

Worksheet 3

Student: Marnie Girard

Workshop: 2D Digital Design

Worksheet 3 should include relevant artists and / or designers from the respective Workshop Folders and writing about their work.

The research should be completed in a Word document and posted on the Student Blog.

The text should be approximately 350—500 words in total and should include visual and textual references.

The personal contextual research document for each of the three block workshops will be submitted in weeks 6 / 9 / 12 respectively.

1. Olivia Fields

Olivia Fields is an inspiring African American Illustrator from New York that interested me because of her use of interesting lines, vivid color, other-worldly yet simple designs in her illustrations. She creates illustrations for merchandise, magazines, newspapers, websites, posters, podcasts, and also creates comics with short but beautiful visual stories. Olivia is better known for her editorial illustrations for major companies such as Google, Xbox, The New York Times, L.A Times, and NBC.

I really enjoy her Postpartum Foods illustration work for the “well” section in The New York Times. They are a series of illustrations supporting an article about the foods and cooking traditions of postpartum mothers from different cultural backgrounds and the health benefits that coincide with the foods they eat during the weeks after childbirth. The art that Olivia created for this segment was warm and comforting with the color palette she chose, and it wasn’t brash but was soft. There is so much movement in her work supported in the bold varied flow of her shapes and lines. Her art was highly successful in its execution of giving the words and context of the article a beautiful and supportive visual.



Fig. 1 Caption: Olivia Fields, Postpartum Foods, Feb. 25, 2021

2. Genndy Tartakovsky

Genndy Tartakovsky's approach to animation intrigued me because of the stylistic way the story is told by using very little dialogue, and instead, using the visuals to give an interesting and captivating story. Genndy worked on projects such as Samurai Jack, Dexter's Laboratory, and he worked with Sony Animations on Hotel Transylvania. His more recent project "Primal" is the series that intrigued me because the storytelling approach is based around animation and the story is portrayed solely from the visuals because there is no dialogue. Primal is about the friendship between a caveman and a t-rex surviving in a harsh, fantasy/prehistoric world and the struggles they have while living on the brink of extinction. Because the premise of the show is prehistoric and primitive, it makes it easier to have no dialogue. The fantasy nature of the environment and creature encounters make for a more intriguing and interesting visual throughout the story while also offering more opportunities in terms of visuals.

Genndy Tartakovsky's art style also contributes to making the visual story more captivating, he uses simple shapes and bold lines to build in interesting looking scene, the simplicity of the shapes creates an environment and characters for animation that don't distract from the movements in the animation but make a clear depiction of the characters to tell the story in a way that can be easily digested and visually enjoyed. Primal also interested me because of the

color schemes, the color also added to making a prehistoric landscape more fantastical and visually interesting.

In a polygon podcast interview Genndy states that Primal encapsulates all that he is driven to create in animation, that being; animation centered around ideals of heavily visually implied storytelling and simple shaped characters that have a lot of stylistic movement and fighting sequences. For Primal Genndy studied the movements of gorillas in his approach to bring a more primitive nature to the main character's fighting movements. Genndy Tartavlosky does not bring animation to the table as a means of supporting dialogue, his approach to animating brings out a way of storytelling that goes beyond words and creates a challenge to portray, in a captivating and easily understood way, the emotions, struggles, and character growth in a story told with 2D, hand drawn animation.

