

FINAL ART

PORTFOLIO

BY TANISHQ SARIA

Contents: Projects

DIVERGENT THINKING

Divergent thinking refers to a thought process where you generate multiple unique ideas or solutions by exploring various perspectives or possibilities. It's about thinking creatively

GESTALT PRINCIPLES

The Gestalt principles are rules that explain how our brains group things together when we look at them. They help us make sense of what we see by organizing elements into patterns and wholes, like seeing shapes or figures in a simple way.

COLOR THEORY

Color theory is like a guide that helps people understand how colors work together and how they can make things look a certain way. It's about figuring out which colors look good together and how they can affect our emotions and thoughts.

divergent thinking

and the formal elements of art

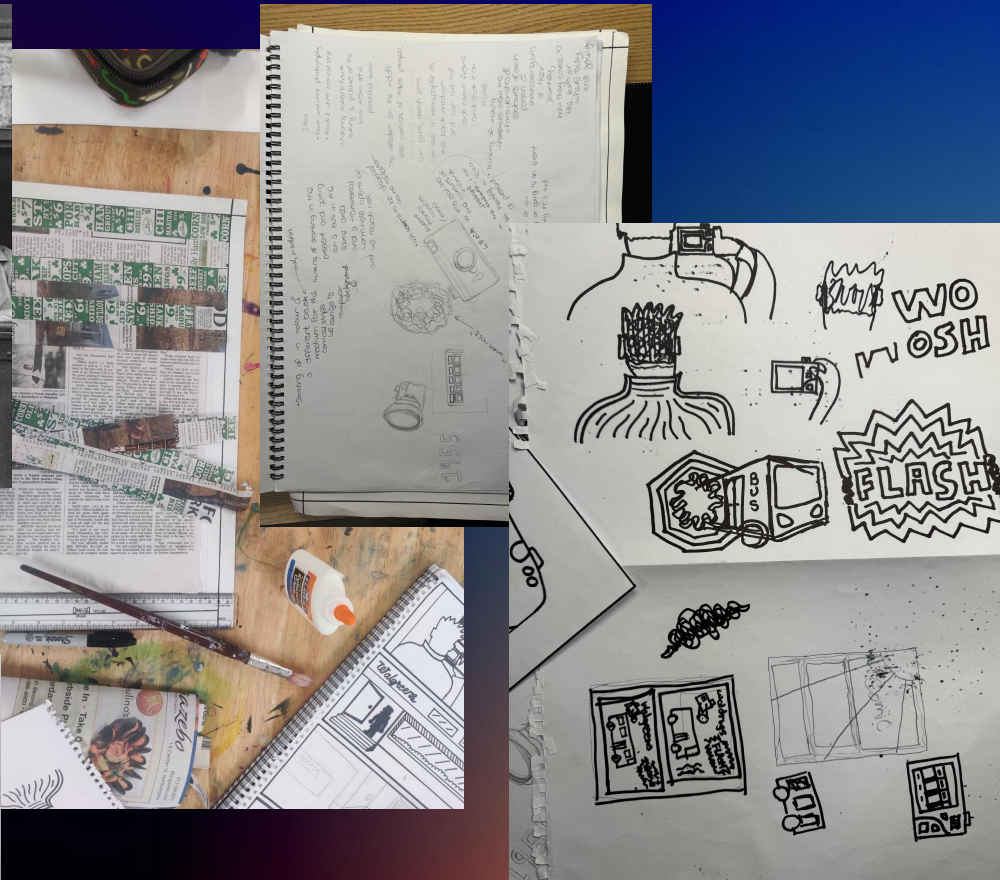
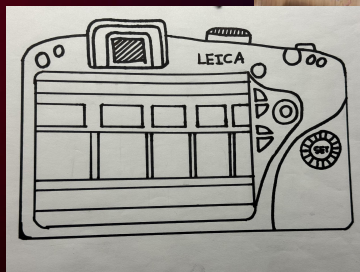
IMAGINE YOURSELF IN A COMICAL COLLAGE-LIKE ARTWORK

