

## *'Deux' Perfume Promotional Package*

### **Isabella Barbaro**

This folio demonstrates the exploration and processes utilised to create a unique design on a perfume box. Throughout the folio, variations of both traditional, modern and digital media were used, including encaustic wax, pouring medium, acrylic paints, photography, and digital applications. As a final product, the design on the perfume box composed of two paint strokes, one orange and the other teal. The teal stroke overlapped the orange. The element of having two paint strokes lead to the title of my artwork, 'Deux', a French word that when translated into English means 'two'.

The design featured on this perfume box is very clean and simple, which satisfies my personal aesthetic as I am not appealed by a busy piece of artwork. I had explored the concept of many graphics and elements as a design within the folio, however, it was not successful as other important elements were lost within the design.

I was largely inspired by the work of famous Australian artist Anh Do, who explicitly utilises the technique of plain layering when creating portraits of his subjects. When developing ideas, I believed that it was important to directly connect to an Australian artist and apply their personal aesthetics to my own work to observe how versatile his technique is in other contexts. My work also connected to several art movements including Minimalism and Impressionism. The connection to the minimalism movement was fulfilled by creating a small and uncomplicated graphic that still had a large focus without it being too obnoxious. By utilising the paint layering technique to create texture on the perfume box, the impressionism movement was also accomplished.

I believe that my final product of a perfume box was extremely successful, as it connected well with my inspiration artist, along with my personal aesthetic of minimal design element and negative space to ensure a clear design. During the creative process of my perfume box, I discovered that I can utilise both traditional media and digital media instead of one or the other. Acrylic paint was the main medium used, as it is very flexible and easy to work with/manipulate. It was important for me to discover how versatile the use of traditional media is and how it can be implemented so smoothly into a digital world, as it allowed me to understand that all media can be used in a final product. In future, I can further explore the connection between multiple media types.

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