

COMD 1257 Graphic Design Principles
Professor Trofimova
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Final Project Research

Artwork: Solan De Cabras
Artist: Mads Berg

This artwork was a poster Mads Berg made for Solan De Cabras , a Spanish minerals water company. He starts developing it by sketching with an HB or 2B Pencil, to get the images composition in place, and then plays around with color and texture in adobe illustrator. The illustration is characterized by Estelle which changes the classical poster art into a modern and timeless look, it is inspired by the art movement art deco. Mads Berg was born in Odense, Denmark on August 11, 1975. He was attracted to the art of design and creating artwork at a young age; his mother is a textile designer and his father is a painter. Mads graduated from the Danish design school in 2001, and since then he has been working independently as an illustrator. His main field of illustration or posters, brand illustrations, key visuals, editorial,, and Murals.

In the interview done by the Creative Illustration Agency he speaks of his experience as an illustrator in the field of design. He believes that in order to make a great design work and to improve your design quality you must listen to a podcast and make at least three images each day. Not only that he encourages to have fun and be productive. Most of the amazing works are those done through fun. He also believes that perfection is a dead thing because there is no such thing as perfection. His influences for his art are painting ,Italian baroque, Dutch Renaissance, danish golden age, and of course Art nouveau, art deco, and cubism. He finds inspiration from old time masters such as Caravaggio and George de la Tour.

The art style of the Illustration is Art Deco . Art Deco is a style of visual arts, architecture, and design in France just before World War 1. It also called style moderne movement in the 1920 and developed into a major style in western Europe and the United States during the 1930s. Art Deco Design represented modernism turned into fashion, its purpose was to create a sleek and anti-traditional elegance that symbolizes wealth and sophistication. The distinguishing features of this style are simply clean shapes often with geometric or stylized forms. Artworks using this style are usually simplified , symmetrical and have certain repetition of elements.