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Valerie Hatcher's Digital Media Portfolio

Valerie Hatcher
Lynn University

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VALERIE HATCHER'S
DIGITAL MEDIA
PORTFOLIO

ARTIST STATEMENT

Last summer I (Valerie Hatcher) completed my Master of Science in Communication, specializing in Digital Media. This spring semester I am presenting my Digital Media portfolio in order to compete my program to receive my degree. The work I am presenting today will reflect on GVC 530—Aesthetics of Digital Photography, GVC 535—Drawing & Design Theory Practice, GVC 570—Digital Storytelling, GVC 575—Image Making as Expression, and GVC 585—Aesthetics Practice of 3D Animation. All five classes listed have assisted me in gaining the basic knowledge and beyond of Digital Media. The first class I will present is GVC 570, Digital Storytelling. In this class I focused on addressing an issue that a lot of college students face, which is doing laundry. I came up with a company that would pick up the student's laundry and wash, fold, and iron the clothing, then deliver it back within a short time frame. The steps to creating the final commercial were to develop a story board, designing an animated logo, and recorded the commercial with sound and visual elements. The commercial started with a problem and finished with a solution and a happy student who had more time to do school work and more free time for relaxing and socializing. For GVC 575, Image Making as Expression, I chose to create a theme of illustrations that focused on women expressing multiple themes and artistic elements. The inspiration for focusing on women came from Kara Walker, an African American artist whose works celebrate historical eras and womanhood, embracing the female body. When I think of Walker's portrayal of women, I think of respect, independence and, strength. The works that I have created are to represent one of Walker's dominant themes, the female body and representing selected traits such as pride, intelligence, protectiveness, a fashion sense, bold femininity, young school girl. GVC 585, Aesthetics Practice of 3D Animation, was an introduction to Maya 3D animation. In this class some of the project that I work on were creating a logo and a 3D model of a home. These projects required a mastery of shapes, lighting, and timing. For this class I have chosen to present my logo for a line of bowties for dogs that I designed for my own dog, Pennington and I named the product Penny's, which I plan to market in the future. I also created a 3D model of a room within a home. I chose to design a living room with traditional furniture, an island bar with bar stools and windows with geometric designs. For GVC 535, Drawing & Design Theory Practice, I presented five hand drawings that utilizing lines and shapes to develop an image. These drawings include a series of triangles to form a silhouette of a woman, fruit, and hands. I used curves to create a female body, a woman head wrap, and a dog. I also created four two-dimensional illustrations that focus on shapes and bright bold colors. Throughout the work there is a repetition of shapes and implied lines that ties the works together. The final course is GVC 530, Aesthetics of Digital Photography, in which I will present landscapes, still life photography, and portraits, enhanced with Photoshop. I am showing the before and after using Photoshop for each work. The scenes I have chosen are a beach scene, a beach sunset, and country scenes with a barn and a bench. For still life photography, I chose a variety of subjects both indoors and out the still life images I chose included an urban townhome landscape, a sanctuary, and colanders of fruit. The last group of photographs that I will present are portraits of two different people. I tried to capture the subjects' personalities and moods. After completing the classes presented and learning the programs for the first time, I believe that I received great knowledge and I have a better understanding of how to use the adobe programs that were taught in the classes. In addition, throughout this journey I have taken in a lot of information, asked questions, and gained the knowledge that I will need in the field of communication and digital media. Thank you for the opportunity that was given.

