

WHEN CONSTRUCTING THIS PIECE, I FOUND IT RELIED HEAVILY ON DIGITAL CREATION AND AN UNDERSTANDING OF CORPORATE BRANDING. BOTH OF THESE FIELDS I WAS PREVIOUSLY UNFAMILIAR WITH, HOWEVER AS I FLESHED OUT MY FINAL CREATION I CAME TO KNOW THESE AREAS BETTER THAN BEFORE. THE CREATION OF THIS PIECE CAME PRIMARILY IN A RATHER UNIQUE PROGRAM: PAGES ON MAC. I AM UNFAMILIAR WITH PHOTOSHOP, AND SO TO MAKE THE LABELS I OPTED FOR A MORE COMFORTABLE AND FAMILIAR PLATFORM, PAGES. PAGES IS MADE TO WRITE WORD DOCUMENTS, HOWEVER I HAVE USED PAGES TO MAKE OTHER GRAPHICS BEFORE, AND AFTER HAVING CREATED THIS PIECE, I AM CONFIDENT IN SAYING I UNDERSTAND HOW TO USE PAGES' SPECIAL FEATURES VERY WELL.

FOR THIS PIECE I DREW MUCH INSPIRATION FROM CHLOE WISE, PARTICULARLY HER "IRREGULAR TAMPON" SERIES. WISE HAS A VERY KEEN UNDERSTANDING OF SPREADING MESSAGES THROUGH HER UNIQUE AND REALISTIC SCULPTURES. THIS SERIES FOCUSES ON THE AUDACITY OF CORPORATE AMERICA, AND COMMENTS ON HOW CONSUMERS WILL BUY ANYTHING IF IT IS BRANDED AS "TRENDY" OR MODERN".

I TOOK MY OWN SPIN ON THIS THROUGH THE CREATION OF BEAUTY PRODUCTS. I WANTED TO DISCUSS HOW BEAUTY COMPANIES BRAND THEIR PRODUCTS AS HAVING ALMOST MAGICAL QUALITIES. THEY CLAIM TO MAKE US YOUNGER, MAKE US SEXIER, MAKE US BETTER VERSIONS OF OURSELVES. IN A SENSE, THEY OFFER TO MAKE US GODLY. THIS IS WHAT I WAS COMMENTING ON THROUGH THE DEVELOPMENT OF THIS PIECE. THE FINAL DISPLAY OF THIS PIECE WAS INSPIRED BY THE COMPANY "GLOSSIER" WHICH USES MODERN YET GRACEFUL DISPLAYS FEATURING CATCHY PHRASES, DECALS, AND MIRRORS.

I BEGAN THIS PIECE IN PAGES, WHERE I DESIGNED THE LABELS FOR THE BOTTLES. AFTERWARDS, I GOT PRINTABLE STICKER PAPER AND EMPTY 8 OZ BOTTLES, AS WELL AS AN EMPTY EYEBROW GEL CONTAINER. I APPLIED THE LOGOS TO THE BOTTLES AND FILLED THEM WITH COLORED WATER WHICH CORRESPONDED TO THEIR INDIVIDUAL SCENTS. I MADE USE OF OBNOXIOUS, CHEEZY DESIGN AS I SEE IT, TO GIVE THE VIEWER A SENSE OF DISCOMFORT AND HUMOR. I ALSO TRIED TO COVER THE BOTTLES IN MANY CATCHY PHRASES TO REALLY PLAY ON THE CONTAGIOUS QUALITIES OF BRANDING IF I COULD RE-DO THIS PIECE, I WOULD START EARLIER. I HAD LOST OF TROUBLE IN THE CONCEPTUAL PHASE AND WASN'T SURE WHAT TO DO FOR MY NEXT PROJECT, SO BY THE TIME I DECIDED ON THIS PROJECT TIME HAD BEGUN TO SLOWLY RUN OUT. IF I HAD MORE TIME I WOULD HOPEFULLY USE RESIN TO FILL THE BOTTLES TO MAKE IT MORE PERMANENT. I WOULD ALSO TRY TO USE THE RESIN TO GIVE THE ILLUSION OF SPILLAGE ON ONE OF THE BOTTLES. I WOULD ALSO LIKE TO GET A DIFFERENT STICKER PAPER, AS THE TRANSPARENT ONE I PURCHASES IS HARD TO READ WHEN COUPLED WITH THE COLORFUL BACKGROUNDS OF THE BOTTLES. THIS PIECE UTILIZES THE COMMON THREAD OF RELIGIOUS AESTHETIC, AND IT ALSO TIES INTO ONE OF THE SECTIONS OF MY DESIRED THEME, WHICH IS TO MAKE COMMENTS ON CONSUMERISM THROUGH THE USE OF RELIGIOUS AESTHETICS



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