Melding the Mediums: Combining Fine Art, Graphic Design and Product Photography to Create Commercial Images

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MELDING THE MEDIUMS

COMBINING FINE ART, GRAPHIC DESIGN AND PRODUCT PHOTOGRAPHY TO CREATE COMMERCIAL IMAGES

BY NATASHA LAWRENCE WITH ASSISTANCE FROM PROFESSOR ION HUFFMAN

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This project grew from a little girl enjoying paint by numbers, to an undergraduate student’s passion for graphic design and photography. The poster will showcase that students ability to synthesize information about fine art, graphic design and product photography techniques to create a series of finished composite images with commercial value. The documentation of this academic journey will serve as a roadmap for others to understand the challenges and the overall process to meld these three mediums.

Step one: Pencil and Paper COMIC-PHOTO

Mapping the project and planing paper is an important step that ensures the idea is realized. The project is started by examining the concept. I researched to create a mood board of inspiration from sources. I have two visual references.

I learned base drawing and used this as a guide for my digital future. I made sure to use photo editing tools to eventually to create the concept. The information in the digital design was scanned. I created a black and white version of the image and placed it in Photoshop. The artwork is then continued in Photoshop, and the image is scanned into the computer.

Step two: Digital Design

I converted the photograph to a text document. I used the sketch to create a text document. I used the sketch to create a text document. I used the sketch to create a text document. I used the sketch to create a text document. I used the sketch to create a text document. I used the sketch to create a text document. I used the sketch to create a text document. I used the sketch to create a text document.

Step three: Fine Art

I found my style with the background. I allowed me to create the image and paint work. I asked the question, how was this done by the master? The image is then developed to a rough sketch, and then placed into a sketchbook. I used the sketchbook to create the sketchwork. I used the sketchbook to create the sketchwork. I used the sketchbook to create the sketchwork.

Step four: Photography

I enjoyed with the object and background in the background. The background is the most important part of the background. The background is the most important part of the background. The background is the most important part of the background.

Step five: Composing Final Image

I enjoyed with the object and background in the background. The background is the most important part of the background. The background is the most important part of the background. The background is the most important part of the background.

MOTHER OF FIRE

FATHER NATURE