



Mario DiMatteo

Spring, 2025

Capstone – Photo Image Making

Department of Art and Art History

**Artist Statement:**

This project explores the advertising of vehicles through cinematic qualities and graphic design. By utilizing my understanding of videography practices, the attention to detail within the photographs makes their cinematic qualities stand out—as if they're single frames from a movie. The wide aspect ratio, seen in film, is the key element that ties each photograph together. I chose to go the route of making cinematic imagery because it allows me to take complete control of the image making, much as a director on a movie set would.

The lighting and color of the scenes act as enhancements to the character of each vehicle and location. To create a strong advertisement or display, the car must feel relatable to the viewer or create a sense of the ideal life you *could* have if you owned the said vehicle. These images show the cars in ways an ideal customer would use them. Viewers often gravitate towards models that display qualities we see in ourselves, and it becomes of utmost importance to strike these qualities head-on from an advertising perspective. Locations are chosen to aid in the narrative of the ideal customer and complement scenery. I spend time in my locations looking for lighting that accents the vehicle's body lines and standout features or strikes the angular design and closeup details in profound and artistic ways—finding the necessary positions to make the vehicle shine. Finally, for a handful of images, I've blended subtle design by purposely composing to make room for accenting information or graphical elements.

Pop culture, films, and my love for stunning visuals from various talented photographers and videographers heavily influence this work. Some examples would be Michael Bay with *Transformers*, Northborders on Instagram, and the 2019 hit film *Ford v. Ferrari*. This body of work displays my ability to produce advertisements by combining my passion for videography with my knowledge and experience in photography and automotive.

**Title****Original Format**

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Figure 1: Tacoma 1	Photo, 17 in x 30 in
Figure 2: Tacoma 2	Photo, 17 in x 30 in
Figure 3: Tacoma 3	Photo, 17 in x 30 in
Figure 4: 4Runner 1	Photo, 17 in x 30 in
Figure 5: 4Runner 2	Photo, 17 in x 30 in
Figure 6: 4Runner 3	Photo, 17 in x 30 in
Figure 7: Land Cruiser 1	Photo, 17 in x 30 in
Figure 8: Land Cruiser 2	Photo, 17 in x 30 in
Figure 9: Land Cruiser 3	Photo, 17 in x 30 in
Figure 10: Camaro 1	Photo, 17 in x 30 in
Figure 11: Camaro 2	Photo, 17 in x 30 in
Figure 12: Camaro 3	Photo, 17 in x 30 in



Figure 1: Tacoma 1



**Figure 2: Tacoma 2**



**Figure 3: Tacoma 3**



 Let's  
Go  
Places

**GET OUT THERE.**

The All-New 2025 4Runner

Figure 4: 4Runner 1



**Figure 5: 4Runner 2**



**Figure 6: 4Runner 3**



**Figure 7: Land Cruiser 1**



**Figure 8: Land Cruiser 2**



**Figure 9: Land Cruiser 3**



Figure 10: Camaro 1



**Figure 11: Camaro 2**



Figure 12: Camaro 3