

COMD 1112

Digital Media Foundations

Professor Trucchia

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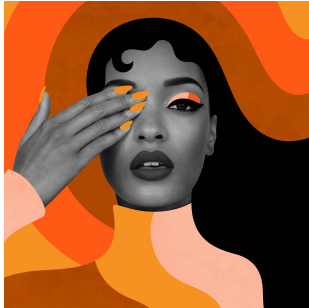
### Three Artists that Inspire Me

There are three artists of this time that inspire me. They are all modern artists however; they're artwork is inspirational because they all present a different view on women. In our day and time the women's movement has influenced everything. In the past women were presented in media and other forms of entertainment as damsels in distress. However in the 21st century, the women of this time are changing this stigma, we have strong women superheroes, women who are creating social movements, and women who are tackling fields before known to be mens fields. The three artists who inspire me are some of those people helping break the glass ceiling. The Three artists are Jade Purple Brown, Knight Zhang and Ergo Josh.

The first artist that inspires me is Jade Purple Brown. Jade Purple Brown is an artist and illustrator living in New York City. Her artwork and illustrations include strong figures with vibrant colors and inspirational quotes that help promote individuality and empowerment. Her artwork presents strong forms of women of all shapes and sizes in vibrant colors and in a unique way. She also speaks on how she came up with her unique style of art. In a BuzzFeed interview she states that she enjoys “mixing unexpected elements to create new, dynamic worlds of individuality and movement. Her work is similar to



the vibrant style of the art of the 60s and 70s. Her work reflects that time period using “fluid curves, bold shapes and juicy color”. In an interview by BuzzFeed she states the purpose of using women in her artwork. She states “I am really inspired by the beauty and confidence that women possess.” In the interview she also speaks on how she always in the past wanted to be an artist.



She states ““I remember making business cards at the age of 8, that had 'Future Artist' as my occupation. Originally I went to college to study fashion Marketing & Management ... with the intention of becoming a fashion stylist. But near the end of the program, I began learning the basics of Adobe Photoshop and Illustrator and I quickly fell in love. I realized that Art and Graphic design was my true passion and I started to pursue it

seriously, so I could eventually turn it into a full-time career.” She is Adobe’s featured artist of 2021. When Adobe interviewed her for the Inspiration page on the Adobe website she went into depth on her art style and on the importance of using women in her work. She also speaks on restrictions in the field of design and illustration. Jade says that if she didn't have any constrictions , she would put more emotion and more of her creativity and personality in her artwork. She states “If I didn’t have any



constrictions, I think that I would just excel. I’d experiment even more within my work, because sometimes I can be in my head a lot, and feel wedded to a style,” says Brown. “I feel like I would just go wild and play with everything, every single medium. I would live my life more unapologetically, and show up as who I truly am, because there wouldn’t be any repercussions.

There's nobody saying, no, you should act like this, you should do that. I would just be me all day, every day." Brown states that her artwork presents a world where women are powerful,



unique and carefree. When asked why she says "“I try to draw women that are confident, bold and strong, because that's how I want to feel,”. Jade Purple Brown is an inspiration for me because she is changing the way women are viewed in advertising, entertainment and in job fields. She creates a world where women live freely, unafraid to be themselves, unafraid to do amazing stuff or ever excel at men. I rarely see artwork where women are presented as bosses. Even the artists of the past present women

either as a distraction and as a whore. However Jade is presenting women of all races as bold confident people. As an African American woman, seeing what her artwork could do helps me realize that my artwork or design could influence or change the views of people around the world.

The Next Artist that inspires me is Knight Zhang or also known as Aurucelli. Knight Zhang is a California based character concept artist and illustrator for video games and entertainment. Not only is she an Artist and an Illustrator, but she is also a Youtuber who gives tips on drawing and painting digitally and traditionally on Youtube. In an interview with girls club.asia, she talks about



how she got started, how she furthered her business and advice to those entering the Illustration or Design Field. Knight Zhang has been drawing since she was two but didn't evolve till she got

into DeviantArt around 2008. Since then she's been working on projects and posting on Social Media Platforms. She then emphasizes the importance of setting aside time to develop your artwork and market yourself. Zhang states “ I think the amount of time and effort I put into my online presence really helped me land my first bigger jobs these past couple years , eventually

leading me to my current job and additional freelance

career.” When asked about goals and ambitions for the

future she said that she had no one , she only hopes that

in the future if she would be allowed to sustain herself by

doing the only thing she loves, which is drawing, then she

will be satisfied with her life. She also speaks on the

biggest challenges she faced working as a creative. To her

it is being in a state of self loathing, self sabotage, and

self destruction , she states that she is an optimistic person who believes in everyone but herself.