THE PROMPT AND THE IDEAS



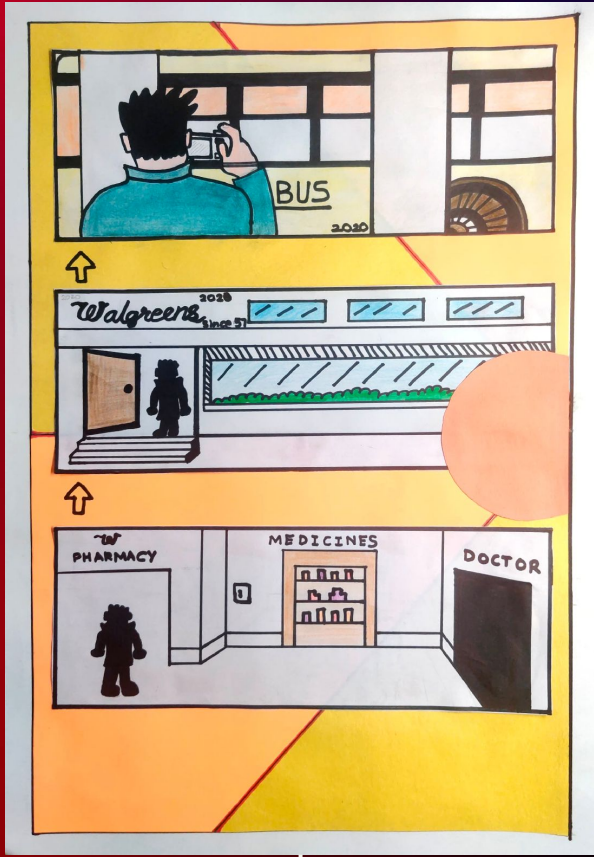
PROMPT ^ A PHOTOGRAPH BY THE ARTIST: ROBERT FRANK

THE IDEAS:



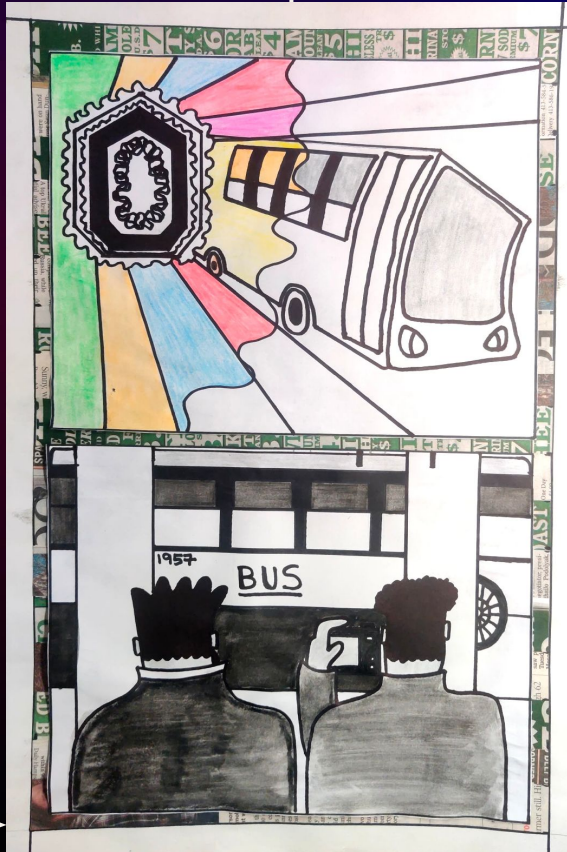
IMAGINE YOURSELF IN A COMICAL COLLAGE-LIKE ARTWORK

THE RESULT



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gestalt principles

logo designing

LOGO DESIGN USING THE GESTALT PRINCIPLES

THE PROMPT AND THE IDEAS

THE 5 GESTALT PRINCIPLES:

