

Name: Cassidy Mackenzie

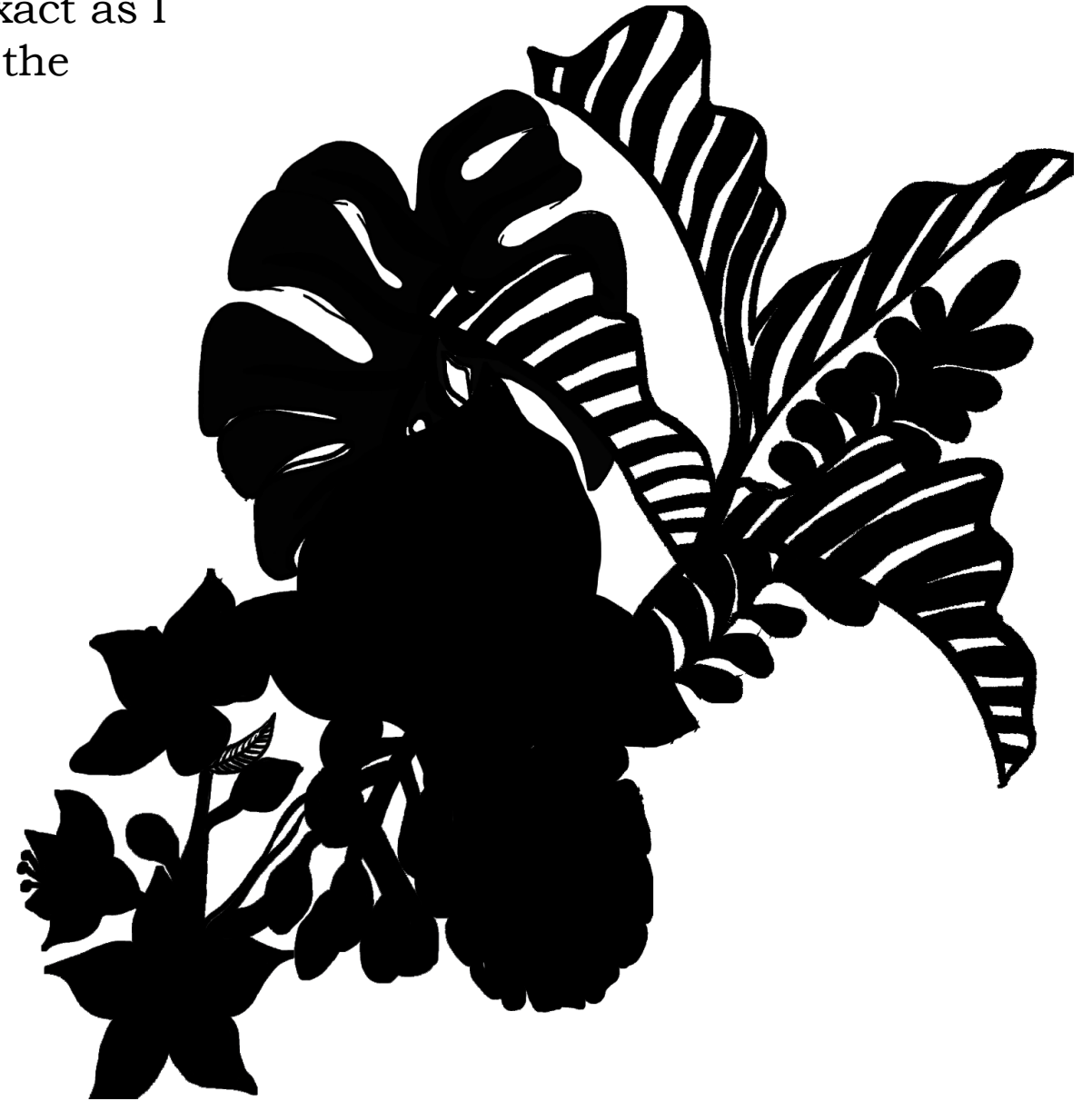
P Number: 1903597

B2- Digital & Material Process

M4X02220

UWTSD

This is my colour separation artwork that I created for my screen printing; one created with a variety of lines and the other with blocks of black. The block layer isn't exact as I had to re make it due to my original still being in the university building.





Base colour:
98% Opaque Binder
2% Violet pigment
colour
Smidge of salt water.

Top colour:
65% Opaque Binder
30% Translucent
Binder
5% Florescent Orange
pigment colour.



Base Colour:
99.5% Opaque Binder
0.5% Violet colour pigment (not perfect
as I left notes in university)

Top Colour:
95% Translucent Binder
5% Ruby Pink pigment colour



Implementing the New Zeitgeist theme into my screen printing using reactive dyes, on wallpaper lining to create backgrounds.



Using my
screen image to
create repeat
networks on
photoshop as a
starting point.





Trying to make my designs flow more fluently.





I have used less colour
and implemented
different directions of the
imagery.





Samples from different designers and brands I am interested in for the New Zeitgeist theme.