Valerie Hatcher

GVC-570
DIGITAL STORYTELLING

GVC-570 COURSE

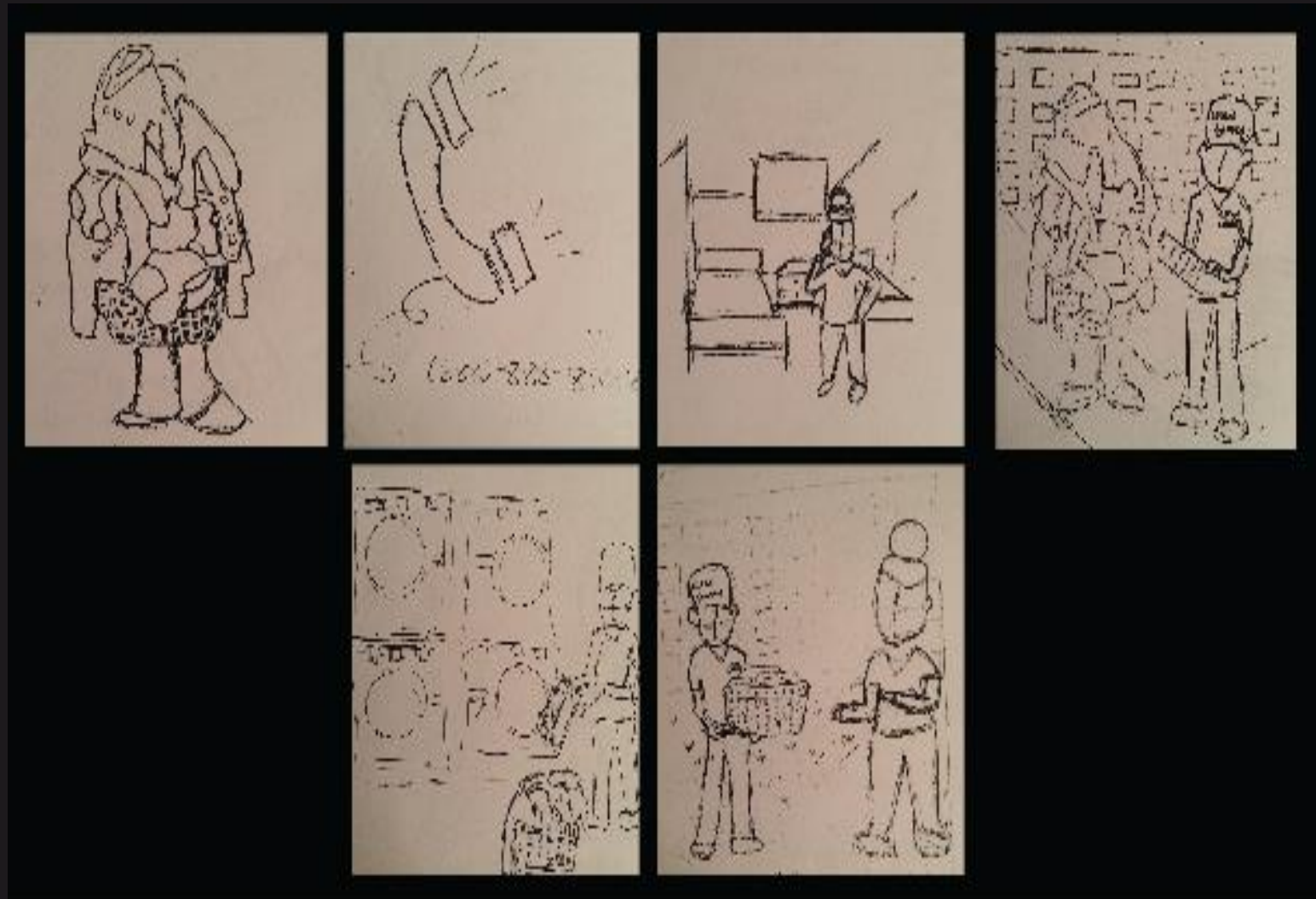
Benefits of Digital Storytelling:

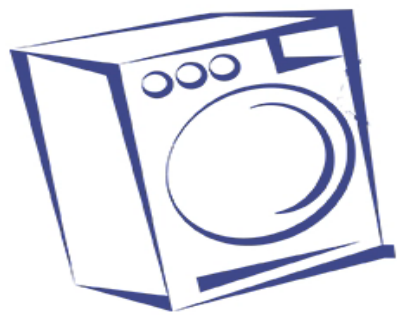
- How to produce short videos and films.
- Create a visual story through imagery and composition.
- How to incorporate and edit sound elements within storyline.

Programs used:

- Photoshop
- After Effects

EXAMPLE OF STORY BOARD







GVC-575
IMAGE AS EXPRESSION

GVC-575 COURSE

Benefits of Image Making as Expression:

- Understand digital imagery and, have the ability to utilize techniques to make and create graphics.
- Have knowledge of importing, exporting and formatting images correctly for all aspect.
- The ability to use advanced vocabulary and visual concepts essential in analyzing digital art in context of image making as expression.

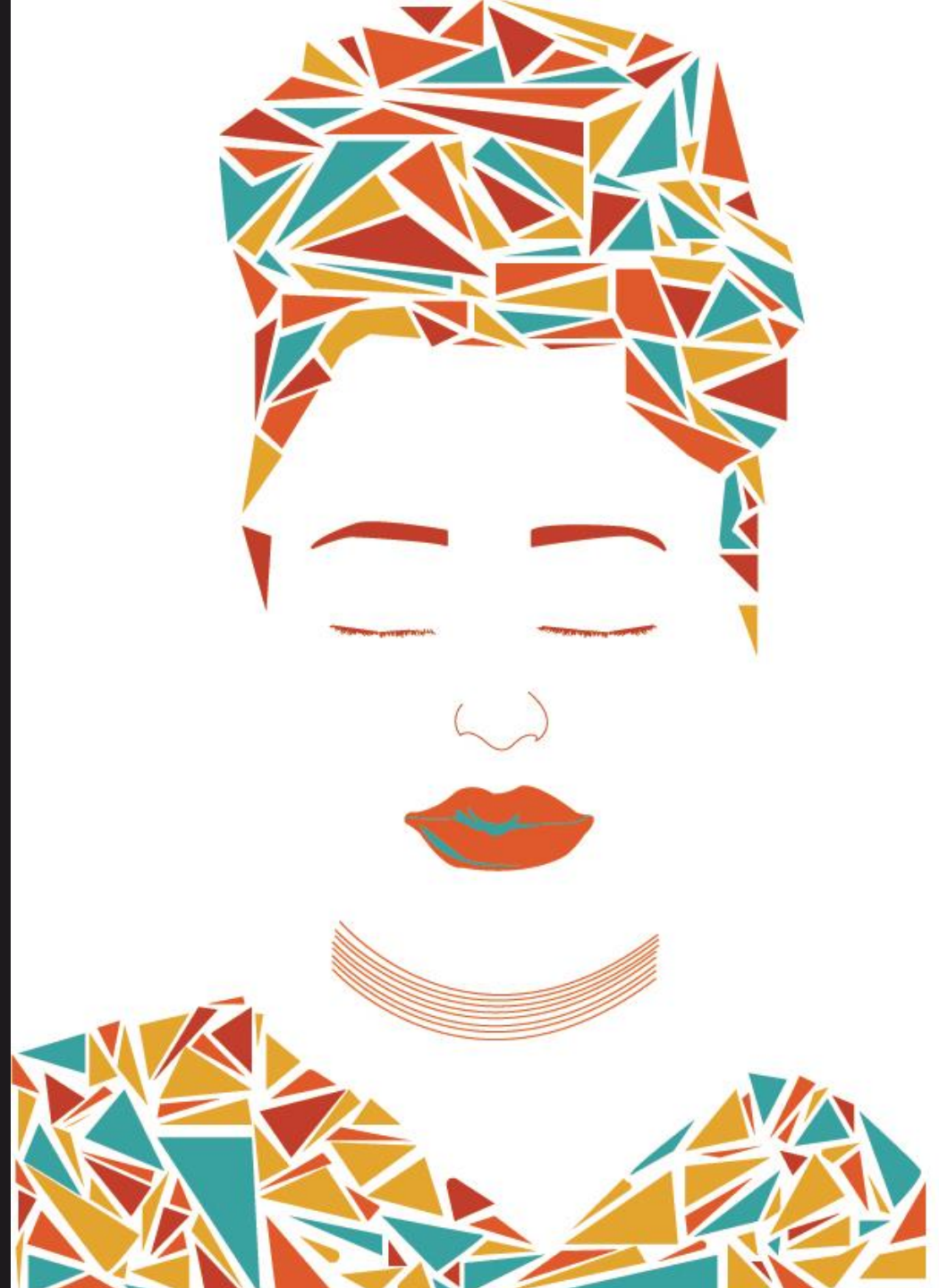
Program used:

