



DESIGN JOURNAL

ACADEMY OF ART UNIVERSITY · WNM 800: VISUAL DESIGN
ALYSSA VALLECORSA · WEB DESIGN + NEW MEDIA

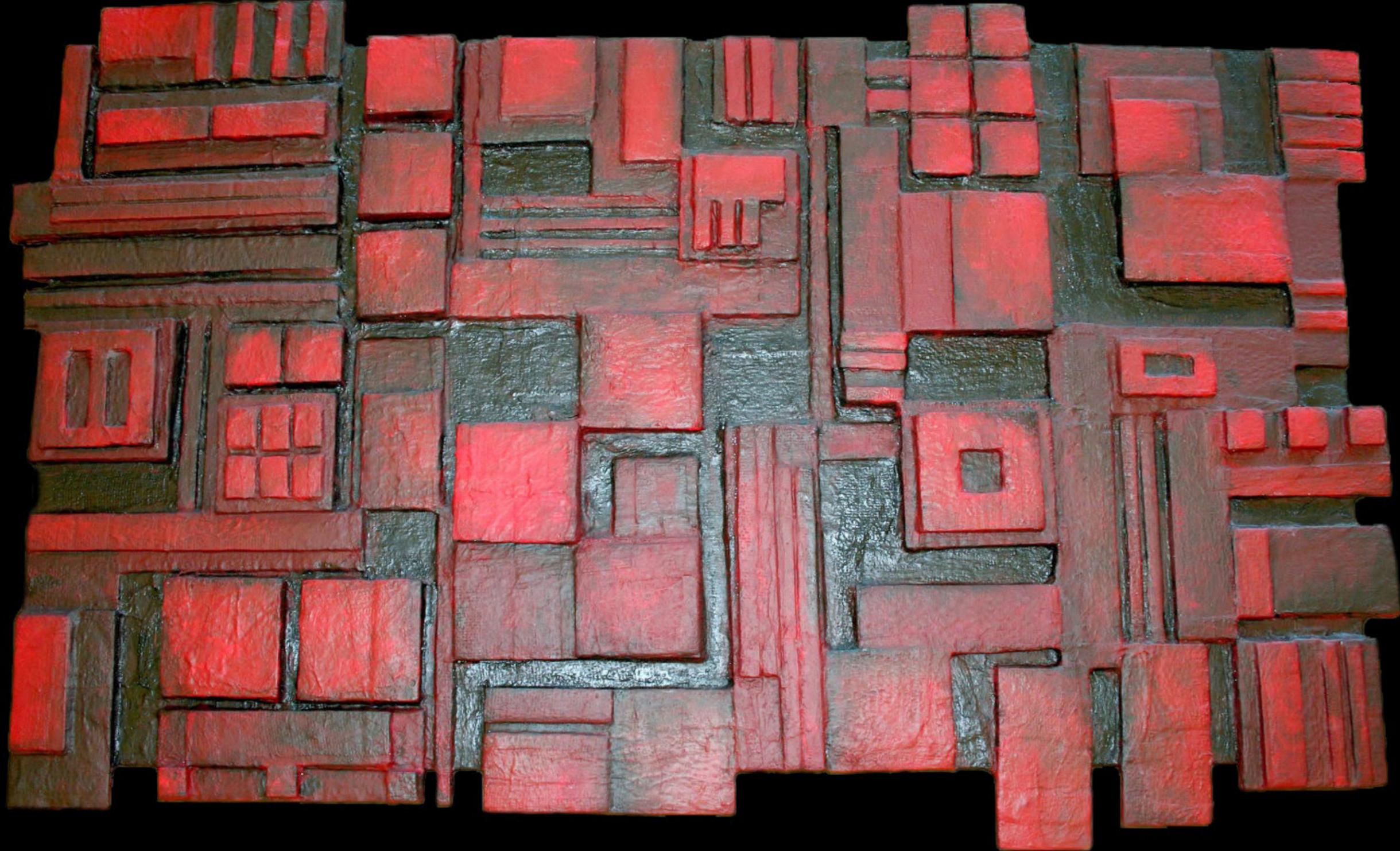
PHILOSOPHY

I believe that art should communicate a message. Along with this, art can grant the viewer the aesthetics of the personality of the designer. Through the culture, personality and experiences of the designer, the inspiration of the message will arise, as simple or as complex as it needs to be.

I have been working in mixed media for the past ten years with emphasis in sculpture and ceramics. Just recently I have branched out to include digital media, web and graphic design. My work is inspired by the Fauves, in their use of color and emotional aesthetics of their abstracted subject matter. Other influences include artists such as Barbara Hepworth and David Smith. Hepworth works in geometric textures that are monochromatic and come

together to create a unified piece that communicates the simplicity in the complexity of everyday objects. Smith's sculptural pieces reflect the simple and minimalistic nature of geometric shapes, which I try to utilize in my own sculptural work. The combination of the three: deep color, unifying texture and minimalistic geometric design, create my aesthetic. All of this combines communicates to the viewer my personality as an artist.

