Designers’ Statement

For me, Graphic design is similar to cooking a meal. For example, some people can make Chinese food and other people can make Italian food, both using the same materials. Therefore, it is important to show who you are and what you are capable of.

Pablo Picasso once said, “Every child is an artist. The problem is how to remain an artist once grows up”. During my school life, my textbooks were full of sketches instead of notes. I still wanted to be an artist even under stress of tests and assignments. Growing up, I feel art has been part of my life because it allows me to express my emotions or feelings through painting and graphic design.

I was attracted by western computer arts so I decided to head to the United States for further study. It has had a great effect on my works. In my design, I try to combine the beauty of both Eastern culture and Western culture. They have their differences in ways of expressing arts, attitudes, and spirits.

When I decided to design the project “The Eight Generals”, I began my work by searching their stories and background information. My design started by each illustrating character in Photoshop. I tried to keep the original look and added some geometric decorations. Because the Eight Generals is a traditional story in Taiwan, I decided not to change their original looks. Besides, the Eight Generals have a holy meaning. In my design, I used black and white for the geometric decorations to contrast with the use of vivid colors of the Eight Generals. The geometric decoration represents western art in my mind, so I combined the eight generals with them. I chose geometric decorations because I’m impressed by the baroque style. This gorgeous and exaggerated style is very suitable for ornamentation on the Eight Generals. My goal in my design is to show the beauty of the Eight Generals to everyone. It is unique and only can be seen in Taiwan. In addition, the eight generals is old and traditional culture in Taiwan. I’m planning to design different types of products to bring up some attention on this declining culture.

I created the T-shirt design and Toy figures for this project because both of them are decent products. I not only designed the image in front of T-shirt, but also various logos individually. When viewers see my work, I would like them to appreciate the beauty of the Eight Generals and enjoy the new designs that I created with the geometric patterns. I also made an animation to introduce the story of eight generals. For the animation I chose Flash as the medium. Moreover, I set up some interactive buttons in my animation to help viewers watch the animation easily.

The great thing I love about graphic design is that image is worth a word. It helps me convey the message I want to send. Using the computer program helps accomplish same effects better than drawing by hands.