- Illustrator
- Photoshop

PRIDEFUL



WOMAN OF
INTELLIGENCE



PROTECTOR



BLACK HAT



BOLDNESS



YOUTHFULNESS



GVC-585
AESTHETICS, PRACTICE OF
3D ANIMATION

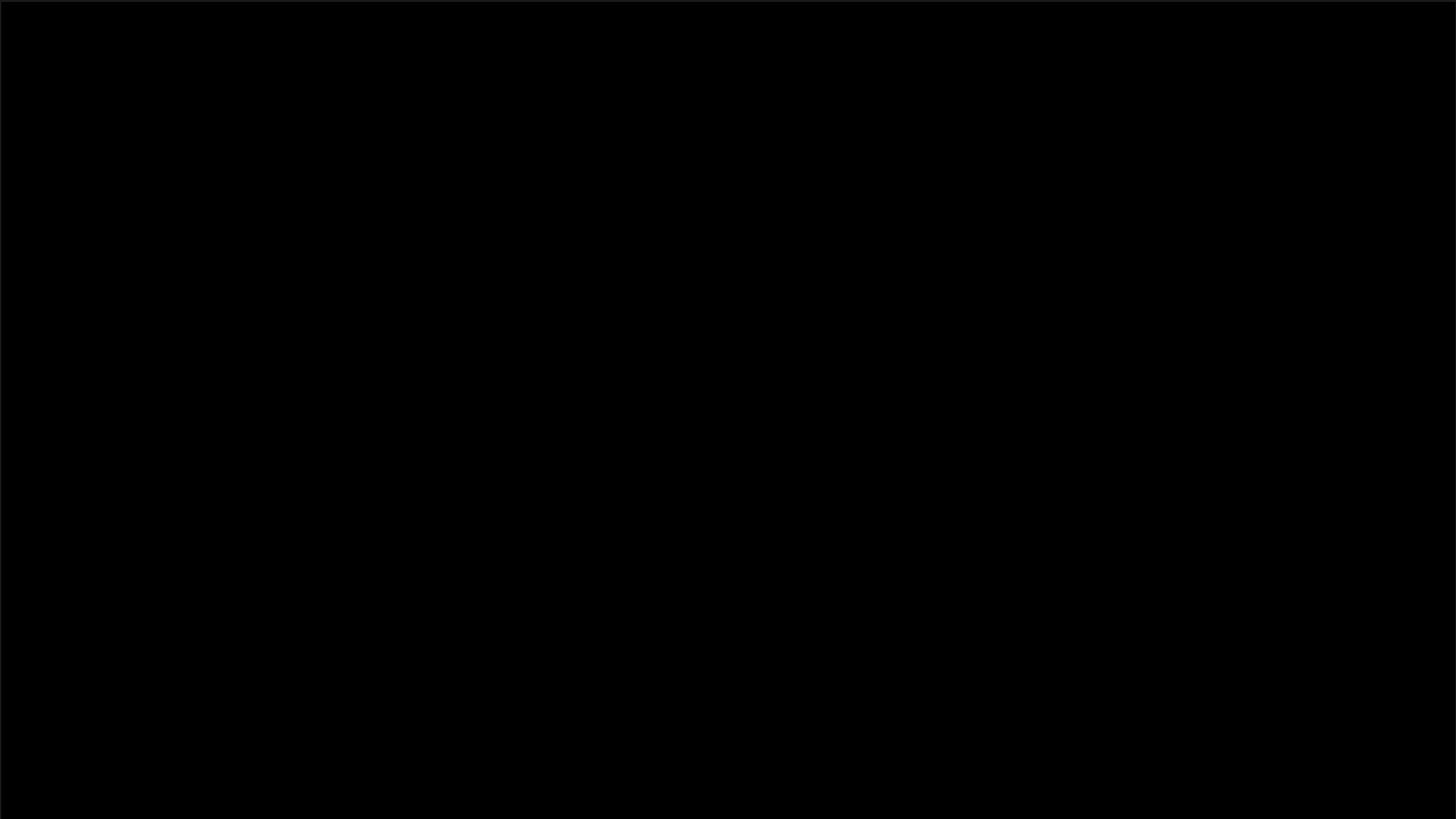
GVC-585 COURSE

Benefits of Aesthetic Practice of 3D:

- Introduction to Maya.
- Learn the basics modeling principles.
- The ability to understand how to match object with its correct environment.
- The ability to comprehend animation fundamentals and rendering.

