

ANTI VDAY

# CONCEPT



## Anti-Valentine's Day

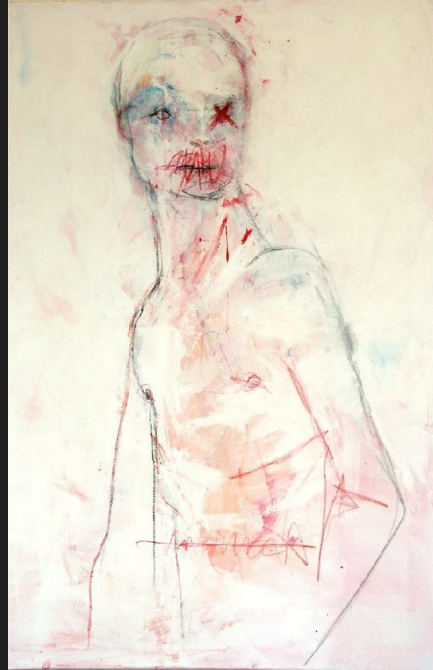
Capturing the human emotion and form; using elements of expressionism and illustrative contour properties.

Through my series I want to illustrate the many stages of yearning, pain, etc. the negatives of love, loneliness, and heartbreak. Sticking to a morbid/ dark theme

-dark romanticism

-neutral color palette

# INSPIRATIONS



Oscar Rodriguez

(behance graphic design collage artist)

Juxtaposition of death and life.

Bael -(figure drawer)

# EXECUTION

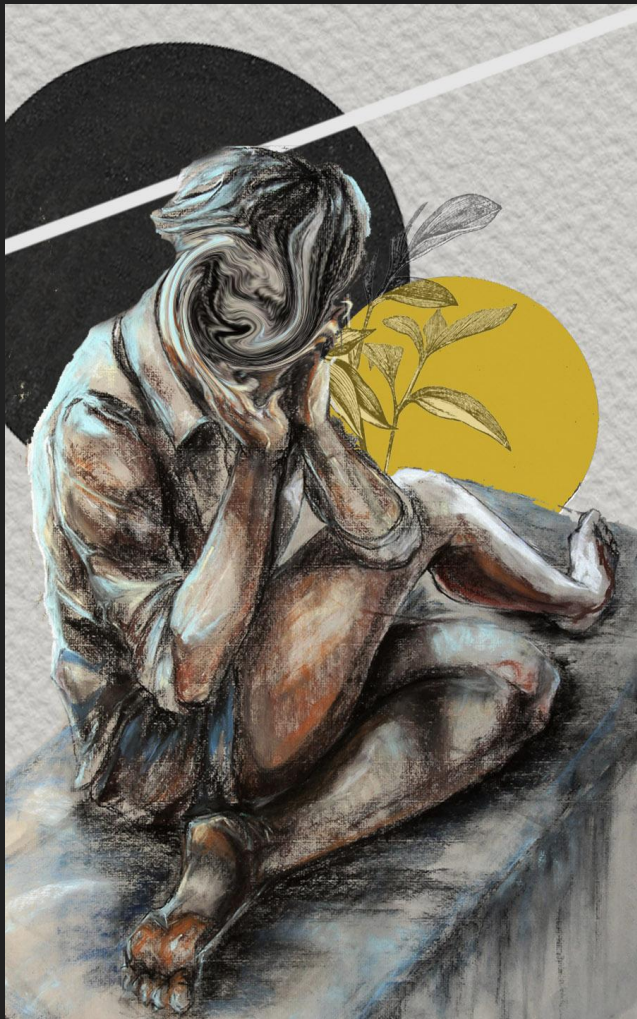
The reason for my design decisions:

-collage: I wanted to incorporate digital media with traditional hand drawn illustrations

-warping: used this throughout my series to conceptually mean “the disfiguration of one you used to love” often times people want to forget after their heartbreak

-minimal use of typography: I thought it would be hard to distinguish the text; hard on the eyes because it gets lost and jumbled up on the details of my designs

-type face: arial (Believed it was a lot more minimal and simple text was to contrast from the over arching details of the imagery.



## ILLUSION

“Love is an illusion...”

How can you see without your eyes? If you believe you truly love someone but they turn out to be someone you once perceived as perfect as not; what else is an illusion and the mirage of someone you once thought you loved, what really is it other than an illusion?



## ACHE

Often times love is associated with pain. It is never really all about the highs and joys; there is always a depleting agony associated with it.





I decided to post my animated gif onto the social media platform: Instagram

Using social media as a platform also justifies that it is used as a platform where we express ourselves.

Using the idea of “everything online lasts forever” play on words of the cliché, “my love for you will last forever” when it is said temporarily until proven otherwise. Hence was my idea for the choice of platform.

I created a gif of my own self portrait and warped my face using the liquify tool on photoshop.

“Love is-”

“ri-dic-u-lous..”