Osborne & Little
Portovenere

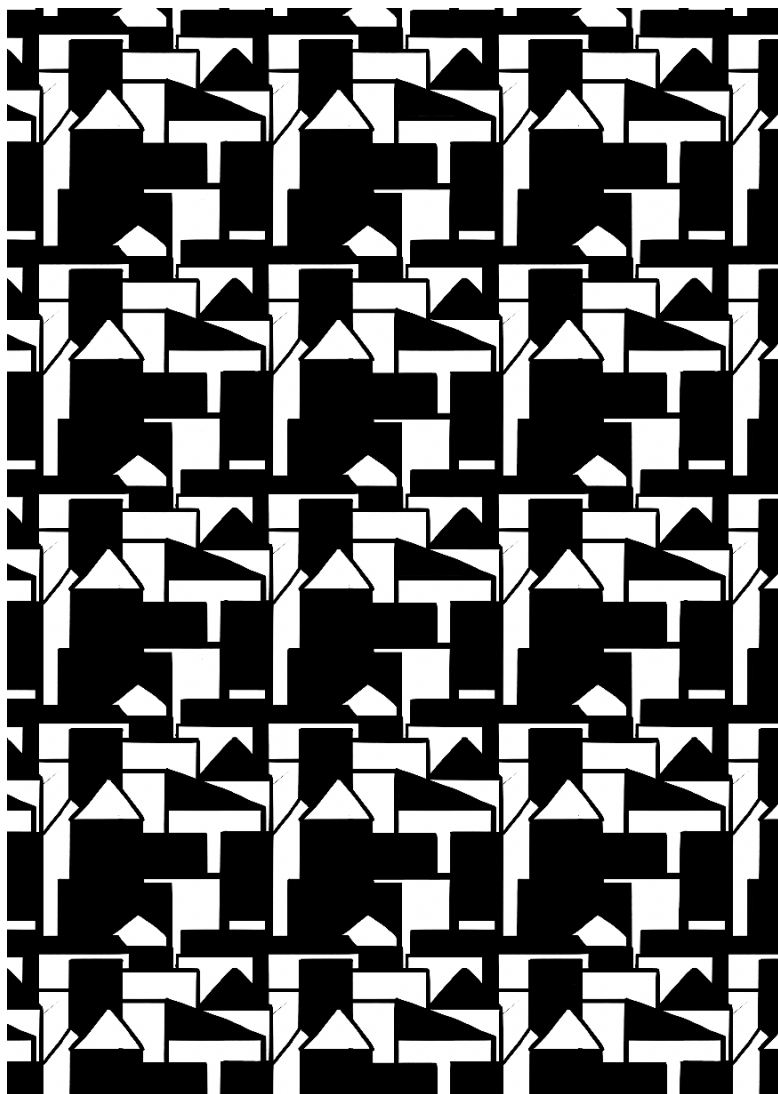
Cole & Son
Mediterranea



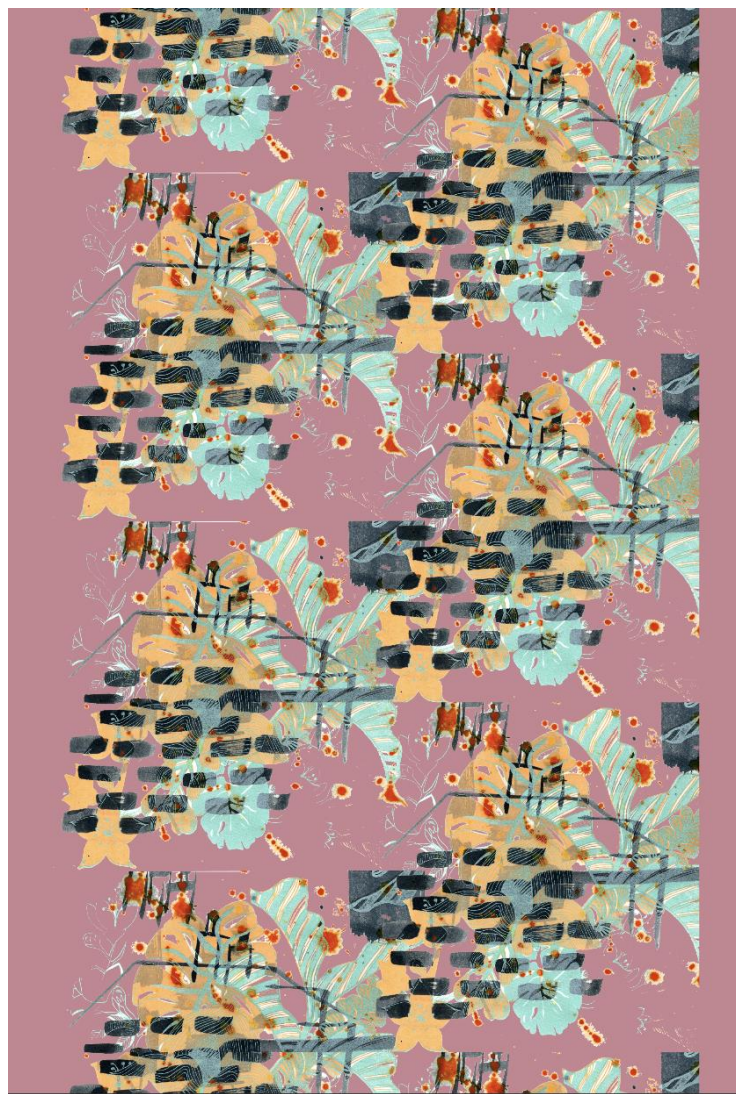
Graham & Brown