Program used:

- Maya
- After Effects



Valerie Hatcher GVC 585 Final



GVC-535
DRAWING & DESIGN
THEORY PRACTICE

GVC-535 COURSE

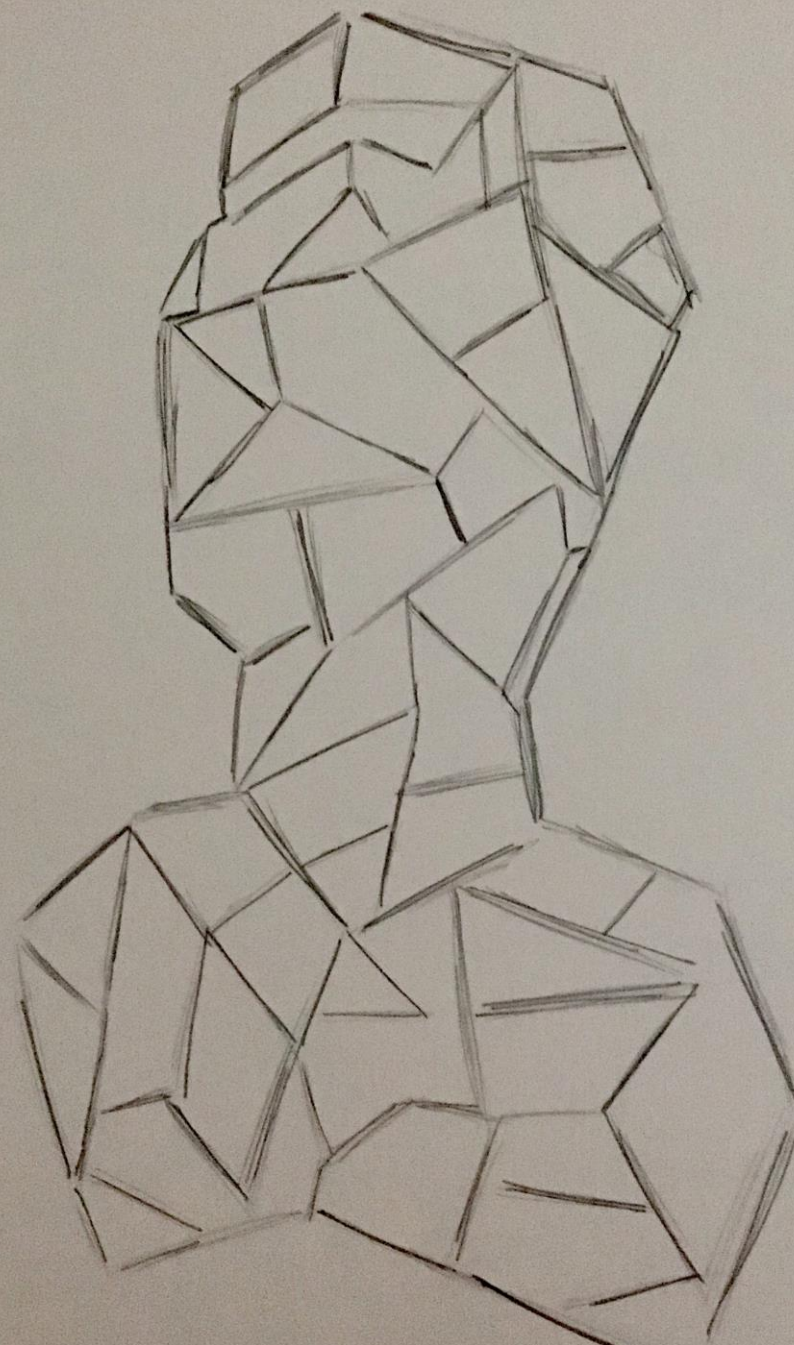
Benefits of Digital Photography:

- Understand contour line form observation of various subjects.
- Understanding of form by the use of visual elements of line, value and shape.
- The ability to convey messages through form and techniques.

