Personal study - Unit 3:

Fashion illustration is not just visual, as is any other stylized illustration or art-form. When artists create or view art, they automatically give justifications about their work and also analyze other creations. When studying graphics, we as future artists have to learn how to create, understand and analyze works of art.

Patrick Boyer is an Illustrator in fashion and has been in the business for several years, he enjoys creating web-design based illustrations and has won several awards for best graphic designer. I have chosen two images to analyze and differentiate them.

Image (a) was designed in 2004 for web-design and illustrative magazines. This image is based on photographic images collaged together with illustrative designs that have been added later on Photoshop. The forms used in the image are all natural objects and animals, giving the sense of natural beauty to such a modern and developed piece of art.

The devices used in this design show through the female dominance in this image, and are of sexual and of desirable reference, mainly directed at the male audience, around the ages of 18-35+. The fact that the image is so recent and modern, it doesn't really effect the way people view it.

The structure and composition of this image, including the colour and text used work really well with today's society, which has flown far from nature therefore; this has made the image very successful in my opinion.

Image (b) was designed in 2004 for an illustrative magazine. Patrick Boyer has been influenced by many other designers before him and real-life models that help him draw fashion positions and clothing. Boyer has definitely used photographs to create this design, most probably then manipulated on Adobe Illustrator and Photoshop to create the vector and colour.

Apart from the influence of photographs, this image is a purely illustrative design. Boyer has used block colours for the background (that also include gradients that can be found straight from the program, Photoshop) and facial features.

This is a very recent piece of art that a couple of years back could not been possible to design. Although this type of artwork is quite modern, people are know familiar to it and doesn't really affect the audience's way of viewing it.
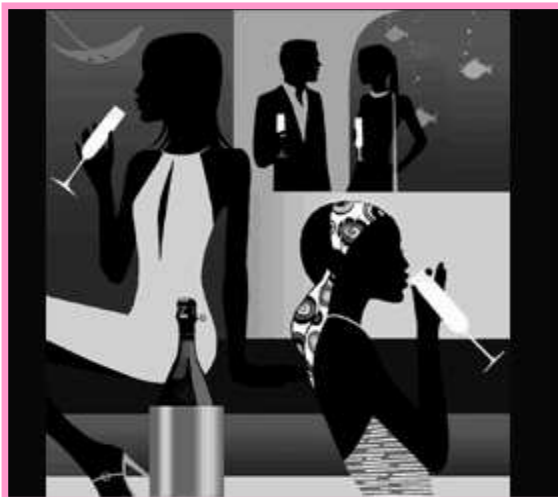
You could say that Boyer's pure illustrative skills have great similarities to Jason Brook's work and therefore can be referenced back to him, although Boyer's overall work is more detailed in both facial and bodily features.

I would definitely say that this design has been very successful, the wide range of colour and detail satisfy any viewer of illustrative knowledge.

The difference between image (a) and (b) is of course the fact that one is purely illustrative and the other holds characteristics of photography. Although both created by the same designer/illustrator, both of the images couldn't be more different in concept and visual terms.

Jason Brooks one of most famous fashion illustrators, is considered one of the most successful in his field of work, earning the most and distributing the most all around the world. I have chosen to analyze two images from his fashion and lifestyle galleries to differentiate them from one another.

The 'Untitled' and 'Twisted Disco', image (a) and (b) were designed in

2005 by Jason Brooks, for interior design and for C.D covers.

I chose both these images because they had, although from the same illustrator, a very different feel and design concept.

In image (a) the figures are silhouetted to enhance the background and the overall

mood of the design, where as in image (b) the figure is in the main focus of the eye and thus the background is darker to enhance the figure itself.

The moods of both images (a) and (b) are very different, image (a) has a very calm, cool and collective look, where as image (b) is warm, energetic and suggests the title, "Twisted…".

Image (a), even though it has been designed recently I can't help view it as and older piece, maybe because it's a sophistically calm design, all I can picture is this design appealing to an older audience around the ages of 20 – 50. Image (b) on the other hand would stand out to younger crowd of maybe 13 – 30 yr olds.

I do think that both images have been successful, the colour and composition suit their category; interior design and C.D design/fashion. References to other artists are rare with Jason Brooks as he really began a whole new fashion illustration era, he created a very unique style that most artists use as influence themselves.