Our concerns

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The overall aim of my art folio was to educate and create awareness around specific topical issues that are continuously occurring throughout the world. Through researching different artists, I was able to gain insight towards how they approach the style of doodles as well as how they present their topics/themes. By developing ideas from idea generation and my survey, I sought to create purposeful artworks that would spread awareness about certain issues such as climate change. The artworks and concepts are personally relevant as I aim to spread awareness and bring about positivity and change on topics surrounding this generation. By creating issue related pieces, I will be able to spread awareness about the issue whilst attracting the audience to view and enjoy the beauties of the art.

The original concept was to develop 4 different themed artworks that carry their own issues/topic. In doing so, I decided to research various issues that commonly occurred around the globe. This led to the action of creating a survey, by creating a survey it allowed me to specifically target my intended audience (age ranging from 15 and above). The results offered valuable information towards the development of my idea generation page. With the use of the survey results, I developed a variety of different elements/doodles that related to the 4 issues through the idea generation page. Through refinement, I developed full completed pieces that were created through the utilisation of the doodles and elements generated in the idea generation page. Moving forward, the refinement pieces were then furthered refined in the final piece. During the process of creating the final piece, I made several minor changes to each artwork by removing and changing different elements. I also explored several colours (e.g., harmonious, monochromatic, etc) that related to my topics. However, some colours were kept at a minimum for some designs, using colours and rhythm to lead one's eye around the works. With the transition from physical artworks to digital artworks, the time spent on each artwork increased. Though the results are highly worth the time and effort since digital art is incomparable to physical artworks.

In the process of generating my ideas, I created a survey that related to several topical issues. In doing so, it allowed me to receive insight based on other people's opinions of the issues I provided in the survey. This process led me to my idea generation where I developed 4 different issues. Throughout the weeks I refined it until I developed my final piece. The main styles I discovered in my research were Doodle artworks. Doodle art is a contemporary style, consisting of a variety of elements that form into one complete artwork. For example, Leonardo Da Vinci's sketches, "The Four Horses of Apollo" can be considered as a form of doodle artwork. The main inspirations of my style stem from the well-known doodle artists of today's generation. This includes Vexx, Gawx and Takashi Murakami. These 3 artists have highly influenced the development of my style due to their unique and eye appealing artworks. Their use of colour brings vibrancy, whereas the use of black outline creates contrast. Furthermore, they also mainly utilise markers and fine liners in creating their strong contrasting artworks, is mostly evident in Vexx and Gawx, Takashi Murakami uses lithograph on paper. Doodle artwork is generally created by alcohol markers and fine liners, but, because doodle artworks are a type of freeform style, the artist may utilise any media they prefer. The method for

creating doodle artworks usually start with a sketch, it progresses to outlining, then finally, colouring finishes the artwork. I followed this process by creating drawings, using, markers and then scanning in my images on the I pad pro to develop them further.

My artworks mainly consist of line work to create 3D effect, harmonious colours and colours and pattern in the forms to create interest. These elements and principles are key to forming doodle artworks to maintain interest for the viewer. Moreover, doodle artworks are freeform, meaning that it can be formed into any shape and size depending on the artist's preference. As a result, it links to my exploration of topical issues, since I was able to form issue related pieces with elements that related to certain topics. My final collection consists of 4 different issue related pieces, involving racism, climate change, war, and also technology. Though the technology artwork is not necessarily an issue since its promoting technological advancements. All my final artworks turned out successfully and effectively, due to their ability of conveying and spreading awareness about their individual issues. Additionally, the artworks all display effective use of colouring, line work and also offer meaning. Thus, I decided to create postcards and T-shirts. Each postcard was equipped with their own quotes, with each relating to their own themes. Whereas the T-shirts focused mainly on the racism theme, since it was most effective on black and white T-shirts. Hence, allowing my artworks to reach a wider audience as well as allowing the audience to be able to take postcards home, serving as a visual reminder.

Throughout the process of idea generation, emulations and refinement, it is clear to say that I have furthered the development of my own style. When creating artworks, I have noticed and learned that I generally want meaning to my artworks. Moreover, I tend to relate my artworks to a certain trend, topic or emotion I may be feeling. Thus, I learnt that art can be a form of self-expressionism for our own emotions as well as that art can be used as a form of spreading awareness. Considering art is more interesting than words, creating artworks with current topics enables people to grasp the idea and issue better than if they were only spoken.