GOODMAN CREATIVE

Photography | Graphics | About Me

Artist Statement
Brenton Goodman

My work revolves around the process. I focus on the creation rather than the final product. I find it is the little details that really make the final product to begin with. My work is both greatly complex and simple at the same time. The beauty of creating a website by coding is I can create a user experience with visuals, navigation, and play, where the end user has no idea what went into it. My process is invisible to the naked eye and my goal is to make the user forget about how it was created. The website should just function as you would expect it to.

The other aspect of my work is animation. There are many similarities between web design and animation in my mind, both requiring extreme concentration. One wrong number or object out of place and the entire project will fall apart. I like this tension and it keeps me engaged in my work. My animations use simple shapes created in Adobe Illustrator that are deconstructed in Adobe After Effects. Then I reconstruct them into familiar objects to tell a story. I like the idea of transformation and transition. I use both of these ideas when creating my animations.

I want people to feel comfortable when viewing or using my work. It should feel familiar and it should work like you expect it to, but at the same time it is complex. My work is completely functional and it serves a purpose as my creative outlet but also a professional goals.

	Title	**Media**	**Original Format**
Figure 1:	Goodman Creative Homepage	Web Design	html, css, JavaScript
Figure 2:	Goodman Creative Photography	Web Design	html, css, JavaScript
Figure 3:	Portfolio Website Homepage	Web Design	html, css, JavaScript
Figure 4:	Portfolio Website Content	Web Design	html, css, JavaScript
Figure 5:	Collection	Animation	After Effects, Illustrator, Premiere
Figure 6:	Puppet	Animation	After Effects, Photoshop, Premiere
Figure 7:	Rotation	Animation	After Effects, Illustrator, Premiere
Figure 8:	Time-Lapse Fort Collins	Time Lapse Photography	photo, video, Premiere, After Effects
Figure 9:	Reverb	Animation	After Effects, Illustrator, Premiere, http://vimeo.com/user21738846
Figure 10:	Macro Micro	Digital Video Manipulation	photo, video, Premiere, http://vimeo.com/user21738846
Figure 11:	Lightman	Digital Video	photo, video, Premiere, After Effects, http://vimeo.com/user21738846
Figure 12:	Time-Lapse Street	Time Lapse Photography	photo, video, Premiere, After Effects, http://vimeo.com/user21738846

Figure 1: Goodman Creative Homepage

Figure 2: Goodman Creative Photography

Figure 3: Portfolio Website Homepage

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Name:

Email:

Message:

Submit

8-Bit Animation Slider

Hi, I'm Brenton Goodman of Goodman Creative. I am a graphic artist with specialties in web, print, photography, and branding. While I love working behind the computer I believe that the art and design process is best served before ever reaching a computer. My work strives to bring strong photography, video, and visual design into a web based platform. When I am not creating visual art I am playing and writing music.