Edo Toile



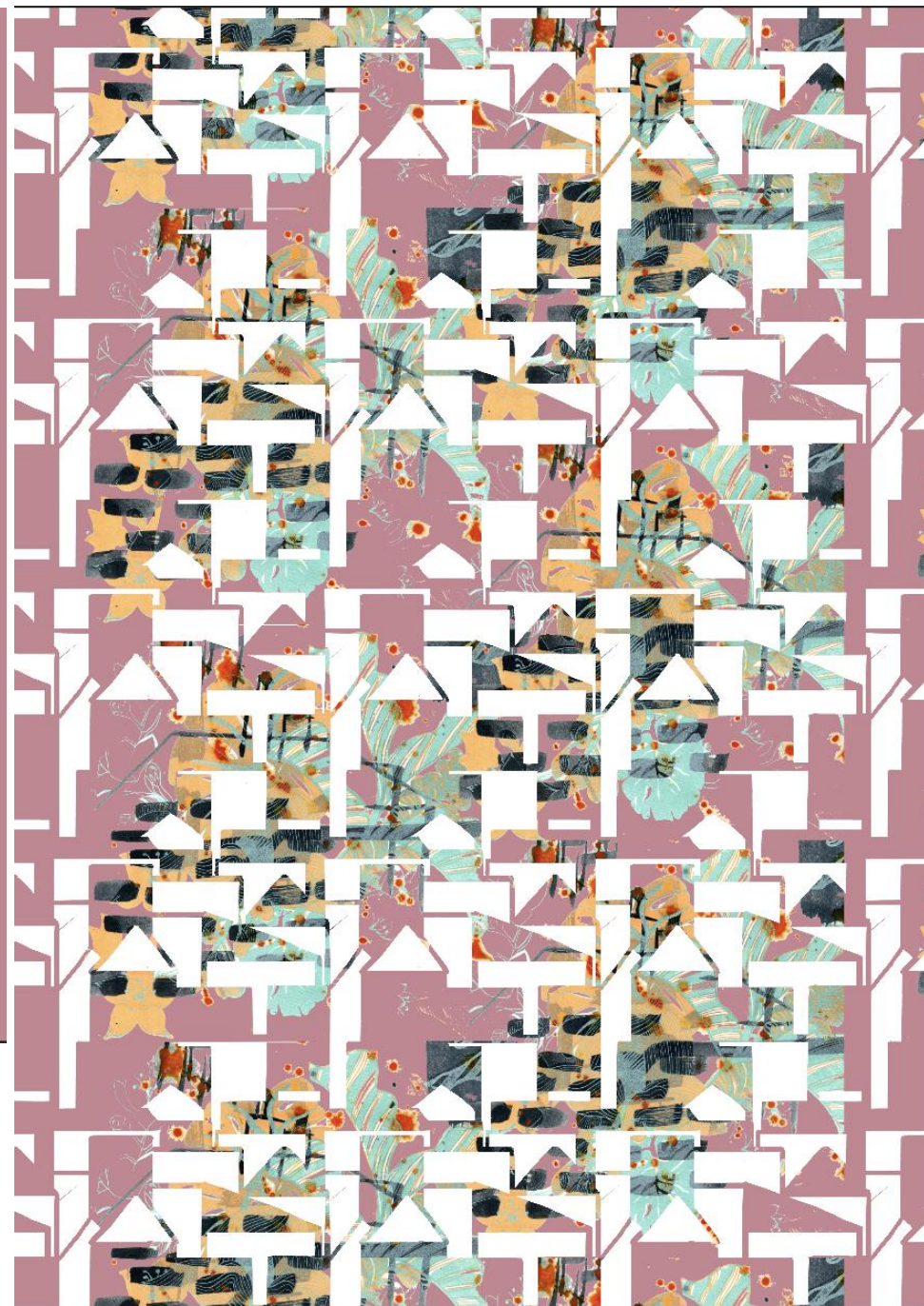
Jane Churchill
Cityscape

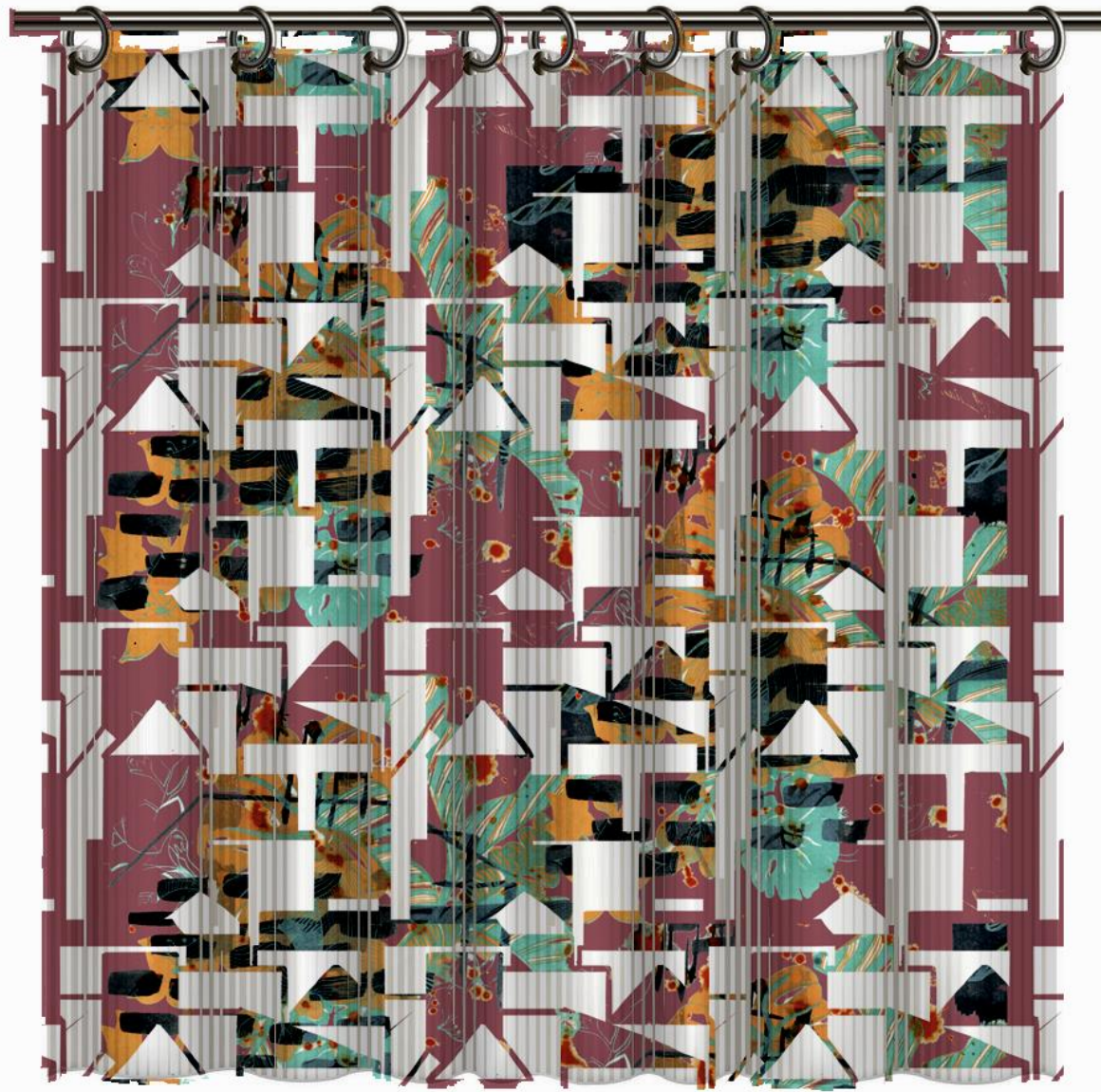
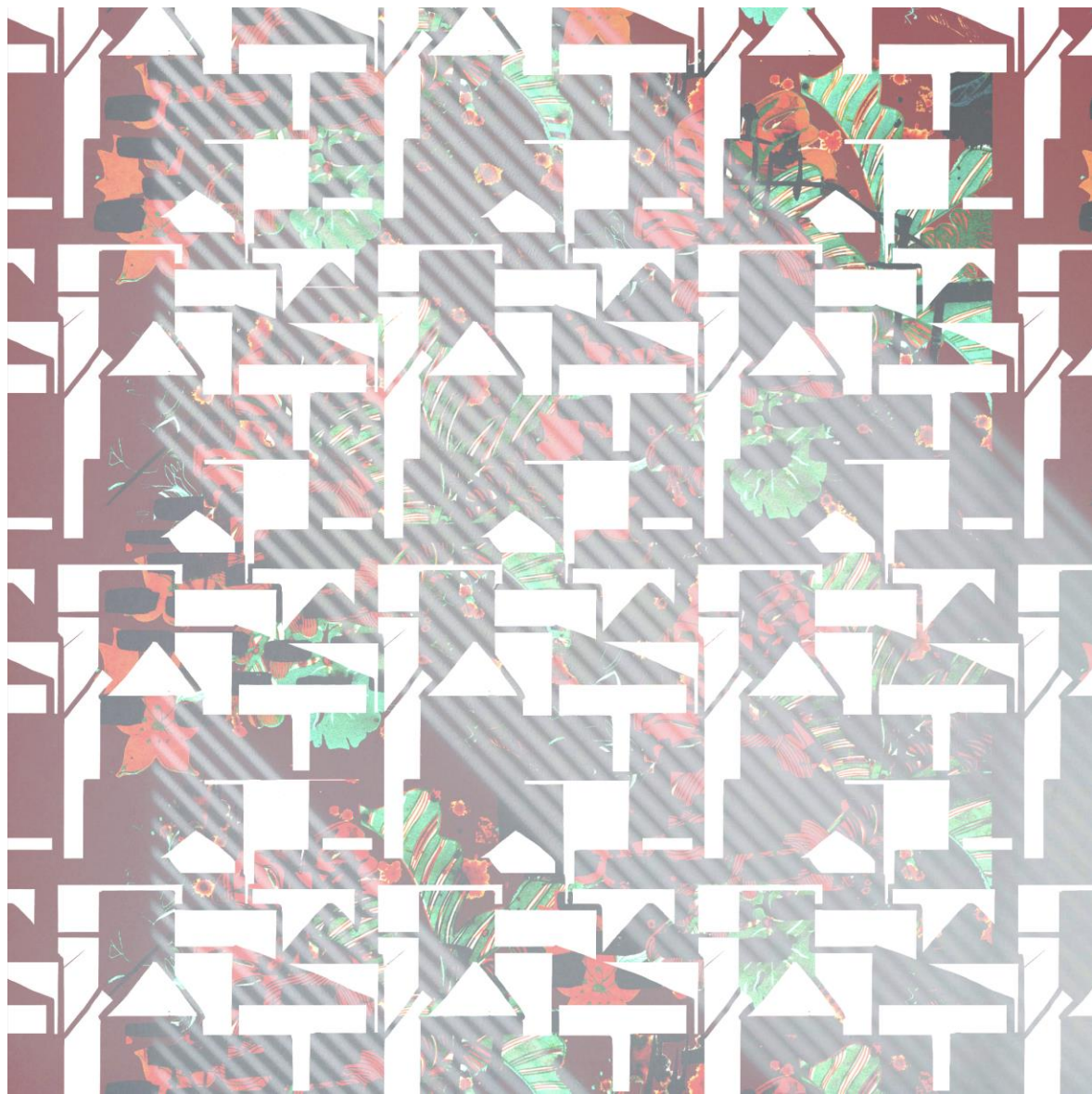