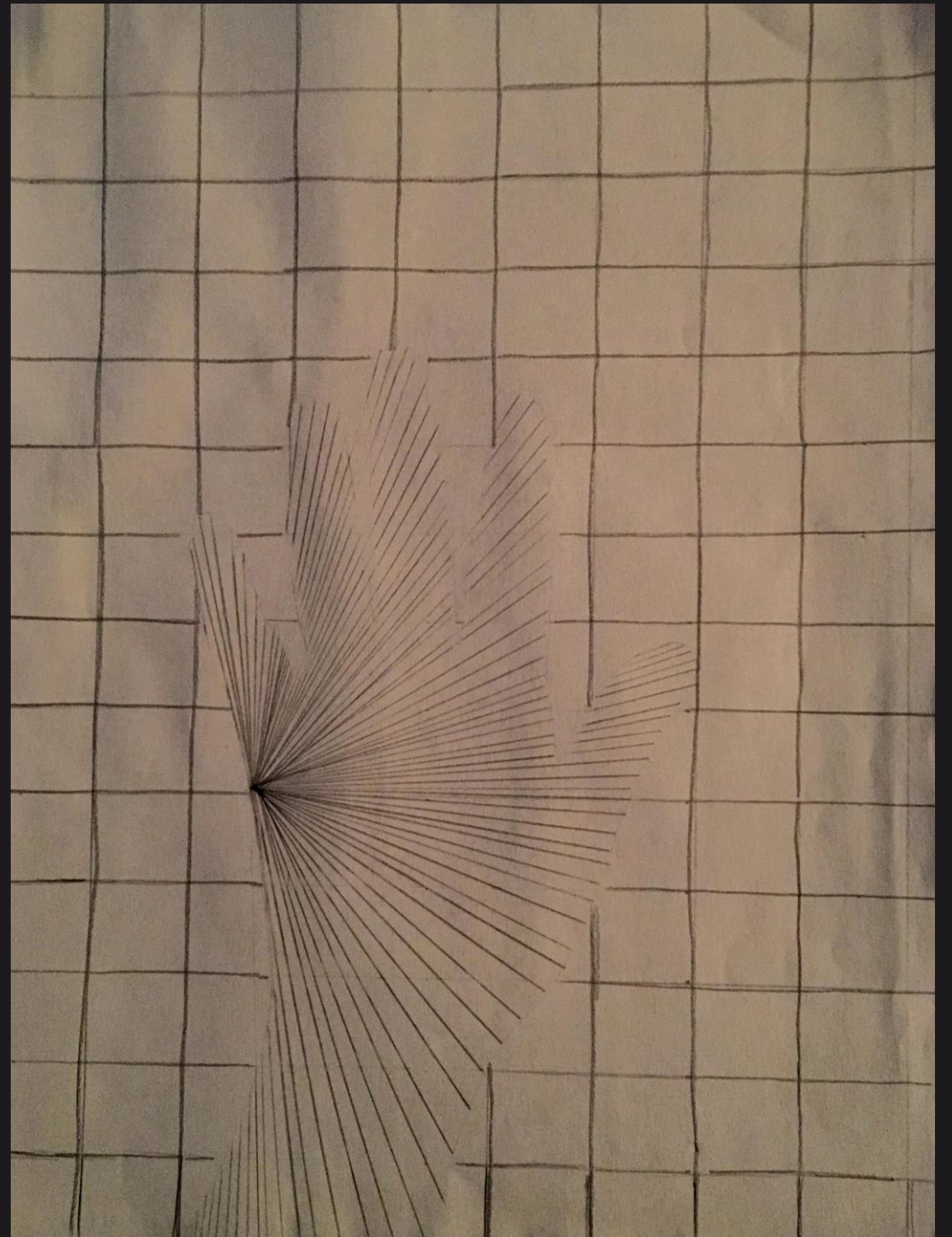
Program used:

