

Hello



Artist Statement:

Brittany Price

It's funny; we pay so little attention to the objects that we interact with on a daily basis. And yet our cars, our clothes, even our coffee cups, were thoughtfully created by designers looking to make the world a bit more eye-catching. Our world can become so monotonous that we forget to enjoy the little things in life. But if you pay attention, you can see how visual art is intertwined with almost every aspect of our lives. I became a graphic artist because I was fascinated by the symbiotic relationship between art and society and the power it had to affect people. I want to be the reason someone smiles when they get a cute card, to make someone laugh when they read a funny comic, and to enlighten someone to an important issue when they see an info poster. To me, being able to influence someone's perception of the world with art is the greatest superpower of all. And I plan to use that superpower to help others by creating visually captivating pieces that draw attention to important programs, ideas, businesses, etc. that are making our world a better place.

As an artist, I enjoy playing with all types of design, but I primarily focus on digital illustration via vector graphics, as they are easy to manipulate and rescale. When I first entered the design world, my biggest struggle was digital illustration. I think my desire to become better at illustration drove me to select project ideas that revolved around practicing this skill until I was able to quickly and effectively create any image I wanted. My favorite types of design are character design, digital illustration, and branding as apparent in the pieces I have provided for my BFA submission. I enjoy exploring the boundaries between reality and fantasy and like the challenge of trying to place an alternate world within the context of a real business situation.

	<u>Title</u>	<u>Original Format</u>
Figure 1:	Hello	Illustrator, 11 in x 17 in
Figure 2:	RITA Branding and Logo Design	Illustrator, 11 in x 17 in
Figure 3:	RITA Branding and Logo Design Cnt'd	Illustrator, 11 in x 17 in
Figure 4:	The Manipulation of Shakespeare	Illustrator, 11 in x 17 in
Figure 5:	Game On: Know Your Market	Illustrator, 11 in x 17 in
Figure 6:	Tidbits Character Design	Illustrator, 11 in x 17 in
Figure 7:	Tidbits Character Design Cnt'd	Illustrator, 11 in x 17 in
Figure 8:	Briar Rose Bistro and Lounge	Illustrator, 11 in x 17 in
Figure 9:	Briar Rose Bistro and Lounge Cnt'd	Illustrator, 11 in x 17 in



Figure 1: Hello



Figure 2: RITA Branding and Logo Design



Figure 3: RITA Branding and Logo Design Cnt'd



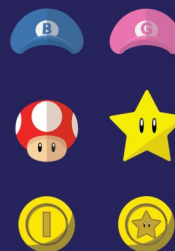
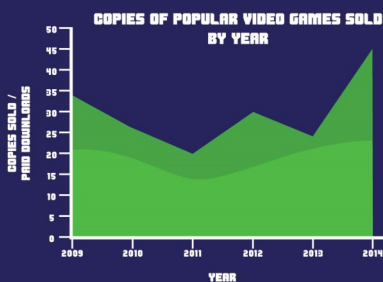
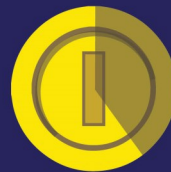
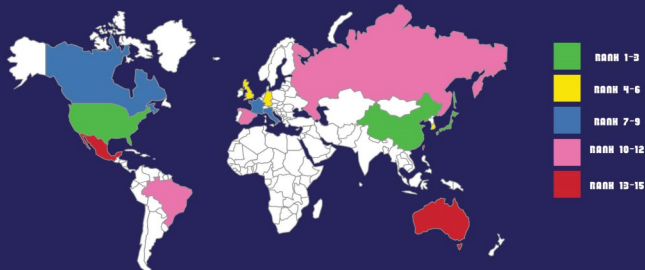
Figure 4: The Manipulation of Shakespeare



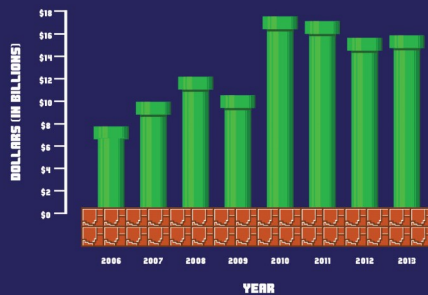
GAME ON: KNOW YOUR MARKET



TOP 15 COUNTRIES OF THE GLOBAL GAME MARKET (BY REVENUE IN US DOLLARS)



