

Deterioration Night of Society

Korn Poonsirivong

Department of New Media
Communication.

Albert Laurence School of
Communication Arts,
Assumption University,
Thailand

1. NAME OF CREATIVE WORK

DETERIORATION NIGHT OF SOCIETY

2. NAME OF CREATOR

KORN POONSIRIVONG

3. BACKGROUND OR SIGNIFICANCE OF THE PROJECT

THE SOCIAL GAP IN TODAY'S SOCIETY HASN'T CHANGED MUCH FROM THE PAST AS WE ARE GROWING UP. PEOPLE ARE STILL STRUGGLING WITH THE SAME PROBLEMS AND ISSUES SUCH AS POVERTY, EDUCATION, SOCIAL CLASS, VIOLENCE AND SO ON. YET, THE RAPID CHANGE IN TECHNOLOGY DOESN'T SOLVE ANY OF THESE ISSUES BUT CREATE NEWER PROBLEMS OF ITS OWN. "ONE MAN TRASH IS ANOTHER MAN TREASURE," ETYMOLOGY IS LOST THROUGH TIME. WHAT ONE PERSON THINKS IS WORTHLESS MAY BE ADMIRABLE BY THE OTHER. PEOPLE HAVE DIFFERENT VALUES AND PERSPECTIVE TOWARD THINGS IN LIFE BOTH PHYSICALLY AND MENTALLY. AS THE WORLD IS MOVING FORWARD IN A HASTY PASTE, WE ARE STILL SEARCHING FOR A MEANING OF LIFE THROUGH RELIGION AND SCIENCE. BUT WE ALL HAVE DIFFERENT ANSWERS AND THESE ANSWERS DERIVED FROM WHERE ARE BELONGING IN THE SOCIETY OR SO CALLED SOCIAL CLASSES. THE ART WORK WAS INTENTIONALLY CREATED TO SHOW THE DIFFERENT CLASS OF SOCIETY IN THE FUTURE WHERE ONE IS STILL STRUGGLING WITH HOPE AND DREAM AND WISHES TO BE LIVING ON THE OTHER SIDE OF THE SOCIETY WHERE THESE PROBLEMS DON'T EXIST.

4. PROJECT OBJECTIVE

1. TO COMMUNICATE WITH THE AUDIENCE A STRAIGHTFORWARD MESSAGE IN A NONTRADITIONAL WAY THROUGH THE USES OF DIGITAL MEDIUM
2. SUCCESSFULLY TRANSLATE THE MESSAGE AND THE MEANING OF THE ART WORK TO THE VIEWERS.

5. CONCEPT

ONE LOOKING ACROSS VAST LAND OF CONCRETES REACHING THE GIGANTIC BUILDING FROM RUINS OF STRUCTURE SHOWS DIFFERENT

CLASSES IN THE SOCIETY. ONE HAS HIS OR HER PLACE FROM A STANDPOINT LOOKING OUT TO SEE WHAT OTHERS ARE. THE ASSUMPTION CAN BE MADE THAT THE PERSON LOOKING OUT HAS SENSE OF DESPERATION ALMOST REACHING TO CLIMB THE SOCIAL LADDER. YET, THE SENSE OF WONDER ALSO TAKES PLACE OF WHAT THE VIEW WILL LOOK LIKE FROM HIGH-FAR AWAY BUILDING.

THE NIGHTFALL CITY IS ALMOST COVERED WITH DARKNESS DUE TO HIGH-RISES OF STRUCTURES LIMITED THE NIGHT MOON LIGHT. ALTHOUGH IT SEEMS TO BE STILL, BUT LIGHTS SHINING THROUGH THE SKYSCRAPERS ALSO SUGGEST SOMETHING MYSTERIOUS AND SHADY ACTIVITIES GOING ON. SOME LIGHTS ARE COMING THROUGH WINDOWS OF SOME BUILDINGS FROM FAR AWAY INDICATE AN UNIDENTIFIED MOVEMENT OF THE PEOPLE INSIDE. THE DIFFERENT CLASSES OF SOCIETY IS SHOWN IN THIS DIGITAL PAINTINGS NOT ONLY WHERE THEY STANDS BUT THERE SENSE OF CURIOSITY. THE PAINTING ALSO REVEALED THE LARGE MONUMENT STRUCTURES IN THE FARTHEST AWAY IN THIS CITYSCAPE THAT CAST SHADOWS COVER THE WHOLE TOWN TO SHOW THEIR GREAT INFLUENCES OVER THE PEOPLE.