- Illustrator

ANGLES



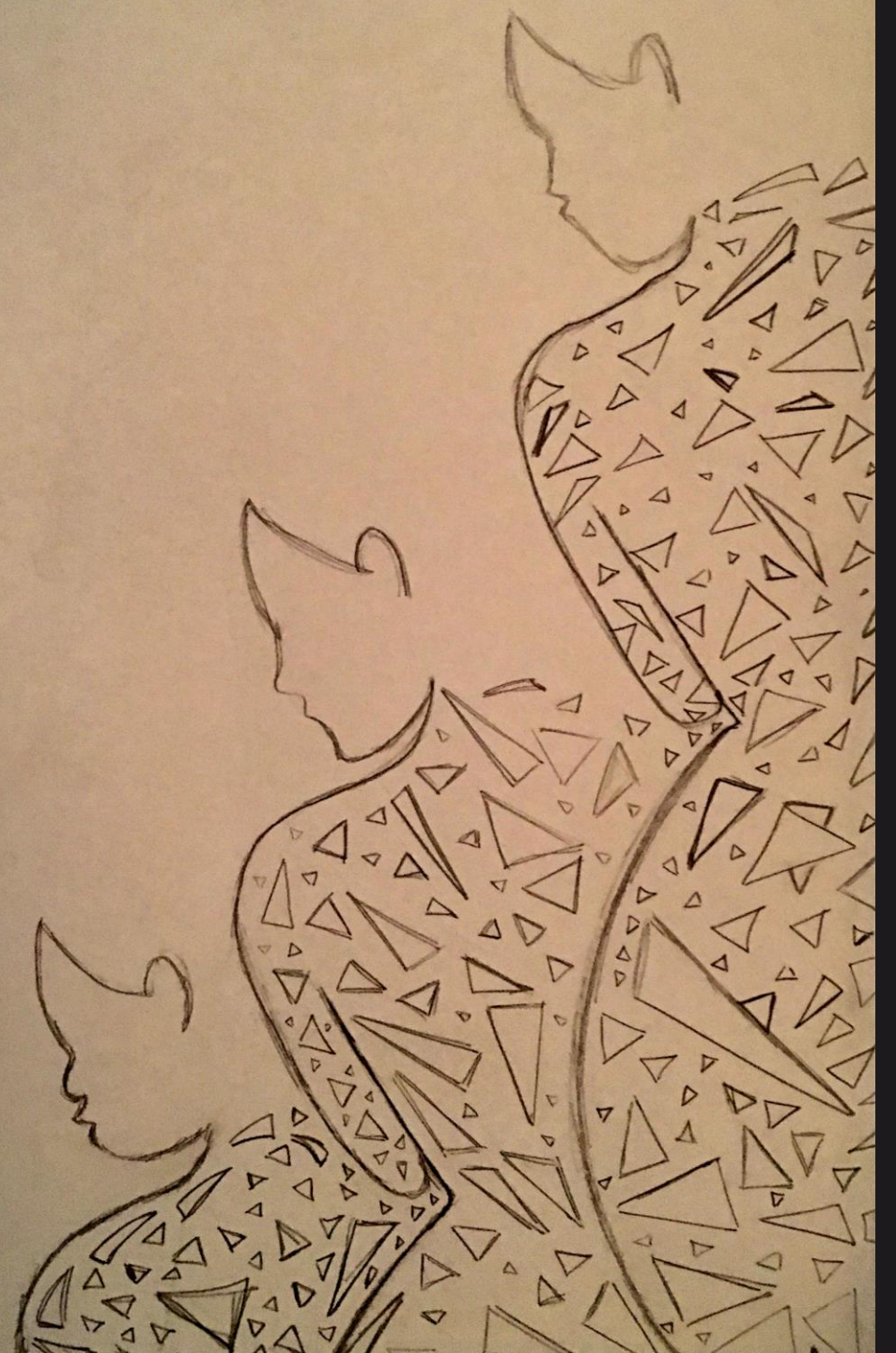
REACH



PENNINGTON



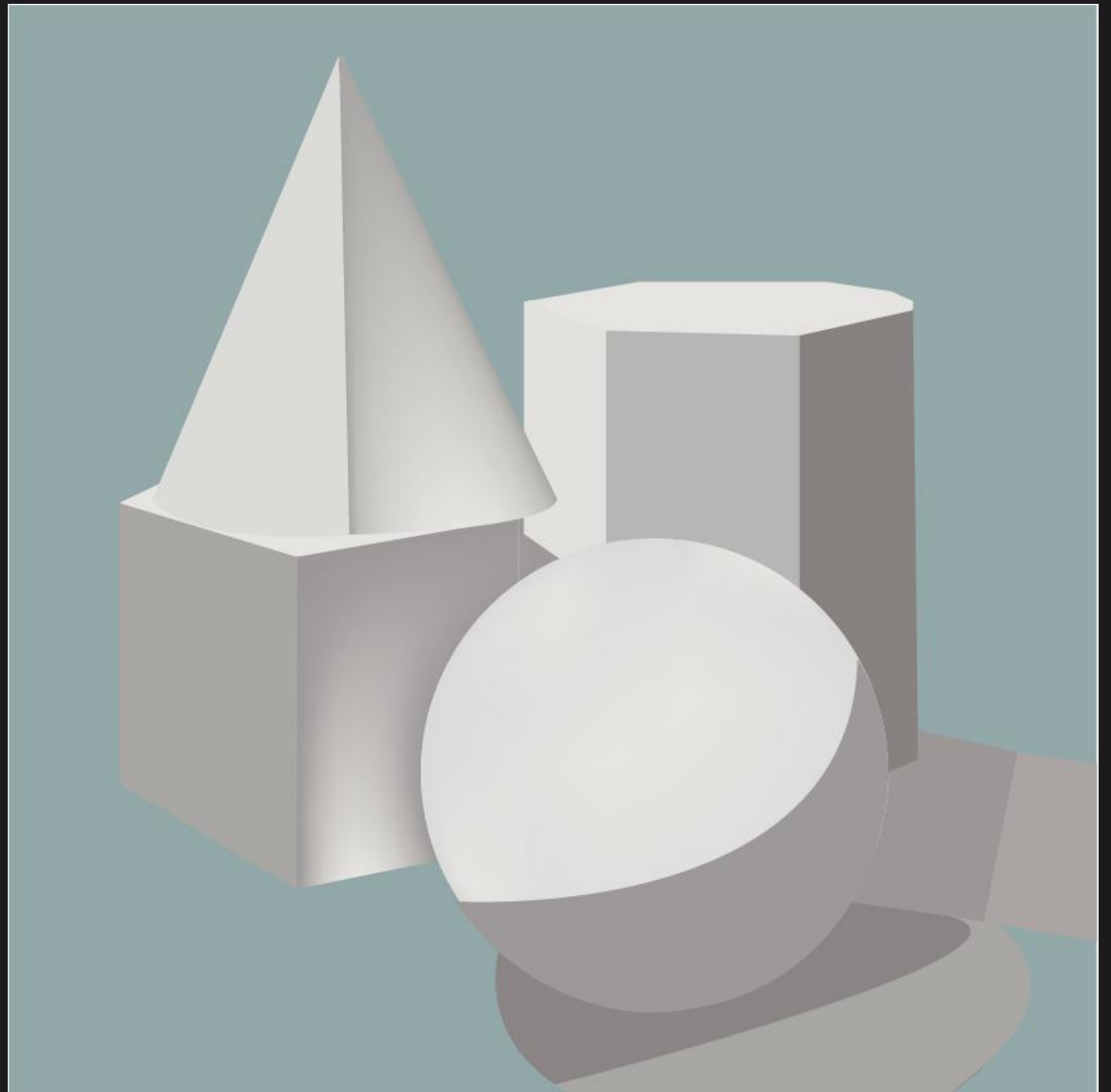
TIMES THREE



BEAUTY



SHAPES



FRUIT



UNITY



YELLOW



GVC-530
AESTHETICS OF DIGITAL
PHOTOGRAPHY

GVC-530 COURSE

Benefits of Digital Photography:

- Understand manual function of digital camera.
- To create pleasing and effective imagery.
- To apply different elements to composition imagery when photographing.