CLOSURE

PROXIMITY

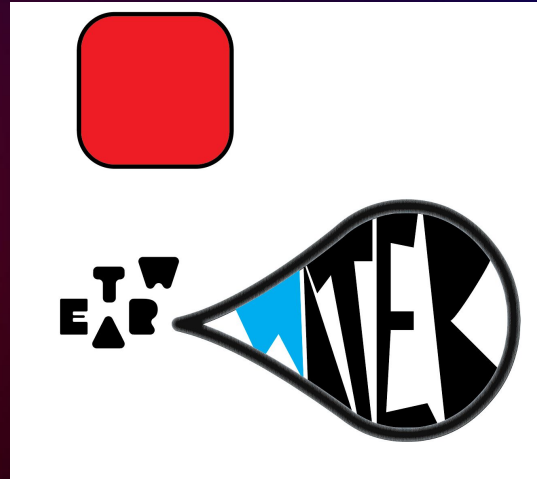
CONTINUATION

SIMILARITY

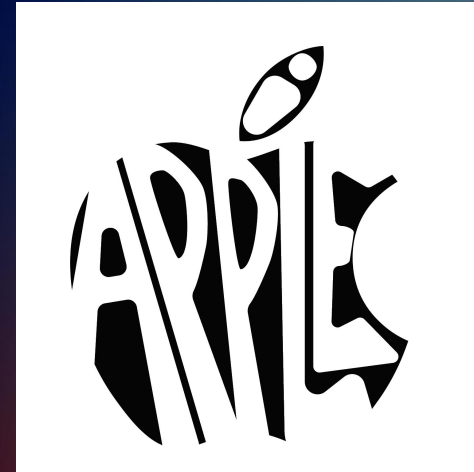
FIGURE/GROUND

IDENTIFY YOUR BRAND, SERVICE,
OR PRODUCT

GET A MISSION STATEMENT FOR
THE BRAND



RANDOM TRIALS AND DRAFTS I CAME WITH, BUT I COULD NOT FIX ON A CERTAIN IDEA, UNTIL I STARTED EXPERIMENTING WITH THE IDEA OF SHOES, WHICH I MADE MY FINAL LOGO ON, A SHOE STORE/BRAND





"SNEAKERS FOR THE GEN-Z"



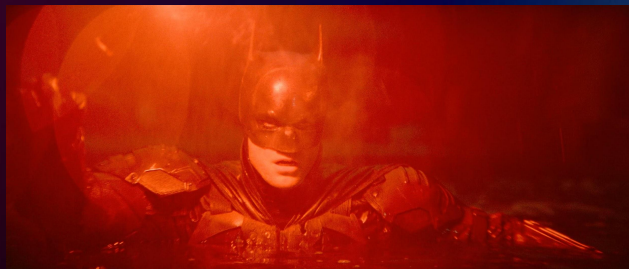
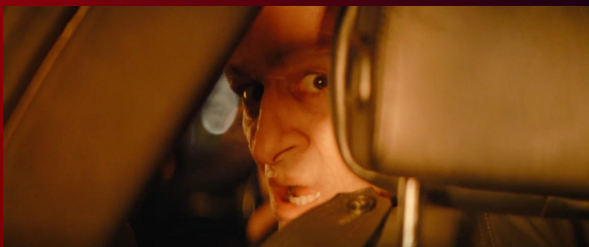
color theory

a film as color portrait

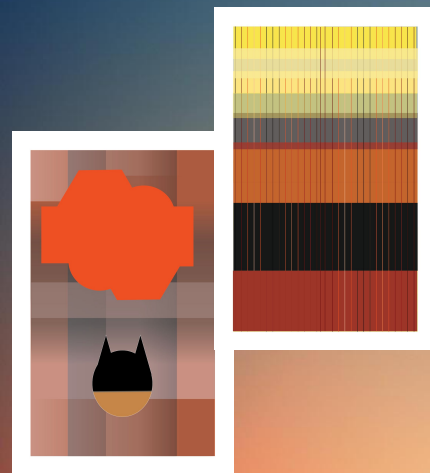
A FILM AS A COLOR PORTRAIT

FIRST WE BEGAN BY CHOOSING A MOVIE THAT WE LIKED, AND THEN PICKING UP 5 FRAMES FROM THE MOVIE

MOVIE CHOSEN: THE BATMAN !!



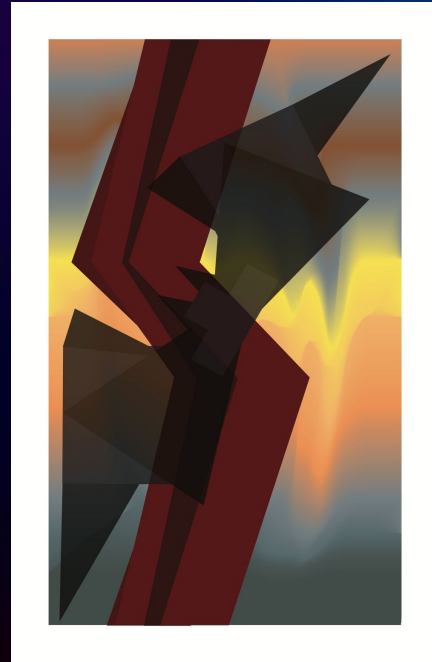
THEN WE TOOK 10 COLORS FROM EACH FRAME AND MADE COLOR SWATCHES HAVING 50 COLORS AND THEN STARTED WORKING ON OUR DRAFTS FOR THE ARTWORK, HERE ARE A FEW OF THEM, WHILE I WAS EXPERIMENTING:



A FILM AS A COLOR PORTRAIT



THE FINAL ARTWORK AND A SLIGHTLY ALTERED AND SIMPLIFIED ONE





thank you.

Tanishq Saria
tanishqsaria2004@gmail.com