

Creative Work Manuscript Format

**1. Creative Work Name**

Facade of Faces

**2. Name of Artist or Designer**

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**3. Background or Significance of the Project**

Human beings are the social specie, we share our emotions through various means from speaking, reaction, facial expression etc. We anticipate other's movement as well as predicting one's behavior through many stages of feelings. Since we, the most intelligent beings on this planet as far as scientific has proven, we learned to live together in harmony by cooperating, sympathized and the importance of social interactions. Elizabeth Pennisi (2011), stated that researchers believed it was a continuing process, progressing from pairs to group then to large community. It cannot be denied that belonging in a closed community gives the feeling of comfort and ease, since looking out for another and the ability to protect love ones is crucial in life.

The idea of this artwork started from the artist's past experiences of living in a small community overseas as well as domestically. The small community mentioned here by all means is residential space such as apartment or condominium. The impression of sharing common area, hallway, entrance, public park, and most importantly an elevator sometimes we do see our neighbors, strangers, and people with the same habit which some what becomes and unexpected patterns. This accumulation of thoughts becomes yet a part of the habitant's life. It is what one used to see every day, the unspoken strangers become a familiar face with a gentle smile or a simple exchange of hi or hello.

**4. Project Objective**

1. To portray the many aspect of lives through the artwork of humans in their personal habitat.

2. To increase viewer's awareness of the close community living space how every occupant expresses their own feeling in their private space
3. Creating a new digital media graphic design print by combining the technique of illustration, digital photo collage and photo manipulations.

## **5. Concept**

The concept was to design an art that in a poster like format to show the façade of the building with different tenants to show the idea of people of all ages, sex, ethnic, background, work, and emotions living together under one roof. The idea of strangers goes on and living their everyday life yet some how ended same place with the same people every single day is intriguing. Everyone has their own space to express what they have been through which some might feel loved yet their other one story away felt despaired. The concept of the design by no means trying to express the idea of life, it rather gives an overview of one hopes, dream and the current living situation which people are facing days in and days out.

## **6. Process of art or design works**

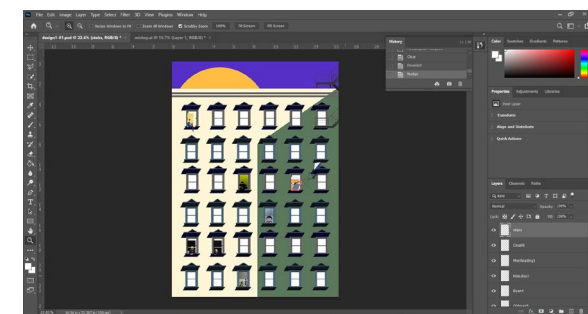
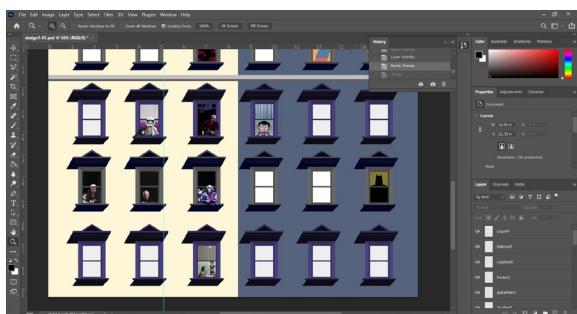
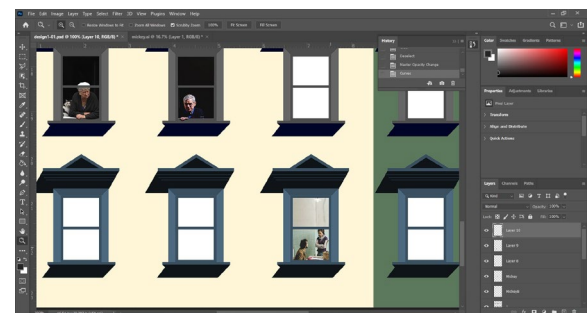
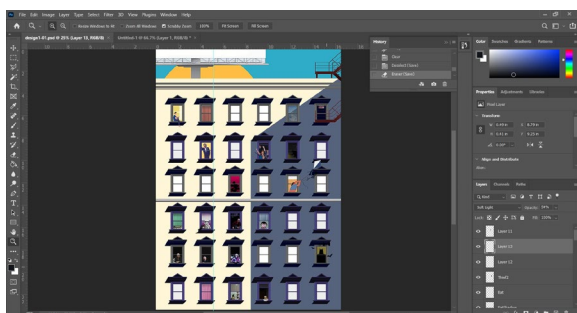
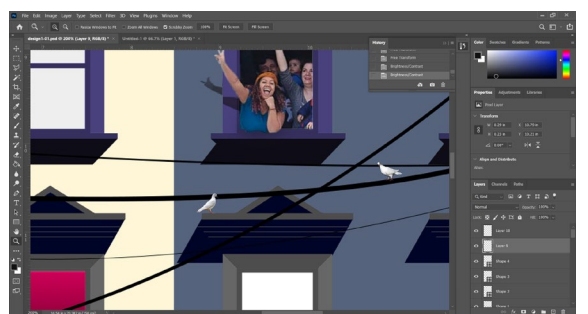
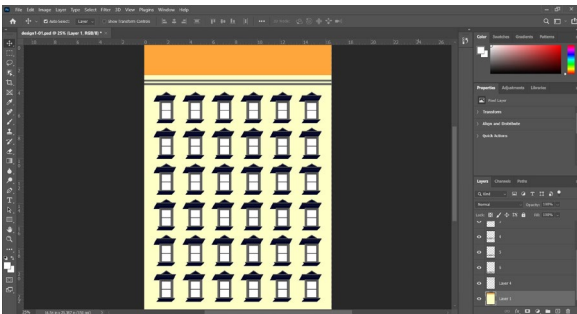
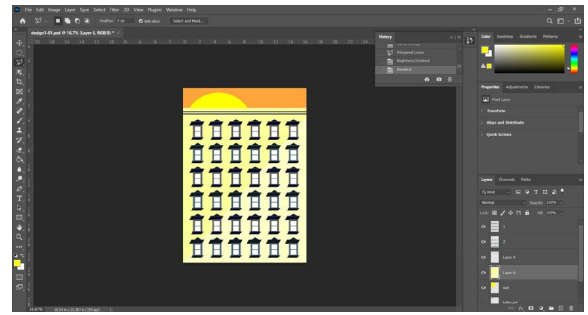
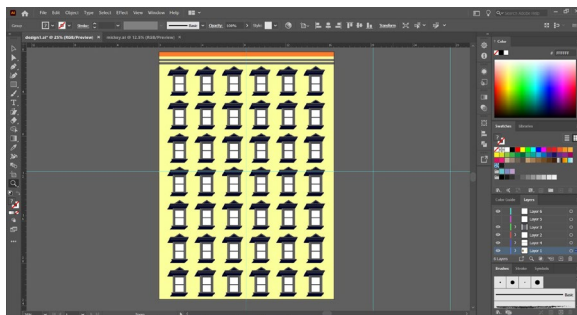
1. The first idea came from the poster design of movie, The New York Stories which was directed by Woody Allen. The movie was about a group of people living in the same building in New York City and the poster display the façade of the building with windows which three of them displayed images of main character of the movie.

