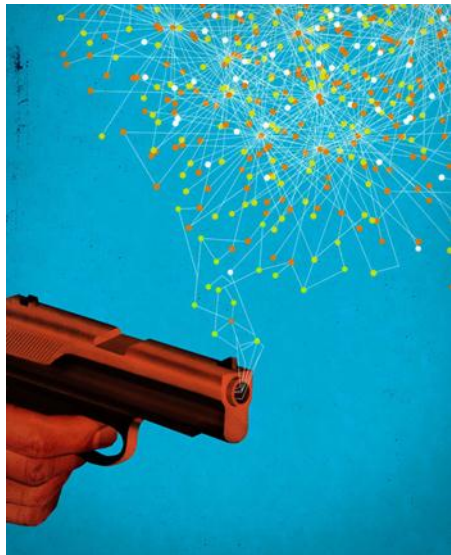


A Hippolyte
7309 03-10-12 Field Trip Report

The Illustrators 54 was an event celebrating works by of our industries leading contemporary illustrators. Two rooms with dozens illustrations that have used for advertisements.

One of the first pieces of art I saw that was powerful “Digital Evidence And The Smoking Gun” by Brian Stauffer for “Silver”. The image of the orange gun and hand contrasting with the blue background with the crazy dots above caught my eye. This was done through mixed media.



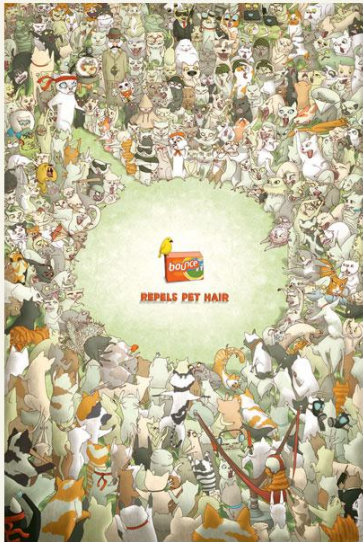
3

The Second piece was “The Trap” by Jon Reinfurt for the “Associations Now Magazine”. Like what most add they caught got my attention with detail and color. I thought the light coming from the plants reflecting onto the bird looked really well done. Reinfurt did this digitally.



2

For this report the last one I liked was “Bounce Cat” by Jason Raish for “Proctor and Gamble”. The first thing that anyone would notice was the large size of the picture compared to most of the other pictures in the gallery. 24 X 36 poster done through mixed media. I thought this ad was funny while selling its message with the cats representing pet hair that are too scared to go after the bird sitting on the bounce product that reflects pet hair.



Client: Proctor & Gamble via Leo Burnett (Toronto)
Description: Large 24"x36" illustration used on posters, print ads, inserts, and more for a new Bounce Dryer Bar that repels pet hair. The cats want the bird but are being repelled by the product.

Sources

- 1- Raish, Jason. <http://www.jasonraish.com/>. N.p., n.d. Web. 23 Apr. 2012
- 2- Reinfurt, Jon. <http://www.reinfurt.com/projects/the-trap/>. N.p., n.d. Web. 23 Apr. 2012.
- 3- Stauffer, Brian.
http://www.soicompitions.org/?section=participant_list&participant_id=3695&entry_id=46385. N.p., n.d. Web. 23 Apr. 2012.