Simple building shapes, digitally made, experimenting with my theme of urbanisation.



Part of my screen print turned into a half drop repeat.







Using different imagery and background colour. This image is a painting from my sketchbook created with gouache paint. In my opinion there is too much going on here and you don't know where to look. I am going to use a different approach with the building shapes as I go forward.

Original Half-drop Repeat



+ Oil Pastel Filter
+ Increased contrast and
saturation

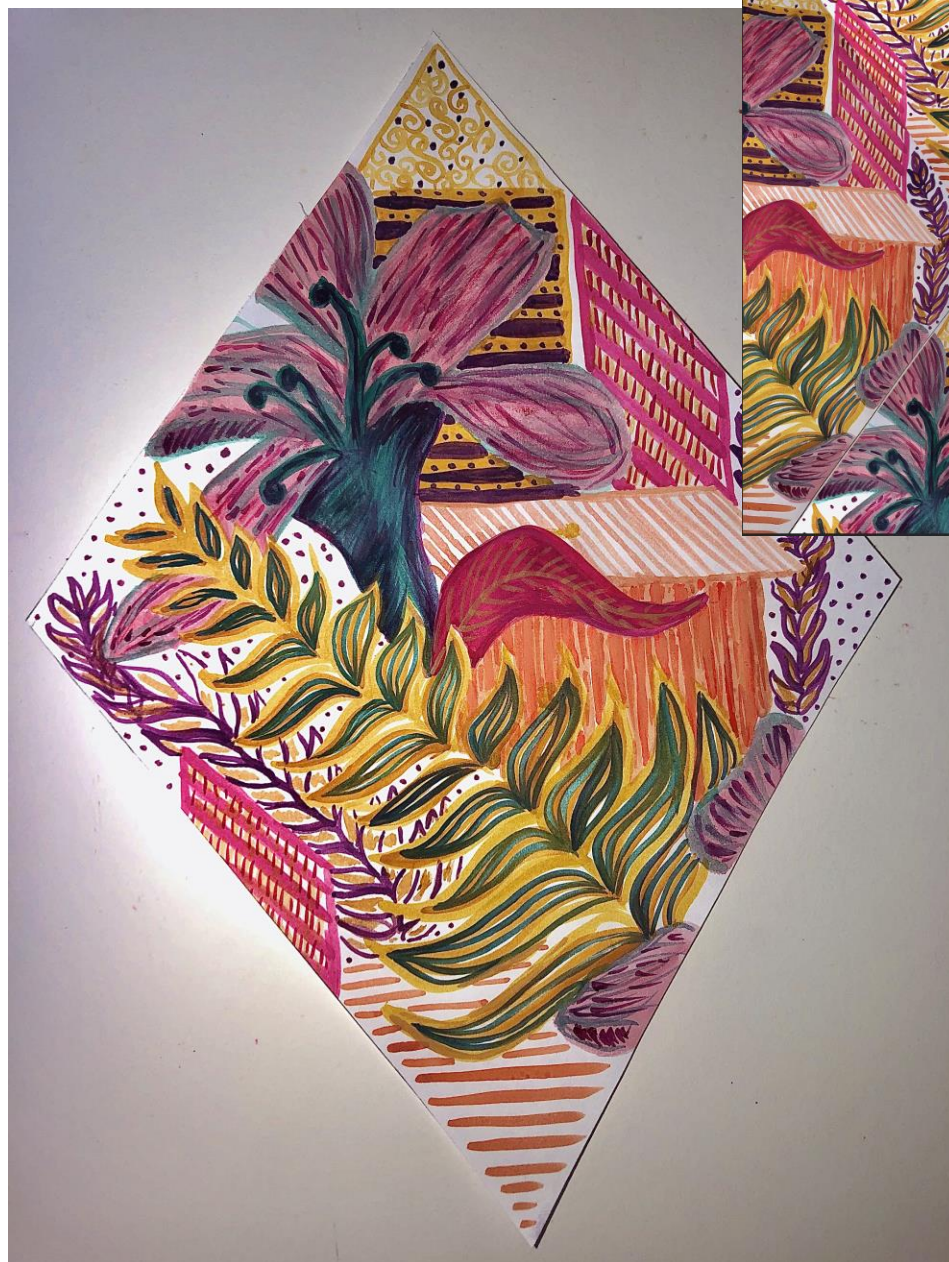
- Brightness
+ Orange hues replacing some
of the yellow.





