

# EXPERIMENTAL ART FINAL: PROCESS LOG

**THEME:** My theme is “experimental art”. I have worked quite hard at having a creative and cohesive journal that I would like to use for my portfolio and I think adding interactivity would not only be experimental but will bring my project to the next level.

Because I chose my theme as “experimental art” I incorporated being experimental into my design of my layout. I have never done a magazine layout so I chose to do something that was experimental for myself as an artist. I chose a two page layout with cover. For my cover art I was also quite experimental in creating it with different images and digital filters.

## PROGRAMS USED:

**INDESIGN:** Was the main program I used in developing my journal. It was used for creating the entire layout of my journal. I used it because it was experimental for me and I had only used it once before and I wanted to teach myself more about print design.

I found many other uses for this program that were experimental for me. I previously had only used this program for layouts but I found these other uses as well:

### 1. INTERACTIVE LINKS

Links:

- <http://www.art21.org/newyorkcity/seup/artists/martha-colburn/>
- <http://www.artinamericamagazine.com/>

InDesign has some great interactivity options and one of them I used throughout my journal was the use of hyperlinks and character styling to make all of my links blue.

## 2. PAGE TURN ANIMATION



I wanted my magazine to feel realistic like you could really turn the pages. I thought this was going to be very time consuming to create and something I was going to have to do with Flash. I was very excited to find out it is an easy export check box in InDesign.

## 3. ROLLOVER BUTTONS



I made several of my buttons in Flash until I realized I could make them even better and quicker in Indesign. I was very happy to find I could make the rollover buttons I had envisioned for my project with just a couple clicks with InDesign's interactive buttons.

**PHOTOSHOP:** Was my secondary program used to create my journal. I used it every week for my journal. I used it because I am most familiar with it. It was my go to for altering images and creating art work. Below are elements of my journal that were created with Photoshop:

## 4. JOURNAL COVER IMAGE



The journal cover image was created by layering images in Photoshop. The “splat” images are selections of artists pieces included in the journal. They were meant to resemble paint splats. The background of the “splats” is an image filtered several times to look like futuristic abstract experimental art.

## 5. ALTERING IMAGES



Images such as the one above were altered to better fit the color and feel of the individual article. Many of the artist’s images were black and white as this one was but I felt for some articles that things such as color filters would benefit my layout.

## 6. ROLLOVER IMAGES



I made a couple buttons using Flash because that was the format I was used to making buttons in. When I realized I could make rollover buttons in InDesign I used Photoshop to make my rollover images.

**AUDITION:** I used Adobe Audition to record noises for my cover art animation.

**FLASH:** I used Flash because it was necessary to use for the final. I used Flash to make elements of my journal interactive.

### 1. COVER IMAGE



I used flash to make my cover image animated. I used noises like paint splats and layers of the images popping in as if they were splatting.

### 2. MAKE YOUR OWN KANDINSKY



I wanted to have a simple little fun interactivity added besides links and clickable buttons. Since Kandinsky didn't have video media I thought it would be fun to make one of his paintings interactive. I separated some of the images out and used ActionScript code snippets to make them drag and droppable.

**ADOBE ACROBAT PRO:** I used this program to change the properties of my PDF file of my journal so it would be saved and read in a 2 page format. This was experimental for me as I had never done anything besides just save a PDF file. I opened myself to a whole new world of properties and things that can be done with a PDF file.

## EMOTIONAL USE OF COLOR:



For my journal I thought a lot about the colors I wanted to use. I decided early on that I wanted my journal to be cohesive week to week and be something that would be read as an art magazine. Because it was celebrating artists I wanted to keep the colors vibrant and exciting. I also frequently pulled colors from the artist's selection pieces to use in the individual articles.

**TYPOGRAPHY:** Two of my fonts used are carried over in this document as well. I used Titillium Web for comments, subheadings and some pull quotes as well as the body text for this document. My headers as seen here are a font called Moonshiner. My third font was used for the body text of my "magazine articles and was called Vegur. I used these fonts because I felt that to me experimental also meant futuristic and these fonts felt to emotionally embody technology and experimental art.

**COMPOSITIONAL HARMONY:** As discussed previously I wanted my journal to be a cohesive piece. Because of that I used repetition of color and consistent typography as my main compositional pieces to unite my journal.

**EXPERIMENTAL PROCESS:** This project was quite experimental for me. I stepped outside my comfort zone and experimented with programs and processes I had never used before. I have only seen an interactive PDF once before and thought it was great and wanted to know how to create one. I searched and read tutorials on how to create an interactive PDF and experimented on my own as well. I experimented with composition, colors, assembly, typography, manipulation and more just as the experimental artists featured in my journal.