Mohammed Hamad's Digital Media Portfolio

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FINAL PORTFOLIO

M.S in Communications and Media

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LYNN UNIVERSITY
Art Statement:

If you asked me about the beach two years ago, I would tell you that it is only sand and water, but if you ask me about it now after I have moved to a coastal town I would tell you that it is soft sand, wonderful blue water, warm sunshine and happy people. This example apply itself exactly with how I saw art before and how I see it now. After I enrolled to Lynn University, I began to witness art in detail. I used to see it every day, but I could not understand or give it any sort of attention. I can not say that the environment I came from is the reason, since there are so many artists in my country. I can say that Lynn University was able to change my point of view of art and made me understand it easily and appreciate it. Today, I can define art as an idea or a picture or even words in the mind that have been translated into reality. Art makes it easy for me to express my feelings or experiences and convert them into a picture or a video. So most of my work was and will be about my personal experiences in life.
GVC 530 - AESTHETICS OF DIGITAL PHOTOGRAPHY

In this class, I learned that a picture does not end just by taking it, but there is always an opportunity to make it better. There are some pictures that weren’t as good as others the moment that they were taken, but after editing and improving them, their beauty and significance matched some of the better ones. I also learned how to take pictures from the right angle and what makes a picture better than the other ones taken. Three types of pictures were taken, and the characteristics of each type were captured. The first was the landscape, as seen in the first two pictures. The first picture appears as if the layers were starting off with grass following it up were the cars, the trees came third in the sequence and then the clouds, which added a hint of subtlety and calmness, then the everlasting sun and finally the blue, wide and expansive sky. The second picture shows a hole in the center of a tree trunk. Inside this hole there is a green branch that grows, representing that there is also life inside this hole and the surrounding lines, itched by nature indicate the existence of the branch.
The third picture belongs to the portrait type and shows a pretty girl who is showing signs of joy even though she is sat alone. You can be joyful on your own and that needing people around you to signify your joyfulness is, in fact, not required at all. The fourth picture is of a friend of mine, which was dominated by his evident characteristic, his shyness, and I wanted, through this picture, to show that the other side of his personality is self-confidence. The fifth picture, although it is a silent picture void of any sort of expressions, shows that there is a strong personality behind this man. The rest of the image is for commercial purposes, for food or coffee. Through your observations of these pictures you might want to consider having coffee or eat fruit.
In this class, I learned how to use the Illustrator tools and draw them out and how to use colors to make the work better and meaningful. This is what this work presents. It is a personal experience that I have experienced. This course taught me the true value of the image. With one picture you can say many things that you can not say with words. The first picture shows a diligent person who studies hard and has colors and next to him a lazy person who is not interested without colors. The second picture shows the lazy person trying to cheat from the diligent person in the exam and both have a color. showing the lazy person is fueled by the science of the hardworking person and that is what makes him gain color. The third picture shows the lazy person has achieved success depending on the person diligent until he stole the color of him.
One day before the test
Final exam
I also learned how to efficiently work on After Effect. In this class I learned the methods of traditional animation, Color Theory, Cinematography, Camera movements, different kind of shots and animated sequence. I tried to combine these techniques into this work. This work shows my use of most of the tools I learned in the program. The work shows two people at work, one of them is hardworking, he likes to help his friends, the other is bad and he steals the work of others in order to appeal to the manager, but in the end, the gentle person into a wicked person, causing his friend to be expelled.
Sam, I have important work, Can you do it?

I’ll do it Bo
In addition, I learned about the Maya program. I learned modeling, animation, texturing, lighting, rendering, rigging and dynamics. The class made me appreciate all the small details I was watching movies. It also made me believe that there is nothing impossible that I can not do. It gave me the self-confidence that I missed. I think I will put my focus in this program on texturing. It is what I find myself can provide the best. The first work represents the logo of a company called "Mo", a shortcut to my name Mohammed. Fire represents heat and water represents coldness, that is tied to a commercial all about air conditioning systems. The second is the design of a modern style room that represents my ability to use the tools and build home models. It also shows my ability to master modeling, lighting, texturing and rendering.
Finally, I learned the basics of filmmaking or advertising. Beginning with the idea, followed by Storyboarding and finally shooting. This class allowed me to learn more about photoshop and also about After Effect. The course developed my skill of creativity. It also taught me that a simple idea could make a whole movie.

I made a commercial for T-Mobile. The idea of the ad was inspired by a scene I saw of a drug dealer carrying a suitcase and whenever someone came to ask him about something, he was able to provide the individual with what was asked go him. The idea shows a person with a suitcase, with his friends approaching to ask him about unexpected things in the suitcase. There is a person watching the scene and in the end, he ask the guy if he has data, but the holder of the bag replied that he does have that in his possession, and that he had to go to T-Mobile because it is the only place that can provide him with what he wants.
THANK YOU