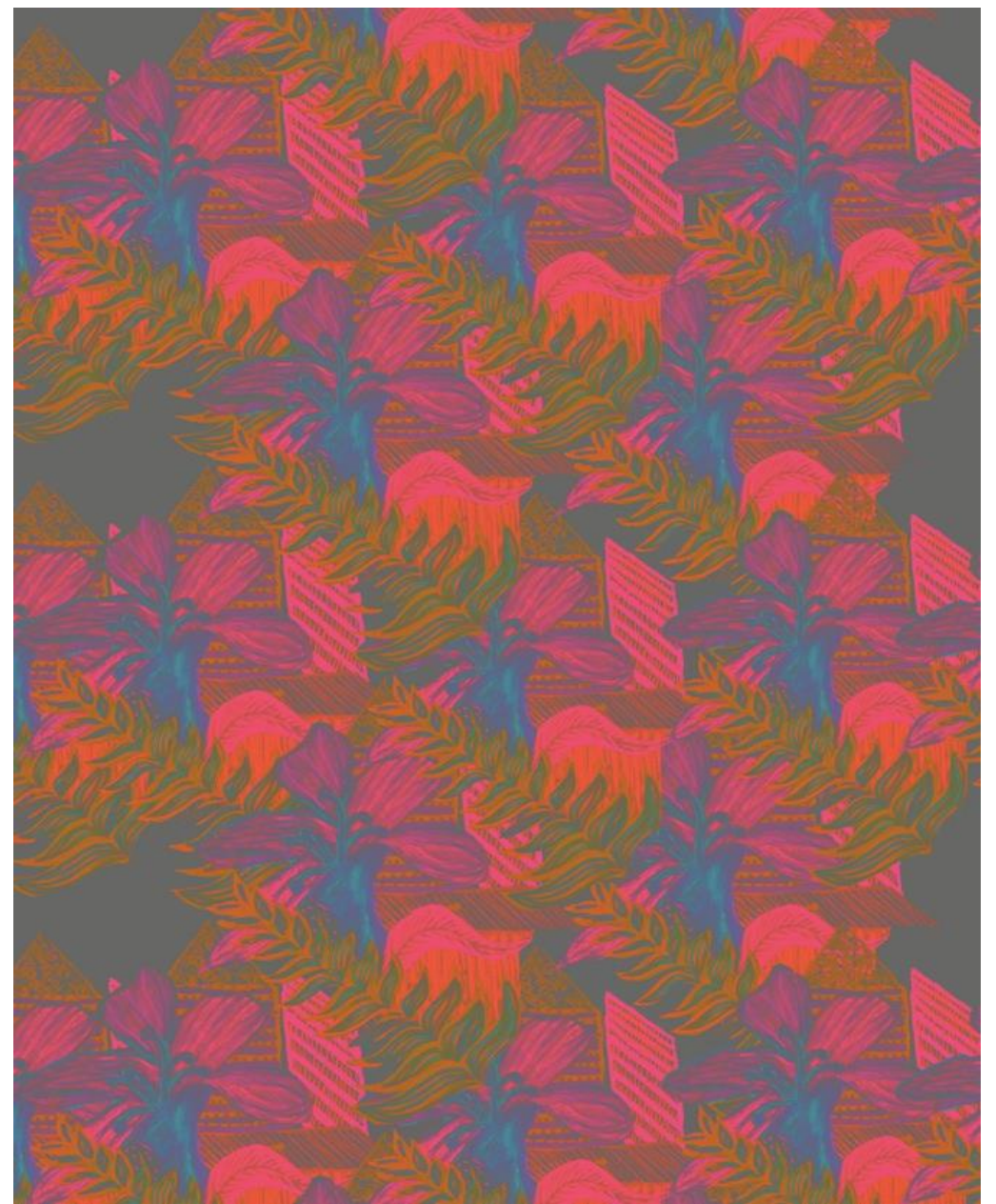
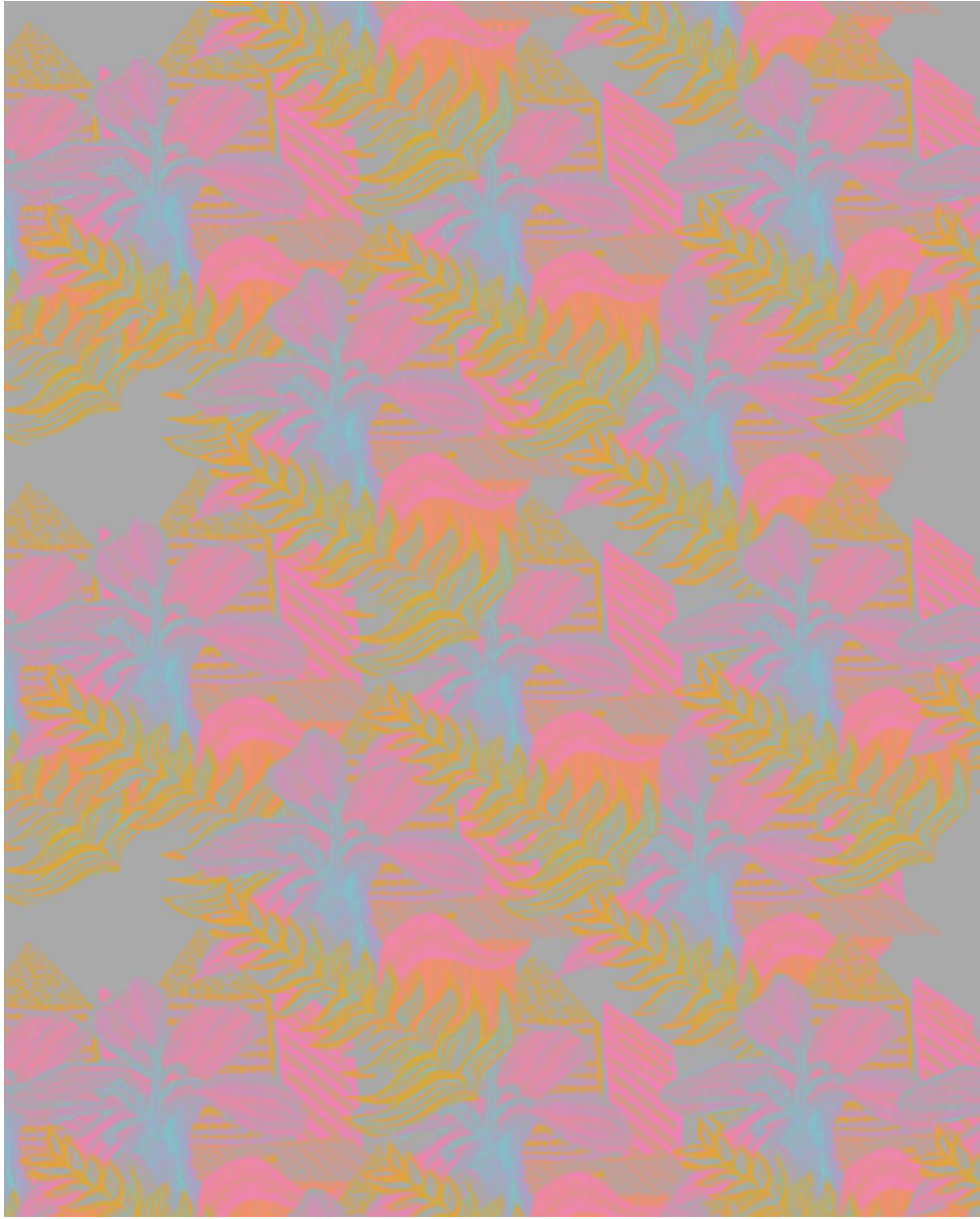


