

Matthew
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Portfolio
Project



Project:

Digital Art-Auction Invitation Art and
University of Georgia Arches Rendering

Scope:

Sometimes the artwork or object you want to photograph just doesn't exist; but that doesn't mean it can't be created. Here are two examples of images I worked on to produce the artwork needed to make a project come to fruition.

Example 1: An art director needed an image for an invitation to an art auction, benefiting an AIDS charity. He wanted to use a martini glass; but with an artistic flair. He left the finer details up to me. I took a stock photo of a martini glass and elongated it with multiple bends in the stem. An abstract background was added to give the glass some weight. Various glows were added and color adjustments were made to saturate the colors and give the image real pop. Type and a header were added later to complete the invitation.



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Example 2: The Landmark Company was creating framed plaques for college diplomas. Integrated into the matting beneath the glass was a rendering of a well-known landmark of the university or college. First, line art was created from photographs. The line art was then scanned in and colored in Photoshop. Details like shadows, leaves, and textures were added. After client revisions, final proofs were made and the image was sent on disk to Landmark. This particular illustration is of the Arches of my ala mater, the University of Georgia.

Time Completed: Art Auction Invitation Artwork: 3 days
Landmark Illustration-University of Georgia: 2 weeks

Software Used: Photoshop

Final Size: Art Auction Invitation Artwork: 7" x 20"
Landmark Illustration-University of Georgia Arches: 17" x 10"