As I continue on with my artistic journey, I create a bit less, but continue to grow more. Although I may be producing fewer pieces, I am producing better pieces. Through color, texture, minimalism and experience, I continue to grow as an artist that communicates that visual aesthetic connection to my audience. In other words, art for art's sake.





When it comes to design, the aesthetics of the work's success is dependent upon the color scheme applied to the work. From neutrals to a full fledged poly-color scheme, color creates a psychological response that in most cases communicates a message at a subliminal level that will influence the viewer, whether they know it or not. In my own work, I tend to lean toward the Fauves work and their intensely saturated hues, but in a monochromatic or limited color palette. When it comes to graphic and web design, I have found that there is a more reasonable response when leading the viewer by a limited color palette.

COLOR

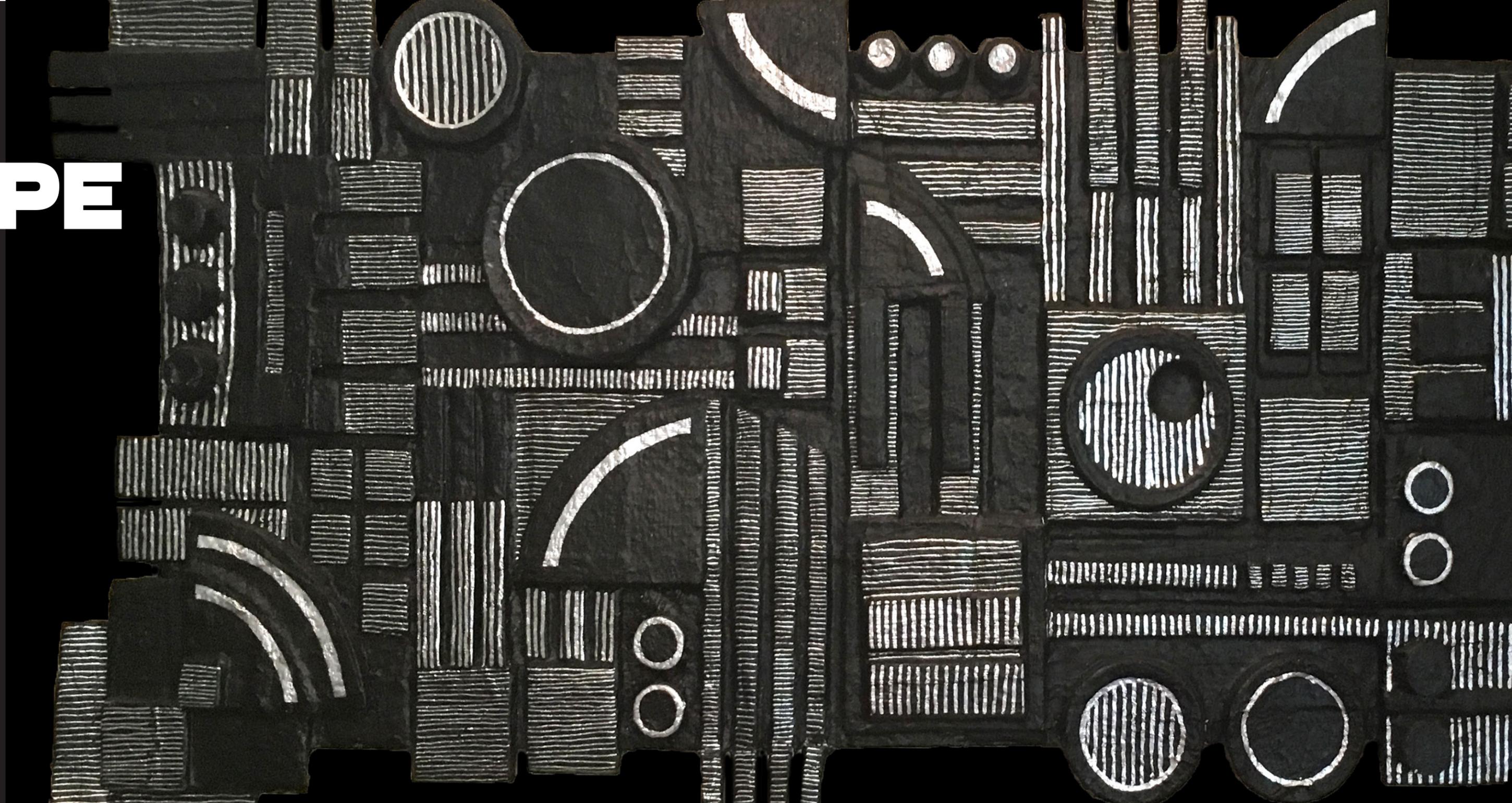
Not often do I utilize stimulating colors on the web, but instead a calmer more muted color scheme allows the viewer to experience the design in a more open and smoother way.

