this project. Please use one of these methods and think about the elements and principles of composition that we explored in our first project (Unity, Focal Point, etc). We will talk about this in class, with Demos.

Golden Ratio:



Rule of Thirds:



Grids