I've used the same imagery in the background as my first experimentation to see what urban shapes and designs I prefer. I favour these buildings but not with this background design so am going to experiment with a different tropical design.



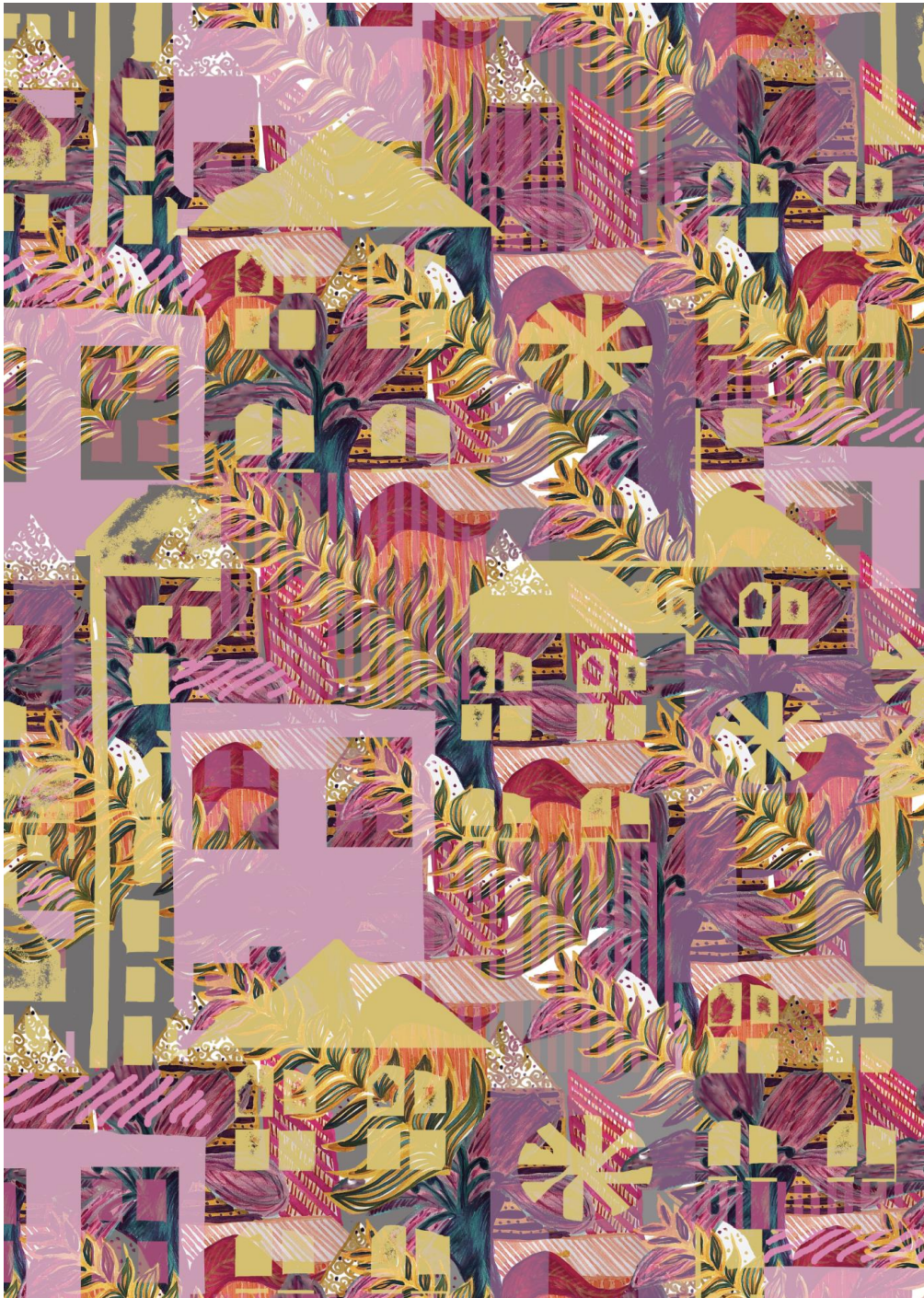
Hand drawn diamond repeat using watercolour and photoshop to put together into a repeat.

