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 IRON 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.

MOTHER OF FIRE

Step one: Pencil and Paper "Core Plotting"

Starting the project with pencil and paper, I began to sketch out the core ideas and concepts that would later influence the final project. The pencil was used to sketch the idea of a fire, and the medium was used to create a rough sketch of the bottle and the fire.

Step two: Digital Design

Later, in Photoshop for the first time, I discovered that my brush strokes were creating individual pixels as I drew. I was making my large drawing errors where I knew my idea. Once corrected working in Photoshop, the size of the fire no longer required the use of a pencil or pen.

Step three: The Art

I painted the background as shown in the text, selecting colors to create a color scheme that would match the image of the bottle. The choice of colors was important and overall look had to be consistent.

Step four: Photography

With this background set, I began shooting with the background and achieved a final image that would be used to produce the final image.

Step five: Compiling Final Image

I began working with the bottle and the background in Photoshop to enhance the final image. The final image was created by combining the photograph and the digital background.

FATHER NATURE

Step two: Digital Design

Creating this digital illustration, I started with idea of an animal in a field of flowers and a man and animal, the artist’s bring a sense of reality to both of these animals. The artist’s bring a sense of reality to both of these animals. The artist’s bring a sense of reality to both of these animals.

Step three: Fine Art

I then painted with my background, and allowed me to create spaces and lines, and contrast them with a hairbrush PhotoShop. The Ten Gallon Hats attributes are shown, and at the same time, where the figure and background are seen with every stroke.

This medium still proved to be a challenge when bringing it into my digital workflow. I had to make the best of the different medium changes. The digital medium is a combination of digital theater with brushes in Photoshop.

Color matching was a difficulty with the new medium, but since this had a digital color range here, I was able to use this to my advantage.

The image used with the created background and the bottom has been edited in a digital process. While this was happy, with the background, when it was created by the artist, there was a disconnect between digital, reality, and even the digital imagery that the brush worked overall the whole had to be replicated.

Step four: Photography

I began the baking process in contrast to the Mother of Fire. Creating a figure without knowing the shape of the bottle led to a form and how it reflects by attributes into the rest of the photograph. The form of the bottle is given to the man of the from the start. The open and transparent which add to the natural aspect of Father Nature. It also has a masculine sense due to the shape of the bottle and strong connection to the God Father for more delicate with the long bottle neck.

Step five: Compiling Final Image

Combining fine art, digital design, and product photography, I created Father nature. Having the flowers blowing from the rear dressing all of the elements together, (I combined digital elements and photography in a single image and) I decided on the problem of disconnection of the bottle and the image. The background with the essence of the rear. This also brought the color of the sea and in to the image.