

Untitled

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1. CREATIVE WORK NAME

UNTITLED

2. NAME OF ARTIST OR DESIGNER

A. TIFFANY SHELTON

3. BACKGROUND OR SIGNIFICANT OF THE PROJECT

A GOOD PIECE OF ARTWORK, WHETHER IT IS A PAINTING, SCULPTURE, LOGO OR ANIMATION, STARTS AT THE DESIGN STAGE. ITS DESIGN CONCEPTION CONSISTS OF ELEMENTS AND PRINCIPLES THAT GOVERN ART. AN ARTIST CAN MANIPULATE ELEMENTS, SUCH AS LINE, SPACE, TEXTURE, SHAPE OR COLOR, AND APPLIES THE PRINCIPLES OF DESIGN TO FORM AN ART PIECE. WITHOUT ELEMENTS, THE ART FORM CANNOT GAIN ITS IDENTITY; IT IS THROUGH ELEMENTS THAT AN ARTWORK IS DEEMED COMPLETE.

IN ANIMATION, DESIGNERS APPLY ELEMENTS AND PRINCIPLES TO CREATE ATTRIBUTES AND PERSONALITIES OF CHARACTERS IN A STORY. BY DOING SO, IT IS THESE BASIC ELEMENTS AND PRINCIPLES THAT HAVE ALLOWED ANIMATION TO OCCUPY A SPECIAL PLACE IN THE HEARTS AND MINDS OF VARIOUS NATIONS WITH DIFFERENT CULTURAL PRACTICES AND SOCIETIES FOR OVER THE PAST 100 YEARS. IN FACT, THE IMPACT AND INFLUENCE OF ANIMATION PERTAINING TO THE STORIES AND CHARACTERS TODAY PERMEATES EVERY FACET OF OUR DAILY LIVES. AS AN IMPORTANT STAPLE IN A CONSUMERIST CULTURE THAT SUPPORTS ITSELF WITH VISUAL ADVERTISING AND MEDIA, ANIMATION HAS BECOME AN INTERNATIONALLY SIGNIFICANT CULTURAL MEDIUM. MORE IMPORTANTLY, THE TRUE BEAUTY OF ANIMATION IS THE WAY THE STORIES AND CHARACTERS REMAIN WITH US FOREVER AND LAST FOR GENERATIONS TO COME.

4. PROJECT OBJECTIVE

1. TO ANALYZE THE DESIGN ELEMENTS THAT REPRESENT THE VISUAL LANGUAGE AND APPEARANCE TO DESIGN
2. TO INTERPRET AND VISUALIZE ICONIC ANIMATED CHARACTERS THROUGH THE BASIS OF DESIGN ELEMENTS AND PRINCIPLES
3. TO EXPERIMENT WITH ONE'S ABILITY TO RECOGNIZE AN ICONIC ANIMATED CHARACTERS THROUGH LINE, SPACE, TEXTURE, SHAPE AND COLOR IN A NON-OBJECTIVE WAY

5. CONCEPT

HIGHLY SIMPLIFIED GEOMETRIC ART ALLOWS AN AUDIENCE TO EXPERIENCE ART AT A TRUE AESTHETIC LEVEL. BY AVOIDING ALL REFERENCES TO NATURALISM, NON-OBJECTIVE ART CANNOT AGE AND VISUALIZES A DIMENSION OF PURITY AND SIMPLICITY, JUST LIKE ICONIC ANIMATED CHARACTERS. BY USING AN INTERNATIONALLY SIGNIFICANT CULTURAL MEDIUM, SUCH AS ANIMATION AND VISUALIZING IT IN A NON-OBJECTIVE WAY, ONE IS ABLE TO EXPERIENCE AN AESTHETIC QUALITY UNATTAINABLE BY REGULAR REPRESENTATIONAL ARTWORK.

6. PROCESS OF DESIGN OR ART WORKS

1. GATHER A LIST OF ICONIC ANIMATED CHARACTERS

- A) DORAEMON
- B) MINIONS
- C) MIKE WAZOWSKI (MONSTERS INC.)
- D) TOTORO
- E) WOODY (TOY STORY)

2. ANALYZE THE ICONIC ANIMATED CHARACTERS IN TERMS OF THEIR BASIC DESIGN ELEMENTS: LINE, SHAPE, COLOR, VALUE, SPACE, TEXTURE AND SIZE

- DORAEMON: CIRCLE, RECTANGLE, BLUE, RED, YELLOW, WHITE
- MINIONS: CIRCLE, RECTANGLE, BLUE, YELLOW, BLACK, WHITE
- MIKE WAZOWSKI (MONSTERS INC.): CIRCLE, TRIANGLE, GREEN, BLACK, WHITE
- TOTORO: CIRCLE, TRIANGLE (CURVE), GREY, BLACK, WHITE
- WOODY (TOY STORY): CIRCLE, TRIANGLE, RED, YELLOW, BLUE, VISUAL TEXTURE

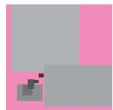
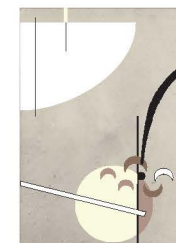
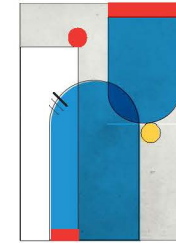
3. SKETCH OUT NON-OBJECTIVE ILLUSTRATIONS OF ICONIC ANIMATED CHARACTERS