She then speaks on the importance of having women in different fields. She states “ The

entertainment industry needs more women, more diverse voices and minds of different origins

and upbringings. Things can only change

when they are actively challenged . I believe

in their strength and skill set.” She also

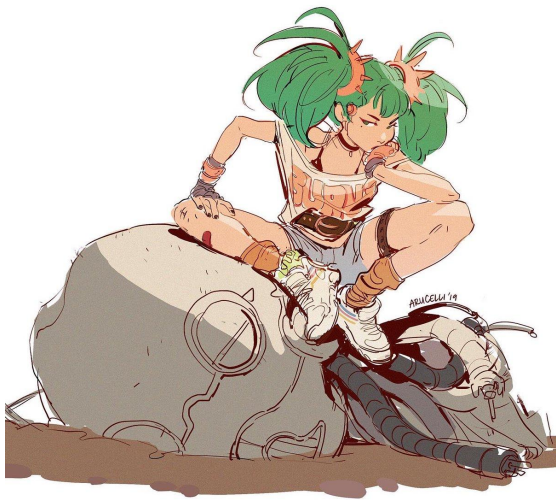
speaks on how she receives clients and the

importance of marketing yourself with

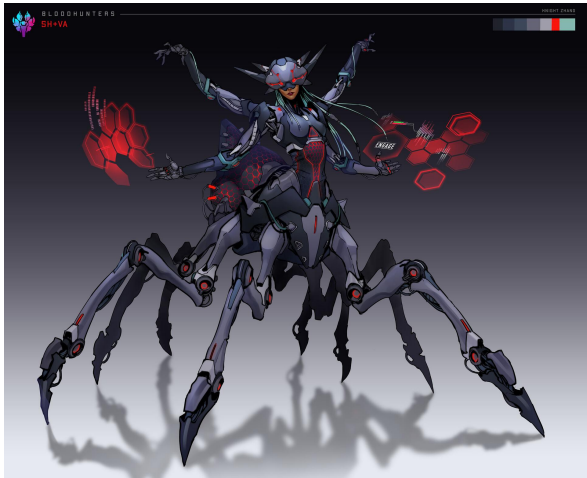
social media. Zhang says that more and

more recruiters and scouts are looking to

social media to find their prospective



vendors. She recommends people to have a platform on social media( Instagram or Twitter) , an Artstation, and or a personal website available at all times. She says “Updating your personal website with work geared towards your specific dream clients is key, especially if you are applying to them directly. Do the work you want to be hired for! For applying to places, have a LinkedIn if you’ve gone to school with other creatives, get on Indeed, watch your favorite artists



if they ever post job openings on their social media. In between the time you’re applying for work or waiting for contracts to come in, you can keep working on your art and staying on top of your own artistic growth. It’s not a super clean process, but putting yourself out there is the only way a recruiter or scout is going to be able to see the work you’re doing.” Knight Zhang is an

inspiration to me as a woman seeing how far she got in the creative field. In the future I want to be a Graphic Designer as well as an Illustrator. I love design and Illustration both equally and hope for the future to be able to do both. I love designing posters and more but at the same time I am continually developing my art style. I agree with Knight Zhang , there are rarely well known graphic designers or creatives; rather most well-known women are actors. The only women I know that are in the creative field are my professors at City Tech , and they amaze me. I hope that I would be an inspiration to younger girls and or boys as a Graphic Design and as an Illustrator. Seeing what Knight Zhang has done over the years has really given me hope that my dream can be possible.

The Last Artist that Inspires me is Josh or also known as Ergo Josh. Ergo Josh is a Digital Artist, Illustrator and Designer currently living in Atlanta Georgia. Josh was born in Lagos Nigeria and moved to the U.S with his family. He always knew that he had a passion for arts and creativity. He remembers tracing over artwork when he was two and he says that led him to continue his interest in art. Josh states that from tracing he went into origami, crafts, how to draw manga books, then realistic pencil

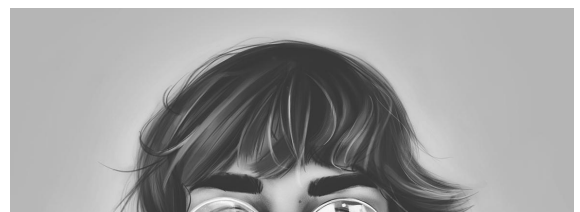


portraits. He later attended Georgia Institute of Technology in Atlanta to achieve his B.arch Degree. After Two years of working as a designer professionally , he made the move to pursue his art full time as an artist and entrepreneur as Ergo Josh. He usually works on art digitally and also holds drawing and anatomy classes on twitch , Youtube and Patreon. Josh says that his goal



is to “ leave a crazy trail of my journey so that people can see how much pain and dedication it takes to move forward when it comes to building your skill and audience.” Josh also sketches in pink to add details and helps him to focus and to take things less serious. Ergo Josh continues to help others develop their artwork with live lessons on how to draw anatomy, how to develop your artwork, and he sometimes even critiques and helps others correct

their artwork. Since he mostly works in the digital medium, he teaches how to apply tonal value



to skin on an iPad , how to use certain brushes for certain aspects and more. In an interview with the artist Eric Edstrom Josh emphasizes the difficulty of art and the importance of sharing your work on social platforms. He also discusses his technique on drawing figures; he breaks the human form to 3 dimensional shapes to show here to apply value and grayscale . Ergo Josh mostly draws women because to Josh the female form is the most difficult form to draw .He really inspires me because he decided that he needed time to develop his artwork and he took it. Now he is a well known digital artist who helps others develop their art. I continually develop my art and I really admire others who are willing to drop everything just to develop their art.

#### Works Cited

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