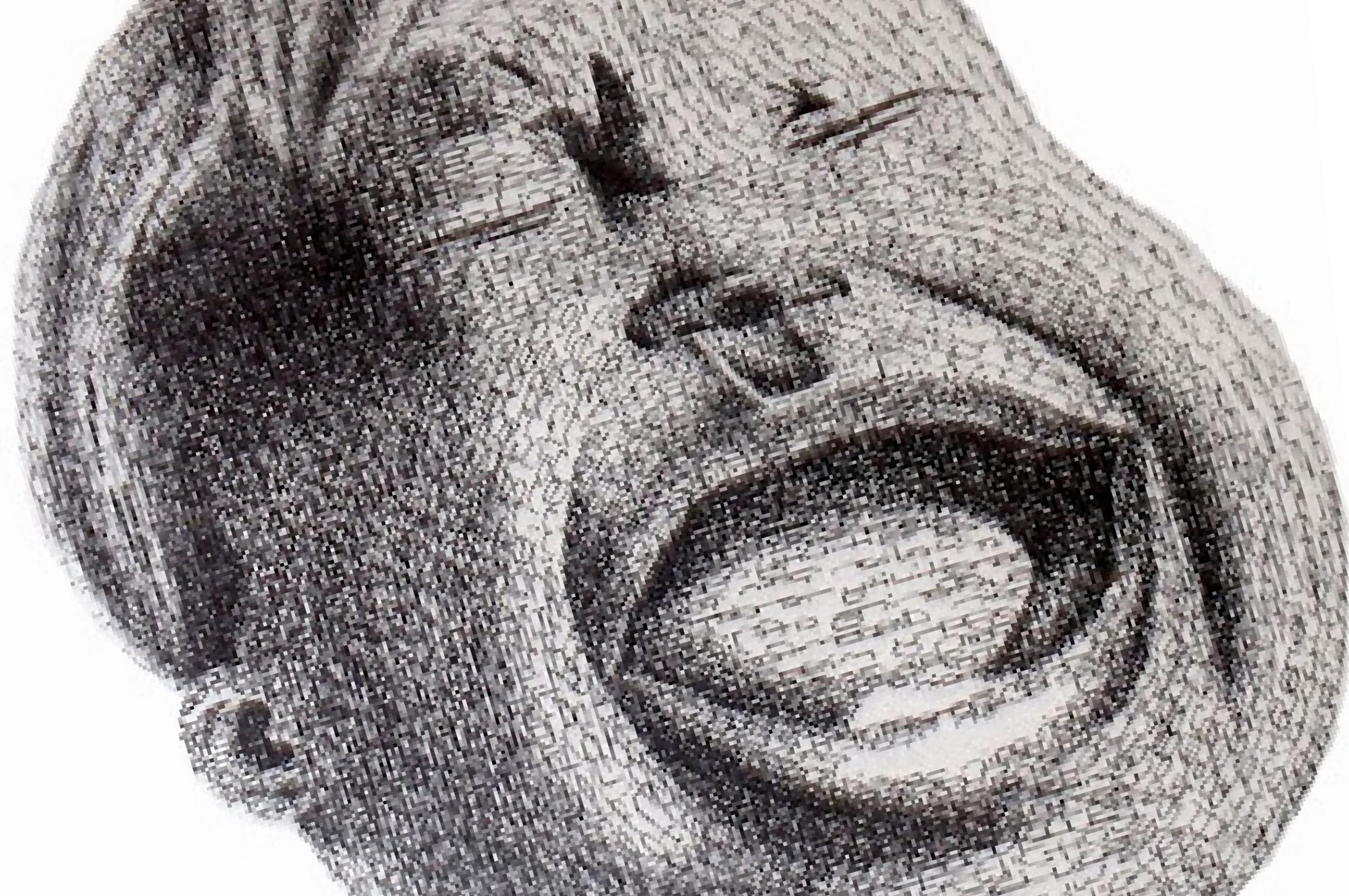
On the other hand, my sculptural work is a reflection of the variety of color available to coexist on a sculpture to evoke a stimulating experience for the viewer. For example, a monochromatic piece would utilize a deeply saturated red, or a light blue to create a more uplifting experience.

LINE + SHAPE

Among the most basic of the elements are line and shape. However, design would ultimately suffer without them. In my own work, I utilize line and shape as literal elements of the design, and I also utilize them as implied elements as well. Hepworth and Smith relied heavily on shape in their work, as do I. The form of the work takes on its personality through the marriage of multiple shapes. The geometric nature of my work speaks to it's reliance on shape.

The accent and detail of my work comes to fruition through the use of line. My work is often stagnant and lacking life and movement as just the shapes come together. When line is applied, it breathes dynamism onto the surface.





TYPOGRAPHY

As one of the most important facets of a designer's repertoire, typography is an essential element of design. Not only does it convey meaning, it expresses feelings, creates interest, and can be the backbone of a good design. An understanding of the use of type in design, as well as the skill and mastery of lettering, will contribute to the success of an artist's design.

Not only is typography utilized in graphic design, but it can also be used in creative ways throughout other modes of art-making. One of the most widely used forms of type is calligraphy and micrography: creating a design through type. Also called microcalligraphy, micrography is a Jewish art form developed in the 9th century, with parallels in Christianity and Islam, utilizing small Hebrew letters to form representational, geometric and abstract designs. This form of design takes the art of typography and combines it in a literal manner to create an image.