U.S. COMPUTER AND VIDEO GAME DOLLAR SALES GROWTH



SOURCES:
 WIKIPEDIA
 THE CHRISTIAN SCIENCE MONITOR
 NEWZOO GAMES MARKET RESEARCH
 BIG FISH 2014 GLOBAL GAMING STATS: WHO'S PLAYING WHAT, AND WHY?
 2014 SALES, DEMOGRAPHIC AND USAGE DATA BY THE ENTERTAINMENT SOFTWARE ASSOCIATION



Figure 5: Game On: Know Your Market

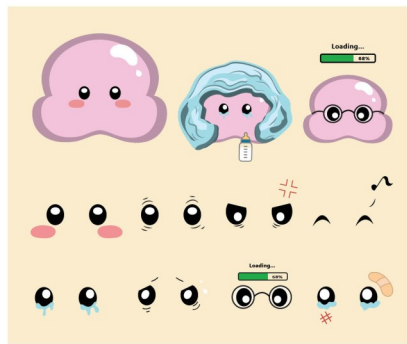


Figure 6: Tidbits Character Design

TIDBITS

What are the tiny monsters under your bed really doing?






TIDBITS		TIDBITS		TIDBITS	
	<p>Gender: Boy</p> <p>Sign: Virgo</p> <p>Birthday: Sept. 2</p> <p>Favorite Food: Ice Cream</p> <p>Favorite Color: Green</p> <p>Home: Domino B.</p>		<p>Gender: Boy</p> <p>Sign: Aries</p> <p>Birthday: Apr. 6th</p> <p>Favorite Food: Pancakes</p> <p>Favorite Color: Purple</p> <p>Home: Fuzzy Slipper</p>		<p>Gender: Girl</p> <p>Sign: Taurus</p> <p>Birthday: May 14th</p> <p>Favorite Food: Caviar</p> <p>Favorite Color: Pink</p> <p>Home: Music Box</p>
Hobbies	Reading, listening to music, hanging on his tree swing, hanging and collecting marbles	Hobbies	Baking, coloring, drawing, building, masked fights, hanging with friends, writing poems, and watching scary movies	Hobbies	Shower singing, listening to opera music, dancing, reading a variety of books, and hanging out with Moggli and Herbert on adventures
Personality	Shy, never talks, blanches easily, and knowledge seeker. Likes things clean and organized (but can be a bit OCD at times)	Personality	Kind, hyper, enthusiastic, sometimes over-the-top, but highly intelligent, but has a lot of love to give	Personality	Zedious, loud, bratty, with a very positive attitude, glib, often short tempered, but not afraid to stand up for the staff
Goals	Discover a new planet or star, and have the world's biggest marble collection	Goals	To make everyone happy, to go on great adventures with his friends, and to one day become Donald Trump's hairpiece	Goals	To become the next Miss America, meet Beyoncé, be a famous cruise ship singer, or just famous in some way or another
History	Moggli was abandoned as a baby before he was born, but thanks to his friends, he's now back to his. He doesn't around lots of people, but he's back and loves to be in the conversation rather than contribute. He likes to do his with carefully arranged antique furniture and his collection. Moggli spends his time creating art, observations in large part of his own, checking, consultations and observe cultural events	History	One day, Herbert felt ready to love with a girl with curly, shaggy tufts of hair just like his. He was so excited by her beauty that from the moment he saw her, he loved that he would marry her some day. In his spare time, he writes his love letters and bakes cookies to bring to her house for tea parties. Herbert spends so much time talking, shouting, and laughing with his girl. In fact, Herbert is so happy that none of his friends have the heart to break it to him that the love of his life is actually just a dead dog	History	Jazzy is ready to love with Moggli, who unfortunately, is too jolly bonded to realize. Thus, she spends most of her time following Moggli and Herbert around, trying to get his attention. However, Jazzy sees the rest of her time perfecting her song and rappers to prepare for stardom. In fact, her full name is Jazzyanna, but she shortened it "because that's what all the stars do." Sometimes she even sends letters to her fans... even though they are just other Tidbits who never actually asked for her letters.
Likes	Books, Rain days, autumn, Dildars!, Caffeinated!, Silence of the woods and at (afraid to get sucked in)	Likes	Scary Movies and Cooking Dildars! When others are sad Scared of Dildars... He never knows why	Likes	Pop culture and drinking up Dildars! Bitch! For Moggli's attention Scared of: Being a nobody

Figure 7: Tidbits Character Design Cnt'd



Figure 8: Briar Rose Bistro and Lounge



Figure 9: Briar Rose Bistro and Lounge Cnt'd