Hand drawn diamond repeat, scanned
and digitised into a repeat system
+ Luminosity Filter.



+ Saturation to get that glow.
- Contrast





This was the design I sent to the I-DOTT competition, I combined two of my designs together for the 'New Zeitgeist' approach. I took the urbanisation route showing that man-made buildings are taking over nature.



The underlying design is a hand drawn, diamond repeat which I have photographed and made into a new repeat. I then layered the both and used the effect "lighten" on the buildings to get the appearance I wanted.



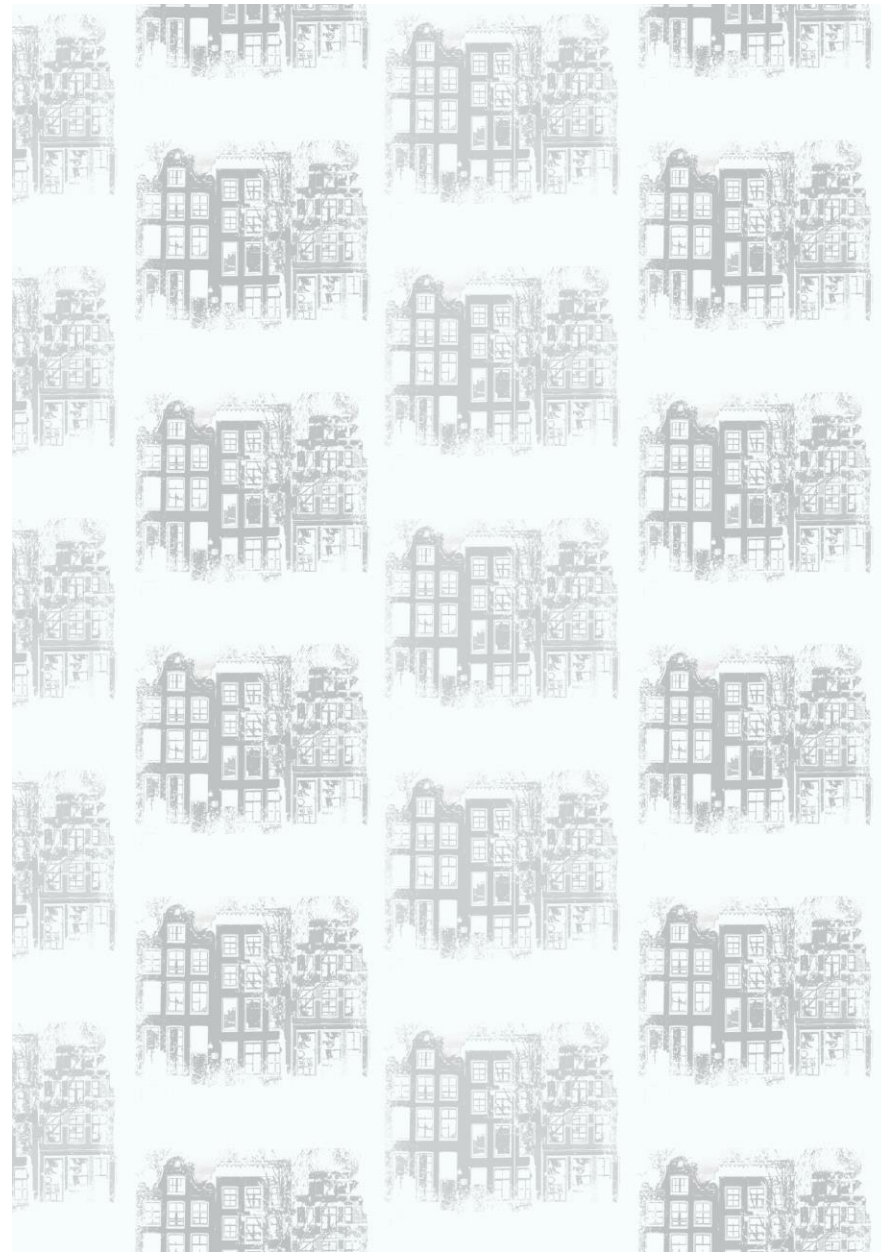
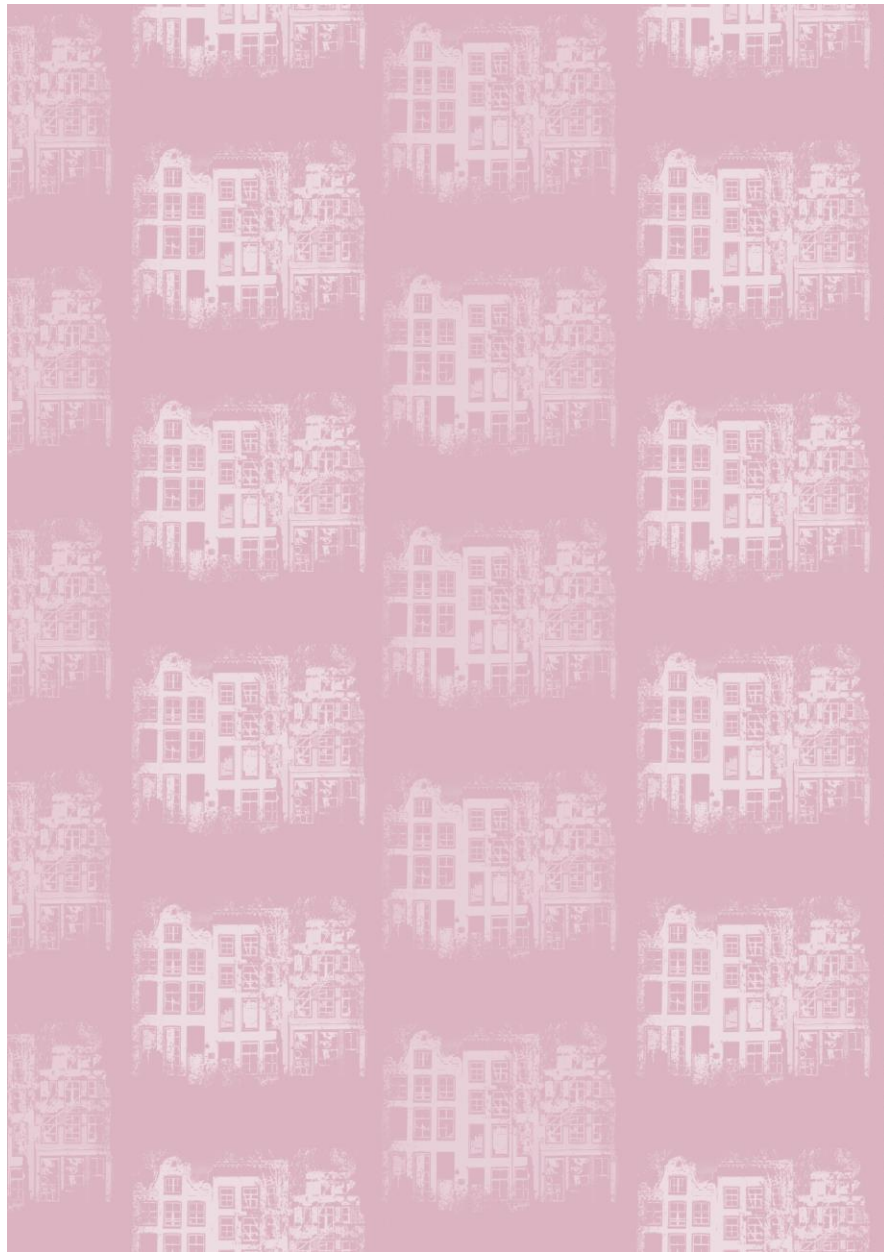
Multiply Layer Effect

