

Trevor Talley
A-S001
Written Narrative
Foundation Exhibition

Tech Giants - 2021

For this piece, our assignment was to create an ominous landscape within photoshop with a layer of meaning under the art. I landed on the idea of photographing my friends and used perspective to make them look like giants. I chose a factory as the setting because I wanted it to reflect the working class. The stock image I used was a daytime, overcast situation. Since the sky was completely grey, I changed it to another more detailed overcast image as well as using blending modes and layer adjustments to create a color correction to make the two photos work together. There were many small areas around metal railing which had to be individually masked out for the replacement sky to be seen. After changing the setting to night, I had to match the lighting in multiple areas of the scene. For example, there are light posts that were never shining in the original photo. As well, there were areas over exposed by the sunlight that had to be toned down to not create unnecessary focal points. Once the scene was properly corrected, I placed my giants onto the canvas and had to work with scale to make them stand properly by using shadows and layer adjustments. Next, I blurred the giants faces to take away a sense of identity and instead placed company logos to further my narrative. Then finally, I used images of lightning to make the sky a bit more ominous after a peer review.

I believe my piece has a strong scale of contrast with a decent range of bright to dark areas. On the other hand, I believe the color palette of the piece could be seen a bit one dimensional however, the contrast and flow of the piece outweigh the high saturated purples and blues of the piece. Lastly, I think that the amazon logo on the middle figures face could have used a bit more work, because the same blending mode for the other two did not work on the middle figure like it did with the other two.

With this piece I wanted to create a commentary on how big tech companies are constantly encroaching on the working class. How if one company is not already coming for you, then there is another one on the horizon. I used the factory setting to represent the working class. Then the giants are in positions that announce that the companies do not care where they stand even if it hurts people in their paths. How, the figure of the far left is physically climbing on the walls of the factory reflect how companies climb all over people in hopes that people buy their products. My whole inspiration for this piece was from a much older piece I made in high school. So technically this new piece is a spiritual successor to another piece I have done.

A-S 200 Digital Art

John Norris

2017



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