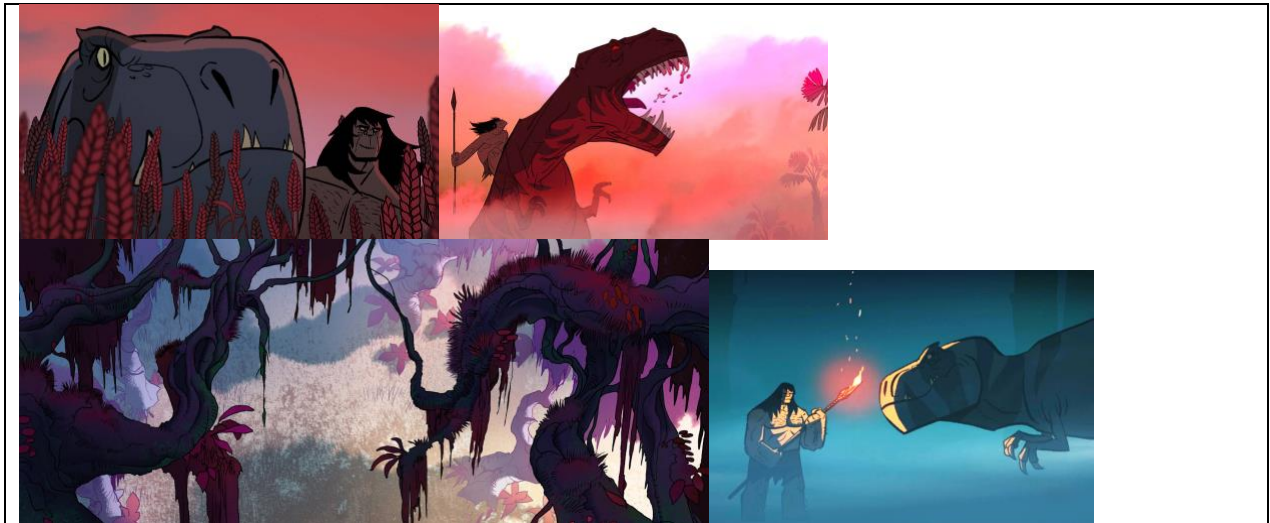


Fig. 2 Caption: Genndy Tartavlosky, Primal, 2019-

2. Rebecca Sugar

Rebecca Sugar is an animator that has been talked about quite a bit, and for good reason. In her career Rebecca has broken boundaries as the first woman in Cartoon Network to solely create an animated series. Her created work has changed animation and contributed good messages to young audiences through art and story. Rebecca Sugar has worked on well-known projects such as Cartoon Network's Adventure Time and Steven Universe. Her Impact on the industry stems from her implementation of bringing diversity to the young viewers watching the cartoons. The characters of Steven Universe are diverse and give representation of different

sexualities in loving and poetic story points through the relationships and authentic characteristics of characters that are constantly changing and learning.

Her forward-thinking style of storytelling is supported by her unique style and incredible imagination. The world she created in Steven Universe is fantastical and unlike any other but also so similar to our own. That feeling of familiarity comes from the very real- feeling characters and the struggles they have with relationships and personal emotions. What draws me to her work, along with the touching storytelling, are the fluidity and soft simplistic elements in her style. The design of her created world and characters is humble but also extraordinary and chaotic in a way that is not distracting from the storytelling. The chaotic elements in her work support the story and highlight the more authentic and familiar aspects of earth, as well as the similarities those plain elements have with the fantastical part of her universe and our world. This creates a way for us to feel touched by the things that happen because we can relate and feel a sense of emotional awareness to the situation and feelings being portrayed.

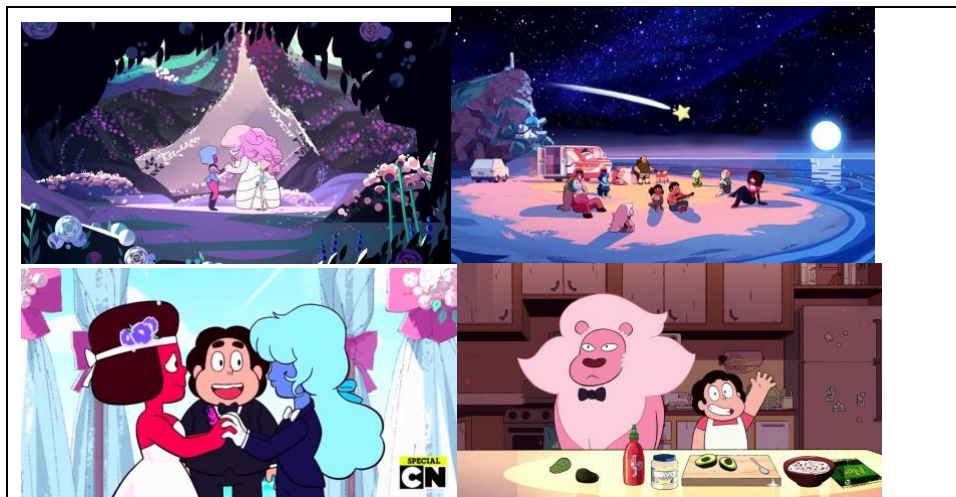


Fig. 3 Caption: Rebecca Sugar, Steven Universe, 2013-2019

4. Pablo Stanely

Pablo Stanley is a UX designer that interested me because of the intriguing ideas and design projects he has worked on. One of them being Blush, Blush is a free program and Figma plugin for anyone to illustrate their ideas and projects easily even if they don't have any design skills. Pablo created this online design tool as an expansive library of talented artist's vector illustrations to mix, match, and customize to create designs without having to illustrate them

yourself. Blush allows those who don't have the illustration skill in their toolbelt to be able to successfully get their great ideas out on the page. It's a way for you to illustrate your thoughts, designs, and ideas, without having to illustrate them yourself while also still allowing you the control and freedom to pick and choose vectors from the design library that match your personal ideas.

Pablo Stanley also illustrates comics about the thoughts and experiences in everyday life of a designer in a relatable and humorous way. The comic highlights the funny aspects and situations in the design world and offers a more human perspective on Pablo's work and the industry he works in.



Fig. 4 Caption: Pablo Stanely, Blush Home screen and The Design Team Comic pages from 2018

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