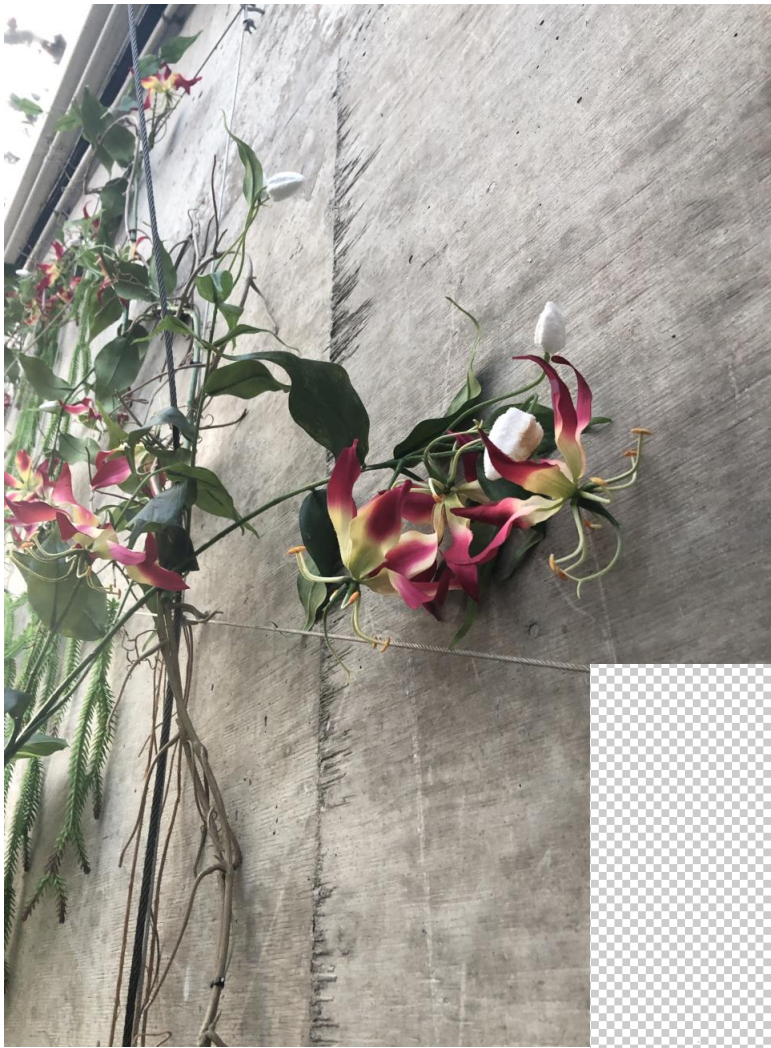
Here I have used the 'Darken' layer effect. I like how the base colour comes through the buildings rather than them being thick, bold colours making the flowers more visible. This would be a nice alternative as a colourway, so it suited different tastes.





I wanted to make my buildings a lot more realistic, so I took an image I captured in Amsterdam and took the shapes from this image as they were perfect for what I was looking for.





Whilst visiting Plantasia I was fascinated by the form of these 'Flame Lilies'. These flowers are one of the rarest in the world.









The series of designs I have created with this imagery has fulfilled what I imagined at the start of the semester for my intentions of the 'New Zeitgeist'. At the start of the project I was using bold and abstract imagery, which led me to experiment with more realistic visuals. I also realised that sometimes less is more; I began with overcrowding my designs which made my designs appear hectic.