Video Projects

macro micro
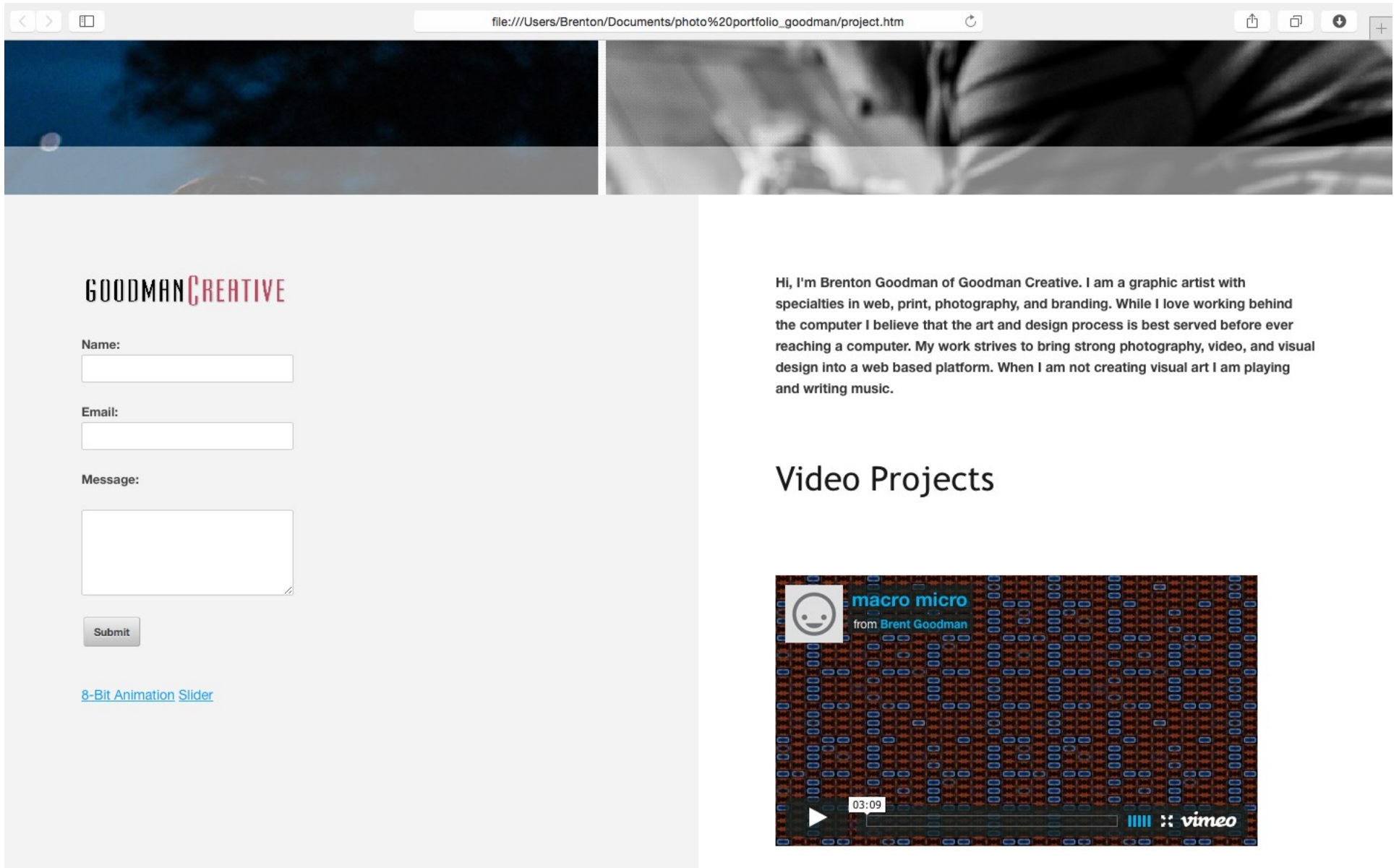from Brent Goodman

03:09

vimeo
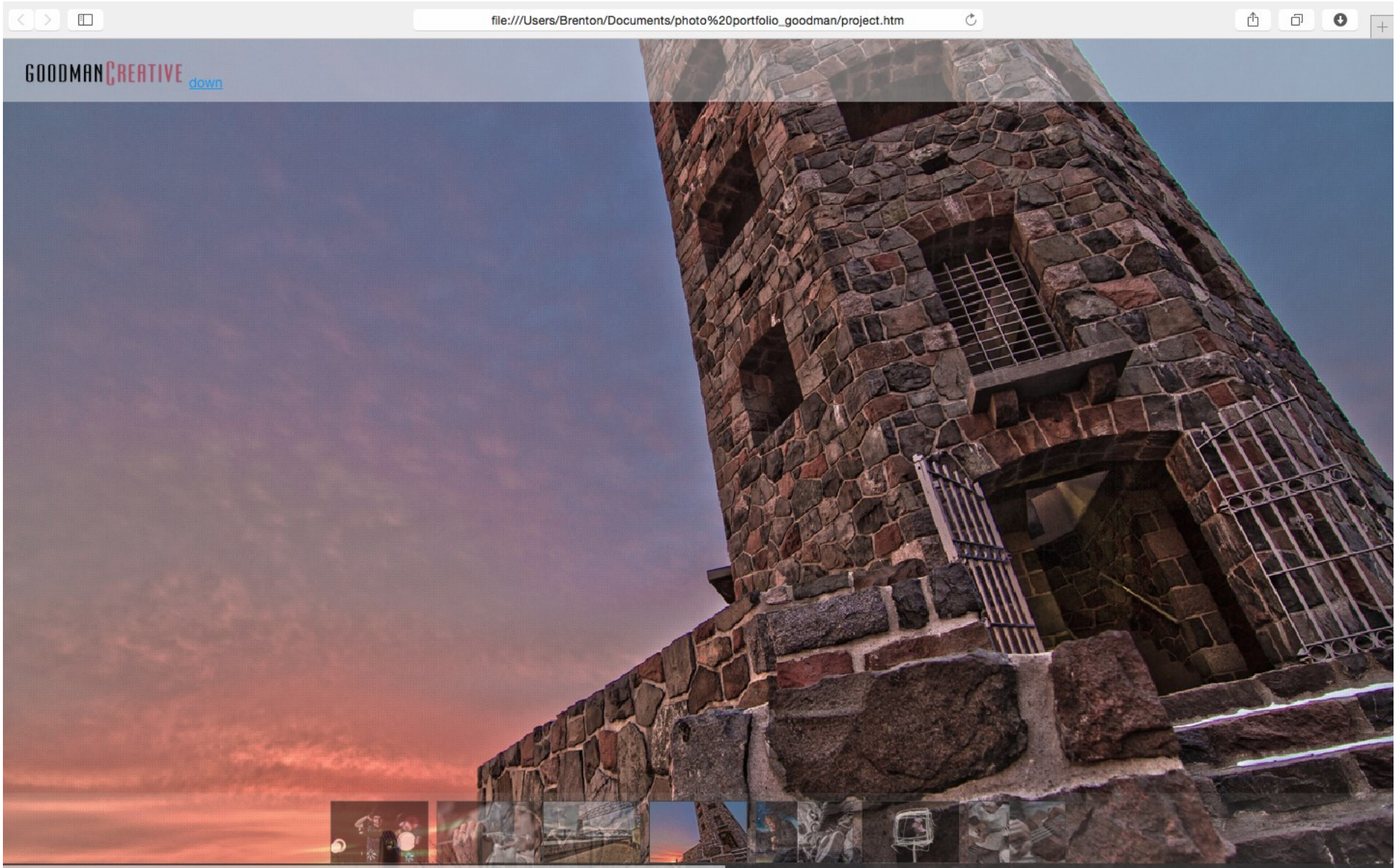
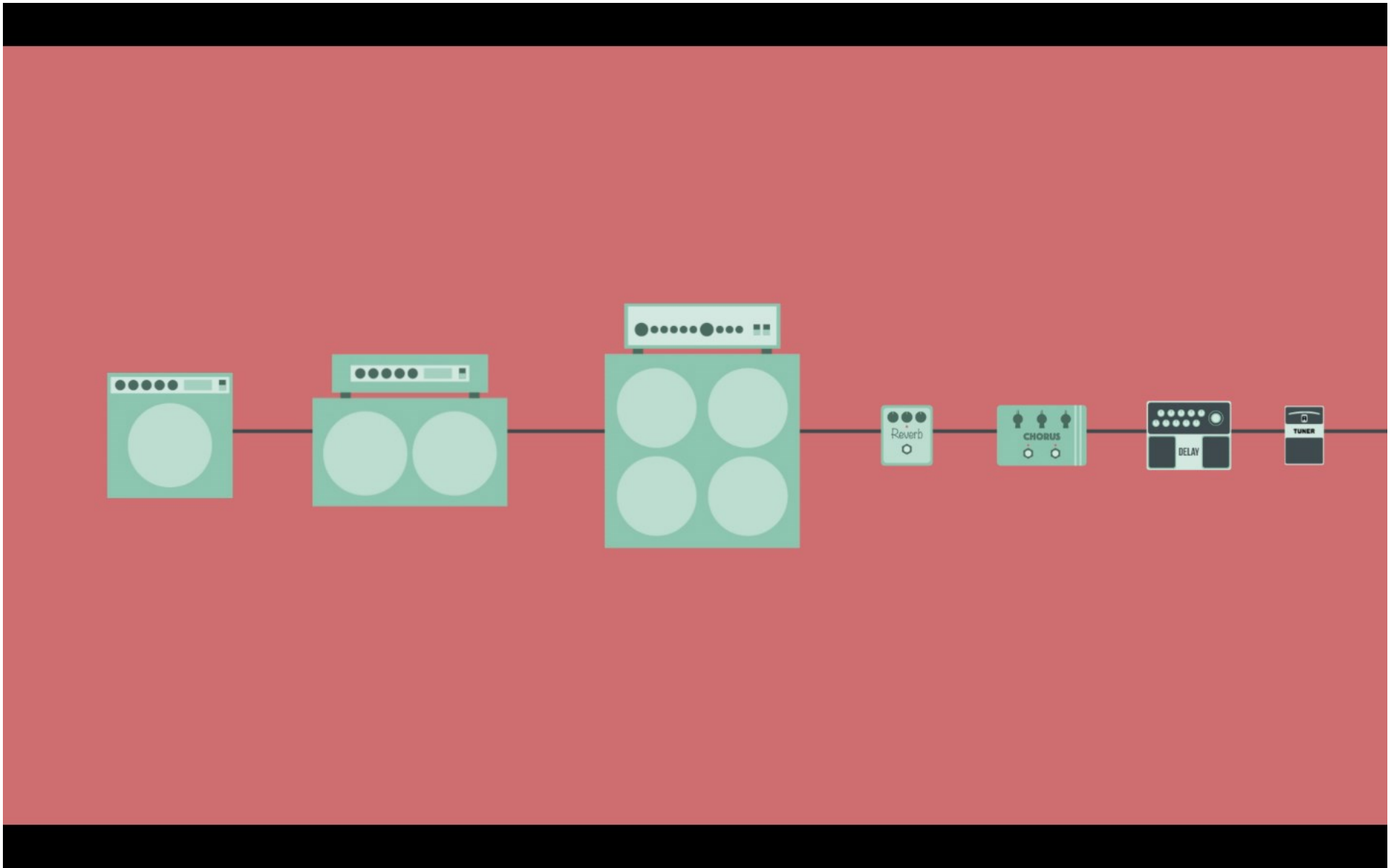**Figure 