

It's My World Too!

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The overall aim or concept for my major body of work is to focus on the importance of the environment and the endangered animals that are present within these biomes. Highlighting the importance of the dangers that the human race, pose against these animals. Through analysing different artist and designers and their use of fundamental design elements to convey their messages, through simple yet complex imagery and typography.

Drawing from the work of Aaron Blaise and Leonardo da Vinci, I focused on my use of dark and light shade, to help show and sculpt the anatomical realism, in terms of texture such as in the fur, hair and shell. The decision to use black and white (led pencils) was an important design feature as it not only was used to create contrast between the two different subjects within the piece but was because I wanted to show a contrast between these elements.

My concept was specifically targeted on the negative influences that as a race, we are all in one way or another causing to animals and their natural world. I focused on three specific animals that organisations such as Worldwide Wildlife Fund are focusing their programs and efforts in supporting many animals around the globe. To which I decided on specifically three, these being the sea turtle, orang-utan and the Siberian tiger, to focus my efforts on. Each piece of work had its own inspiration and mini-concept behind the design choices made.

From focusing on animal artist such as Aaron Blaise, I was able to analyse the specific fundamentals and characteristics that he boldly utilised to accentuate a realistic, yet character filled animal paintings. Analysing his technique of using his main subject almost as a photograph, by using a distinct light source with matching brighter highlights to convey a sense of mood within his piece. I wanted to unite both the animal part of the design with the environmental aspects of the design, as one unified image. This technique is what I believed was the most effective design choice, as was further reflected in a lot of the poster designs by Worldwide Wildlife Fund. I intended my poster to have clever use of complex realistic pieces to evoke a real empathetic emotion from the viewer but in other instances, using simple bold shapes and silhouettes to deliver a more direct and easily interpreted message. This inspiration was found from the works of Grabarz and Partner, who used digital media to blend an endangered animal to the environment, which was the look that I took greater inspiration from.

Whilst producing this practical work, I experienced many ups and downs, but feel that in the end I matched my intended brief or concept.

My first practicals created were the three poster designs, each having slightly different focuses for their visuals and typography. I intended for my pieces to be designed in a way to educate the viewer regarding the adversities that these animals are suffering from at the hand of humans. Overall, I found from both a visual and typography standpoint, I have been able to design three slightly different poster designs that were able to convey my concept. Which was to educate my audience on the environmental struggles faced by many animals, doing so through playing on the emotions of the viewer, to make them feel empathetic and therefore driven to start to make a change to combat this global issue.

Within my second practical set, I decided to design and create a donation box. Overall, I felt that the use of a watercolour silhouettes of each animal decorated the box appropriately and cohesively to make an inviting design for the viewer. I decided upon this decorative feature instead of re-using my poster concepts, as the poster concepts were too complex and needed to be simplified to fit onto the donation box. I retained the same font and slogans I originally used for my poster designs. In doing this, I have achieved a sense of cohesion and connection for each practical. As such, I felt that these design choices were overall successful in producing simple and effective decorative elements.

For my third and final practical set, I decided to make two different postcard designs. I decided to recycle my visuals designed in my first and second practicals, in doing so, then showed an overall connection or cohesion between each of my practicals. From trying several different iterations, I finally settled on two compositions for both images that looked visually stunning but also still possessed information to educate my viewer. I further believe that my practical met my intended concept, which was to provide a gratitude token to the individual who donated. Only being a small acknowledgement to their kind gesture, I found that this small token met the simple purpose intended. Displaying a visually appealing design on one side and a practical use on the other, as individuals who received the postcard can then utilise it. This would then also spread my education message to other people within our local and global communities.

I believe that overall, I was able to execute my work effectively. Conveying my message of the need to support these endangered animals and outlining the factors that are contributing to the issues being faced by these animals. My message was conveyed primarily through the facial design of my animals, my aim was to portray their emotions as intently as possible to impact on the viewer. My orang-utan piece with a melancholier facial expression and characterised fur texture, is aiming to express the feeling these animals would be feeling in relation to their home being destroyed and torn down by humanity. Designing the subjects primarily in the centre of the canvas, allows the eye to be instantly drawn to the intended subject.

I hope that from my work people can feel empowered that they themselves feel like they can make a change through donating on the exhibition night and support the efforts of the Worldwide Wildlife Fund.

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