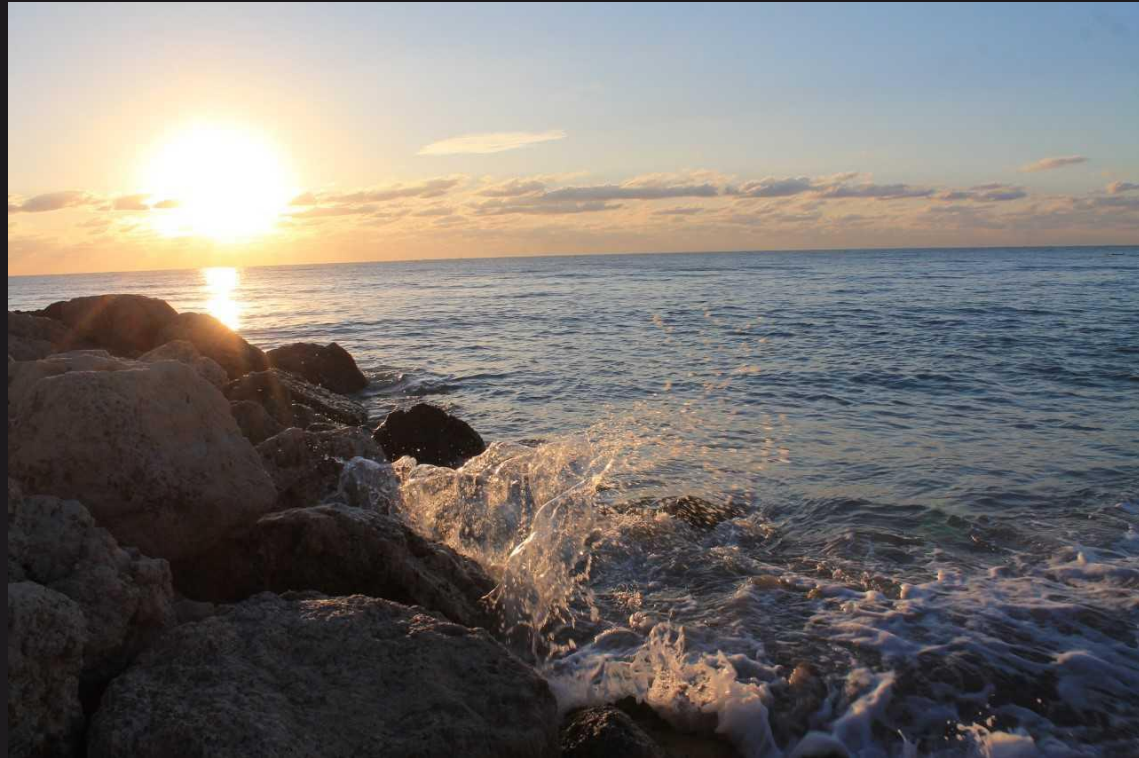
Program used:

