

Creativity Statement

My name is Anthony Novellino, and I specialize in Graphic Design. Ever since I can remember, I have loved working with computers. I always knew I would pursue a career in something related to technology; I just didn't know what exactly. It wasn't until I started high school and was allowed to take classes such as animation, web design, digital photography, and graphic design that I found my passion. I love designing graphics because it allows me to combine my technological skills with my creativity to design unique artwork. My goal is to obtain a successful and lucrative career in graphic design to support myself and a future family.

When designing graphics, I always begin my work by doing research of my subject and drawing one to three hand sketches of my ideas. This allows me to take my thoughts and present them quickly to other people. In class, we were advised to draw up to a minimum of ten sketches, but this is something I have moved away from to save time and resources. Most sketches I do are just slight variations of the original. If I do want to see what a variation of my design would look like, it is much easier to do it digitally. Instead of having to draw the design over from scratch, you can just copy and paste it. When I am ready to create my concepts digitally, every decision I make is based on how the artwork looks visually. In my opinion, visual appeal is one of the most important qualities that design work entails because the goal is to get people's attention. It is just as important to me that the message is being portrayed correctly; however, no one is going to see that message if they don't take the time to look at it. To do this, I use a variety of different tools and techniques that Adobe Illustrator, Photoshop, InDesign, and more have to offer. What makes my work unique is my frequent use of gradients and shadows. The reason why I like working with gradients and shadows is because it gives the visual allusion that the artwork is popping off the screen. In class, I was taught not to use gradients because my professors believed that it made artwork look too busy. Although I agree that gradients can make your artwork look busy, I believe that if you use them properly they can be a very valuable tool. When working with gradients, I typically use two or three different shades of the same color to create depth. I do not consider my work to be complete until after I tweak my design in order to fix all the imperfections and eliminate all the flaws. Due to this, I always feel a sense of pride when I am done with my work since all of my designs are created to the best of my ability.

In the past four years, my work quality has improved exponentially. This is due to constant practicing and learning new skills through creating a number of pieces to add to my portfolio. My current work has been more focused on designing graphics based on the interests of others instead of my own. This is because I know that if I am serious about pursuing a career in graphic design, I will mostly be working for clients. As much as I love incorporating Marvel and DC comics' characters into my designs, in the real world that is not what will be expected of me. I know that I will have to design graphics that may not always interest me, so I figured that I would start now. This will also add much variety to my portfolio so when clients view my work, they will appreciate my ability to incorporate my skillset into a multitude of projects.