2. The second process was the gather images that fit with the original concept from personal photo collections, free web, Pinterest, etc. in an order to fulfill the design of the artwork. Images collected include people, cartoon, windows, and some images which were used as references.

3. The first process of the designing started from drawing a façade of a selected design building in a vector format using adobe illustrator. The design was based on an accurate photo of a real New York City residential buildings which were built around 1940s. The building design was selected from the idea of closed space living area which windows are all align in an even row and column. This style is a classic American architecture and like the building that the artist used to live in.

4. The finished building design then brought into adobe photoshop to create different elements such as The Sun, billboard sign, stairways, cables and all elements as well as shadow over building and windows.

5. Different photos of people, cartoon, meaningful figures are photoshopped in each window to create a meaningful artwork of building habitants to fit with the concept of design.



## 7. Material and Techniques of Art or Design Works

Computer and Adobe Illustrator & Photoshop

Photos for references of building design

Photos used for artwork design collage.

## 8. Picture of Art or Design Works



## 9. Knowledge Gained after Finishing the Art or Design Works

In conclusion, the overall knowledge gained from creating this artwork was well satisfying in terms of learning new photo manipulation technique, creating a full artwork from a fresh new concept, gathering inspiration from various sources of design from traditional to digital media. Throughout the whole process of designing this piece it was difficult to image what the outcome would be at the beginning. The idea of creating a unique piece about different aspect of lives to show different perspective was a challenge. The designing process was more of designing while doing which there were a lot of adding and subtracting different element such as how will this character look in this window, how each one is related to the one next to it and how does the artwork look when adding each design element. The color of each window was also very important it has to be balance with the rest of the window adjacent as well as the message conveys to reader. Every element inside each window was placed carefully with the thought of element, perspective, message, color, tone, and the type of image used, it has to go well with the whole combination of other element such as billboard, sky, sun, stairs, cables or even birds.

All in all, Iteration is something that cannot be avoided in any design process. It is a crucial part and should be accepted with grace since it can improve the artwork significantly. Another good lesson learned was to stop doing and to think more, sometimes step back and come back the next day ones can see many flaws and uniqueness in the work. Then the next step of designing can keep continue when flaws are corrected. The process then continues in a cycle thought, inspiration, adding, subtracting, checking and think again until the finish work feels “right and ready”. Once it is done and ready then the original idea and concept of the work will start communicating the viewer in succession.