4. APPLY THE SKETCHES TO ADOBE ILLUSTRATOR TO DEVELOP COMPOSITION AND COLOR

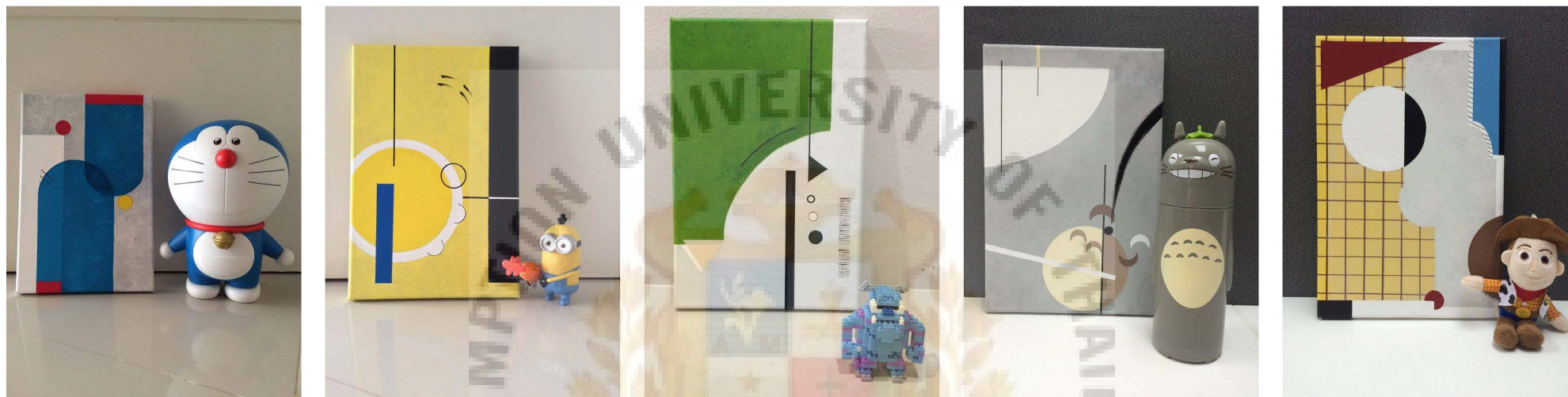
5. CREATE THE FINAL ART PIECES BY HAND, MOUNT AND FRAME

7. MATERIAL AND TECHNIQUES OF DESIGN OR ART WORKS

ACRYLIC, PEN AND INK ON CANVAS
(20 x 30 CM)



8. PICTURE OF DESIGNED WORK



9. KNOWLEDGE AFTER FINISHED PRODUCE ART OR DESIGN WORKS

WHILE COMPLETING THE COMPREHENSIVE SKETCHES OF THE FIVE ANIMATED CHARACTERS PARTICIPANTS WERE ASKED TO SAY WHATEVER CAME TO THEIR MIND WHEN LOOKING AT THE WORK. MANY WERE ABLE TO GUESS WHICH CHARACTERS WERE INTERPRETED, BUT NOT ALL WERE RECOGNIZABLE. THE THREE MOST RECOGNIZED WERE DORAEMON, TOTORO, AND WOODY DUE TO THEIR SPECIFIC COLORS, SHAPES AND PATTERNS (VISUAL TEXTURE). PARTICIPANTS HAD A DIFFICULT TIME DECIPHERING MINIONS AND MIKE WAZOWSKI. I FOUND THIS TO BE IN RELATION TO THE LEVEL OF ABSTRACTION. ABSTRACTION EXISTS ALONG A CONTINUUM; A HIGHER LEVEL OF ABSTRACTION LEAVES AN ARTWORK WITHOUT A IDENTIFIABLE SUBJECT MATTER.

THROUGH THE BASIC DESIGN ELEMENTS I WAS ABLE TO INTERPRET THESE CHARACTERS AT A FORM OF PURE AND SIMPLE BEAUTY. I WAS ALSO ABLE TO ELEVATE THE APPRECIATION OF THESE ICONIC CHARACTERS TO AN AESTHETIC LEVEL. ALTHOUGH NOT ALL CHARACTERS WERE IDENTIFIABLE, I FOUND THAT TO BE PLEASING. AND WHEN I REVEALED THE CHARACTERS TO THE PARTICIPANTS THEY WERE LEFT IN AWE AND BEGAN TO ABSORB THE VALUE OF THE BASIC DESIGN ELEMENTS IN EACH ARTWORK.

FOR FURTHER CREATIVITY AND STUDY I WISH TO CONTINUE THIS PROJECT WITH OTHER ICONIC ANIMATED CHARACTERS. FURTHERMORE, TO CONTINUE TO APPRECIATE THE PURITY AND SIMPLICITY OF THE DESIGN ELEMENTS WITHIN A COMPOSITION, I ALSO WISH TO DEVELOP THE LEVELS OF ABSTRACTIONS OF EACH TO THE BARE MINIMUM.