- Photoshop

LANDSCAPE PHOTOGRAPHY

Before

After



Before



After



Before



After



Before



After



STILL LIFE PHOTOGRAPHY

Before



After



Before



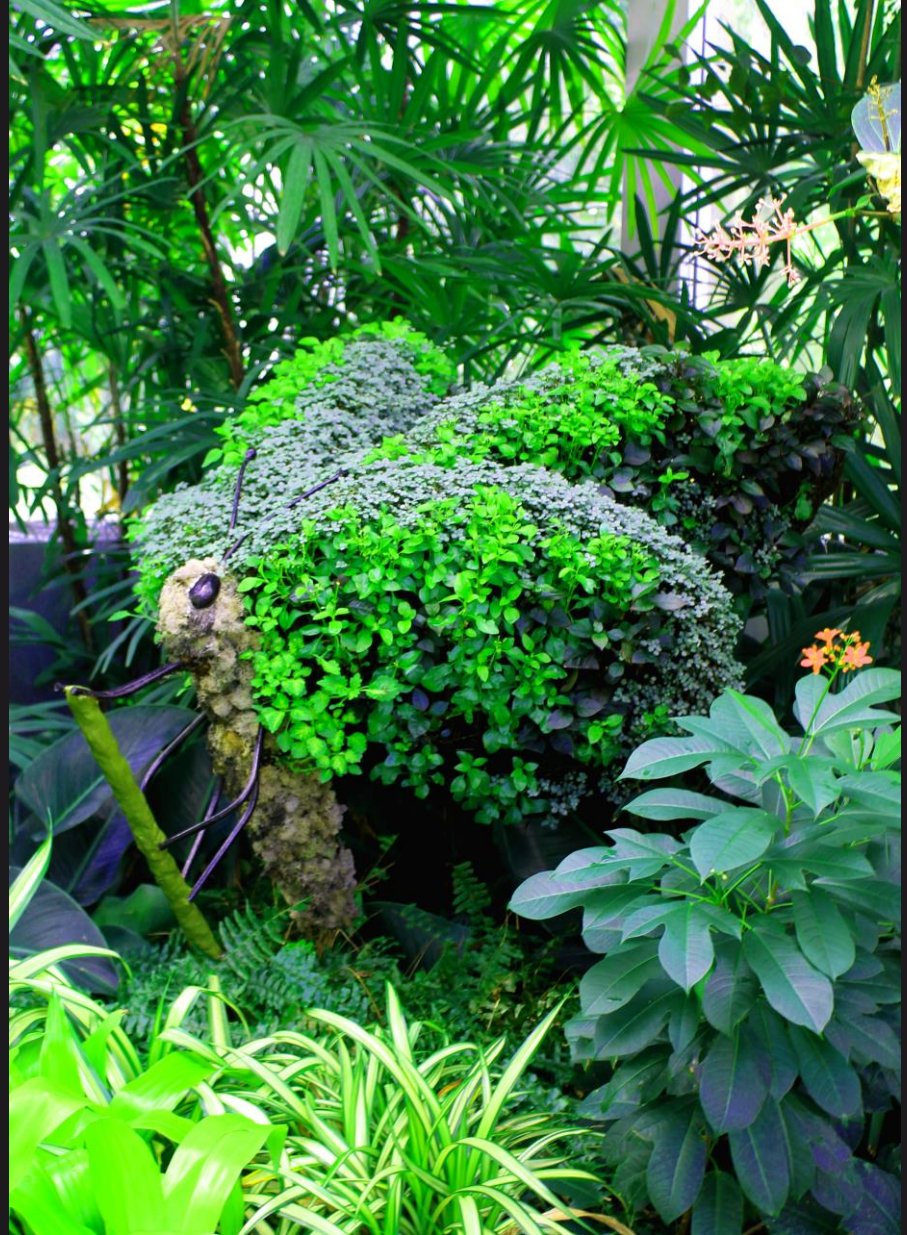
After



Before



After



Before



After



Before



After



Before



After



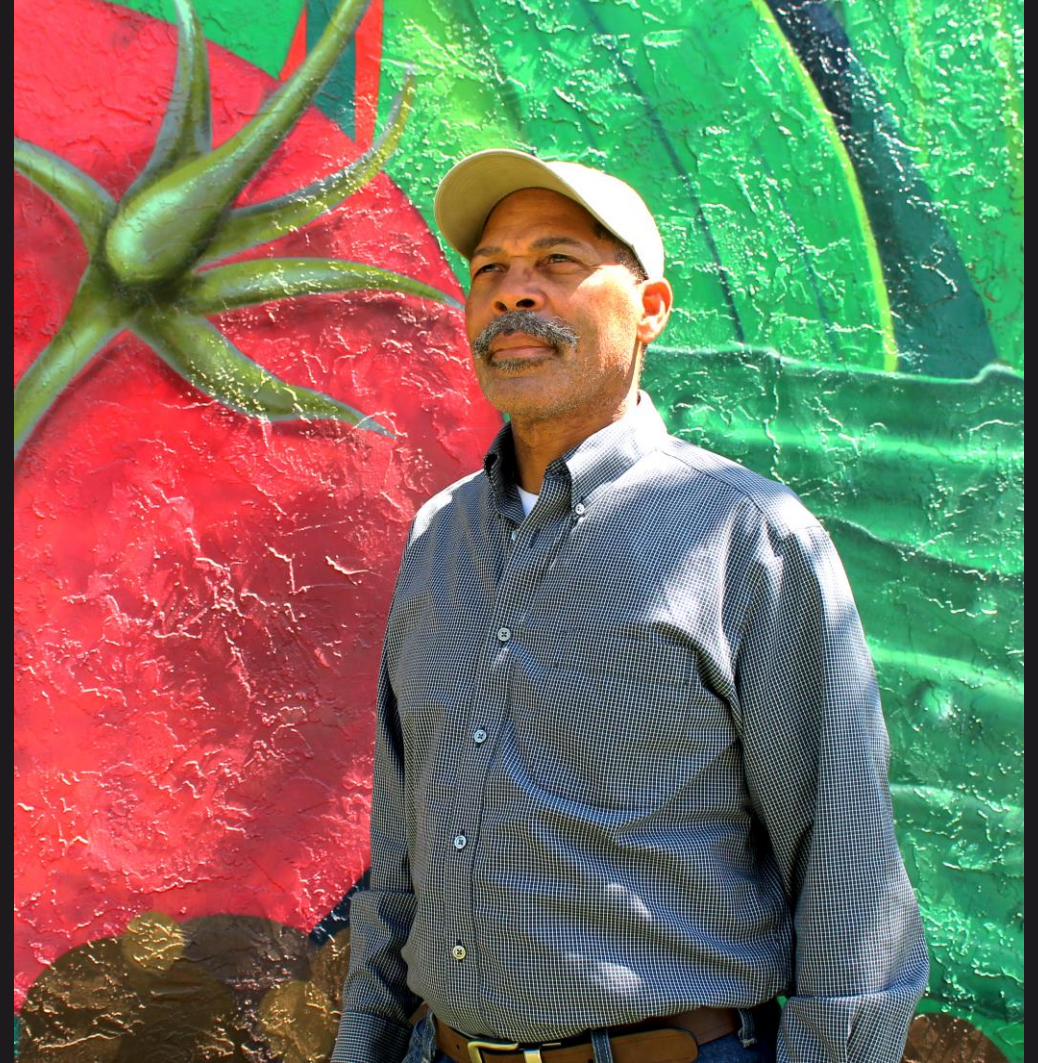


PORTRAITS PHOTOGRAPHY

Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



VALERIE HATCHER'S
PORTFOLIO
SPRING 2019

THANK YOU