

The stylistic inspiration for my project comes from a review of approaches to landscapes used by other graphic designers, and by my goal of capturing the true essence of a student's experience at West Virginia Wesleyan College. The primary artistic influence is a poster that depicts Yellowstone National Park. Its title is Yellowstone National Park – Geyser and its measurements are 13 ½” X 18 ½”, just one of a collection of similar illustrations created to depict the beauty of the parks. Another influence on my work for this project is Frank Shepard Fairey's Barack Obama “Hope” 2008, 1.5 meters, mixed media stenciled collage (US National Portrait Gallery).

The Yellowstone National Park – Geyser image is of a rising geyser at Old Faithful, one of the National Park Service's most well-known destinations. One reason the image is helpful for my project is because its purposes are similar to mine, namely, promoting this one-of-a-kind landmark and acting as a souvenir for those who have visited and enjoyed their experience. An image that can effectively promote a destination can make a tremendous difference. In the case of Yellowstone National Park, it can increase tourism, cause economic growth, and help the park develop a very positive and unique reputation. Similarly, even though the name West Virginia Wesleyan College is not necessarily a household phrase heard daily throughout the United States, the College can still be promoted by using art to raise awareness. By using similar concepts to the Yellowstone National Park – Geyser picture accurate images that can illustrate its values and uniqueness can be created.

Another reason this image is particularly helpful is that it incorporates the quality of using a simplified color palette as a way of explaining a scene. Having this quality gives the artist the ability to choose colors, which can open up artistic opportunities. It can expand viewers' perceptions of what the artist is trying to emphasize. The colors in an image can easily

set the tone of emotion that the artist is trying to convey to the viewer. Also, recreating sophisticated images, such as photographs, into abstract artwork, could enhance the scene or distract the viewer. This can be achieved by modifying (usually simplifying) the number of colors and objects into their work. Contrast is heavily used in the Old Faithful image, which can increase the amount of drama. The third reason is that it combines text into the overall image, which is something I also wanted to do. My artwork for this project is not quite as abstract as many of the Yellowstone National Park – Geyser image; also, it has a slightly wider range of colors.

The last reason is that I was inspired by the Yellowstone National Park image is that it combines text into the overall image, which is something I also wanted to do in some of the scenes for my project. Yellowstone National Park – Geyser includes the name of the park and lists some of its recreational amenities, like camping and hiking. The addition of text that gives the viewer additional information can bring a whole new dimension to what the artist can accomplish. My project contains text in only one of the five images. This image is the diorama depicting the Wesley Chapel. The text includes the name of the institution, “West Virginia Wesleyan College,” and “The Home Among the Hills,” the college’s sobriquet, as well as its song’s title.