6. PROCESS OF DESIGN OR ART WORKS

1.1

THE BEGINNING PROCESS WAS TO INITIALLY COME UP WITH A CONCEPT OF AN ART WORK TO CONVEY THE MESSAGE. THEN THE MEDIUM WAS SELECTED WHICH THE USES OF COMPUTER SOFTWARE WERE USED TO PAINT A DIGITAL WERE PAINTING. THE SECOND STEP WAS TO DRAW COUPLE OF SKETCHES OF PERSPECTIVE CITYSCAPE TO LAY OUT THE FOUNDATION OF THE ART WORK. THEN SOME RESEARCH ABOUT THE TECHNIQUES OF DIGITAL PAINT AND PHOTOS MANIPULATION TO GAIN FURTHER KNOWLEDGE.

1.2

THE PAINTING STARTED FROM DRAWING A DESIRE PERSPECTIVE THAT WILL BE A SOLID GROUND FOR THE WORK. MANY PHOTOS WERE GATHERED FOR INSPIRATION OF THE SKETCHES OF THE VARIOUS BUILDING TYPES. THE ART WORK CONSISTS OF HUNDRED OF LAYERS WHICH COMPILE AND BECOMES THE FINISH WORK. MOST OF THE

LAYERS ARE DIGITAL PAINTING PARTS OF THE SCENE THAT WAS DONE ON COMPUTER SOFTWARE AND THE REST ARE PHOTOS THAT WERE MANIPULATE. THE STEPS ARE RESEARCH, ROUGH SKETCH, GATHERING RESOURCES, DRAWING, FILLING IN COLORS, CORRECT PROPORTION, AND DETAILING.

1.3

THE ART WORK REQUIRES A LOT OF TRIAL AND ERROR. SINCE IT IS DONE IN A DIGITAL FORM, THE ARTIST CAN ALWAYS GO BACK AND CHANGES EVERY MINOR DETAIL THAT NEEDED TO CHANGE SUCH AS SHAPES OF BUILDINGS, LIGHTING OF THE SCENE, ADDING AND SUBTRACTING BUILDINGS EVEN ADJUSTING THE OVERALL ATMOSPHERE OF THE WORK. THE FINAL PROCESS IS TO COMBINE ALL LAYERS AND SEE THE WHOLE ART WORK ON A SINGLE LAYER AND SEE WHAT CHANGES NEED TO BE MADE. ONCE ALL THE ELEMENTS OF THE BUILDING AND EVERYTHING ELSE IS SET THEN ADJUSTING THE LEVELS, CURVES, CONTRAST AND BRIGHTNESS OF THE PICTURE IS THE FINAL STEP.

7. MATERIAL AND TECHNIQUES OF DESIGN OR ART WORKS

MATERIAL: PHOTOS, COMPUTER, WACOM PEN, ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR, ADOBE LIGHTROOM,

TECHNIQUE:

1. USING DARKNESS (SHADOWS) AND LIGHTS TO CREATE UNDERLYING MOVEMENT COVERS BY BUILDINGS.
2. SHOW PERSPECTIVE FROM ONE'S STAND POINT AND YET AT THE SAME TIME MAKES THE VIEWER WONDERS.
3. INSTEAD OF HAVING ONE PINNACLE POINT INSIDE THE DIGITAL PAINTING THE BACKGROUND BUILDING WAS CHOSEN TO BE THE FOCUS CASTING SHADOW OVER THE WHOLE PICTURE.



8. PICTURE OF DESIGNED WORK



9. KNOWLEDGE AFTER FINISHED PRODUCE ART OR DESIGN WORKS

THE MEDIUM THAT WAS USED TO CREATE THE ART WORK WAS WELL CHOSEN FOR THIS PROJECT. IT DOES REQUIRE A LOT OF TIME TO GET JUST THE RIGHT EFFECT BUT CERTAIN TECHNIQUES AND SKILLS ARE REQUIRED. THE TUTORIALS AND LESSONS ARE ALSO VERY IMPORTANT AS A LEARNING PROCESS TO CREATE THIS TYPE OF ART WORK. IT IS VERY HELPFUL TO SEE WHAT OTHERS HAVE DONE BEFORE HOW TO GET THE DESIRE

RESULT BASED ON THE EACH ARTIST OWN TECHNIQUE WHICH HAS TO BE ACHIEVED THROUGH PRACTICE AND EXPERIENCES. CREATING THIS ART WORK RELIES A LOT OF PERSONAL EXPERIENCED WITH THE TOOLS AND UNDERSTANDING OF PERSPECTIVE SINCE THE ART WORK IS A CITYSCAPE. THE ACHIEVED THE DESIRE RESULT IT IS A LOT OF TRIAL AND ERROR AND A KEEP GOING BACK TO THE SKETCH AND WHAT IS THE GOAL OF THE ART WORK AND MESSAGE IT TRIES TO CONVEY TO THE AUDIENCE.