



Jack Lower

Luminescent

In my piece, I used Pepsi and Sprite cans and placed them into a one-by-one order with a Gatorade in the middle of them all. I used my camera editing to enhance the lighting in the photo so the blue, green, and red colors would all be very vibrant. Along with enhancing the colors, I disoriented the logos of Sprite and Pepsi. The top of the photo is blurred out to emphasize the red Gatorade in the middle of everything. The message of the piece is to focus on an alternative that is healthier and better for you than some other options.

My piece has many different art elements and principles of design. There is a very distinct pattern and repetition in my photo with the alternating green and blue cans. The only break in the pattern and repetition is the main focus point which is the Gatorade. I used the simple colors blue, red, and green and made them bright. The blue and green contrast against the red so that the red bottle and grey label stick out drawing your attention to it immediately. The piece is very compact but not chaotic. There is no space between the cans and bottle. The cylinder shapes allowed them to leave no space between each other. The design of my piece shows all of the art elements and principles of design.