4: Portfolio Website Content**
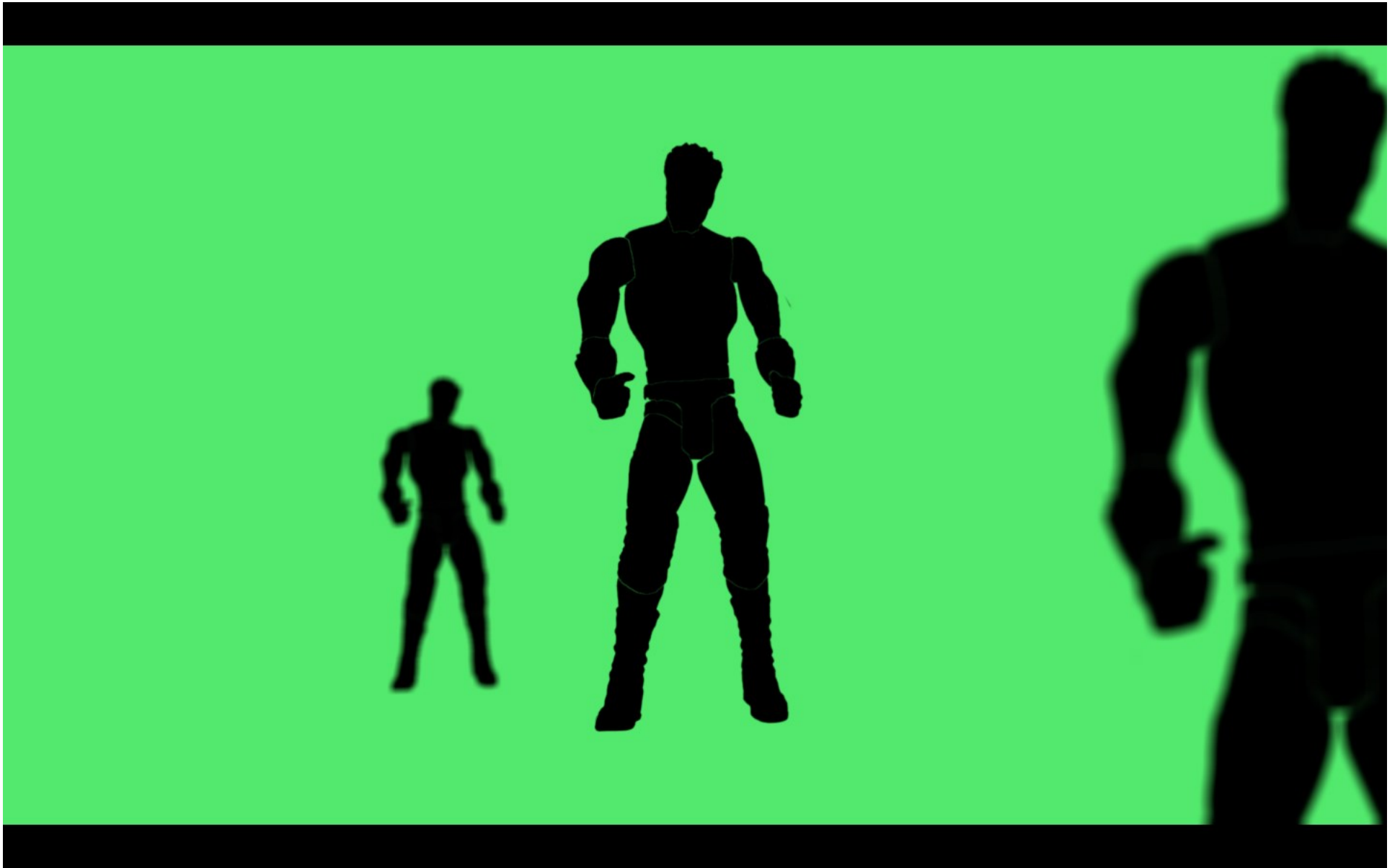
Figure 5: Collection

Figure 6: Puppet

Figure 7: Rotation

Figure 8: Time-Lapse Fort collins

To View

Figure 9: Reverb

Figure 10: Macro Micro

Figure 11: Lightman

Figure 12: Time-Lapse Street

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http://vimeo.com/user21738846