Madison Gould

Like most artists, creating, more specifically drawing, was my only escape growing up. The older I got the more I played with Adobe products, and eventually fell into videography as well as animation. This was the start of my artistic career.

These days, I tend to lean more towards videography and animation because it is an authentic medium, while also allowing room for distortion of reality. It is the distortion that has always interested me, taking something out of the real world and adding/subtracting things in order to create a whole new reality.

My style tends to vary based off of what medium I'm using, for example my graphic design work uses heavily saturated colors in order to create a dreamlike effect. Whereas my video work tends to lean towards the darker side of life. I recently created a piece title "Daemonium" which is meant to emphasize and give insight to mental illness and the effects that it can have on the people who suffer from it. In contrast, I also recently made a series of pieces in photoshop that are meant to reflect the inner battles I have with myself. They depict anamorphic individuals that are surrounded by an array of colors, representing the bright and cheery exterior that I show others on a daily basis, while the animals demonstrate my deepest darkest demons that are constantly fighting to get out. Sometimes life does make one feel like they are trapped in a change, but sometimes society tells us we aren't allowed to feel sadness, only positivity.

I have suffered from depression and anxiety since I was 15, and I think my work truly reflects that. Even if it's on purpose or subconsciously, I have always let my emotions dictate what I create. I also believe emotions are truly the one thing all humans can relate to, whether that be envy, joy, or curiosity, humans feel and experience these emotions, and I want to give them a face.

Title	Original Format
Figure 1: Downward Spiral	Adobe Premier 1280 x 720, Adobe After Effects
Figure 2: Your Love	Adobe Premier 1280 x 720, Adobe Animate
Figure 3: Daemonium	Adobe Premier 1280 x 720, Adobe After Effects
Figure 4: Bella	Adobe Photoshop 1780 x 2500
Figure 5: Dotoku	GameMaker Studio 2

Figure 1: Downward Spiral

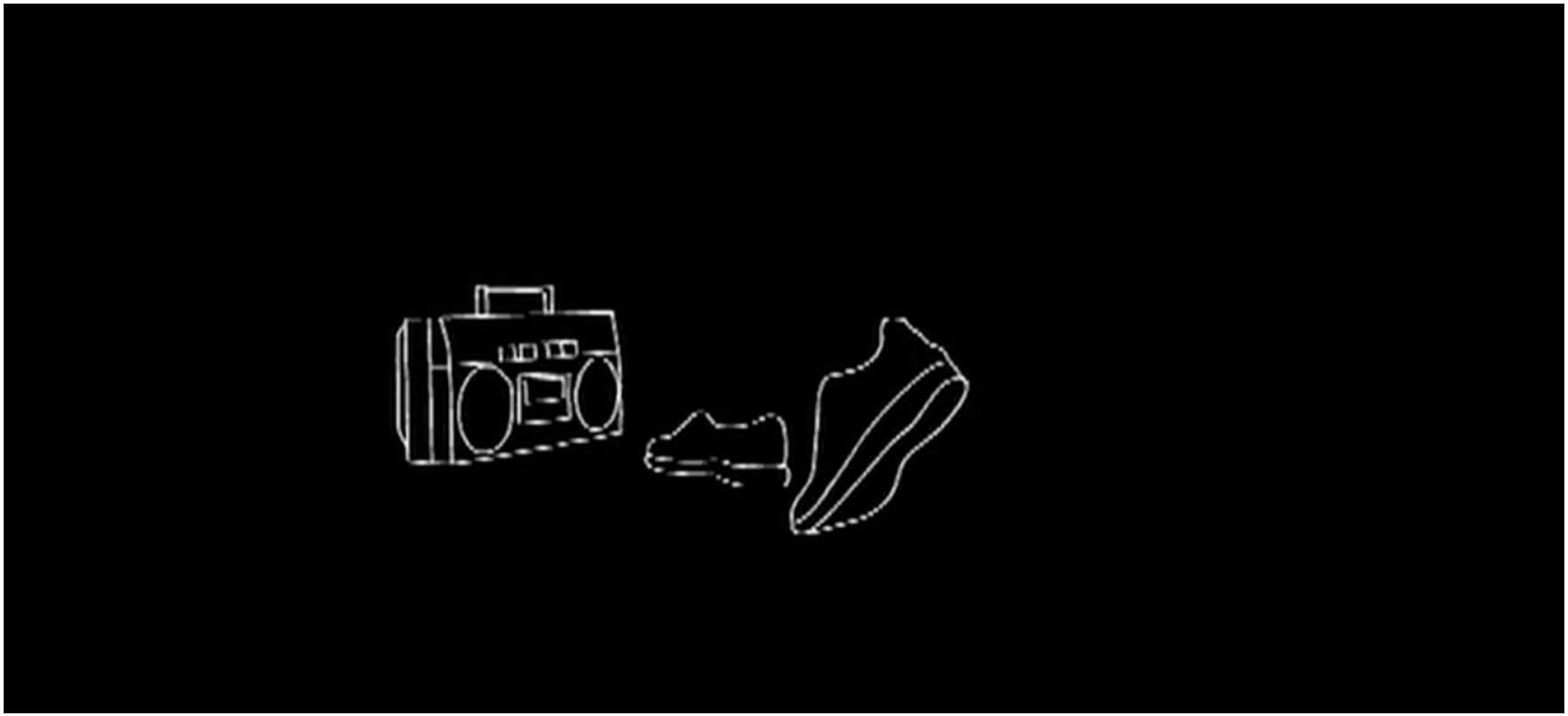

Figure 2: Your Love

Figure 3: Daemonium

Figure 4: Bella

Figure 5: Dotoku