

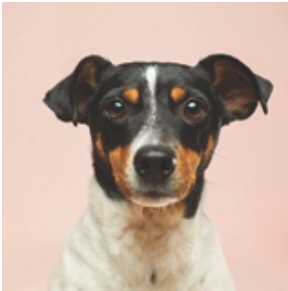
Exercise 1

SERIES TOPIC:

1. [Photo 1 URL](#)

Original Resolution to CMYK color mode, 4"x 4", 72 DPI:

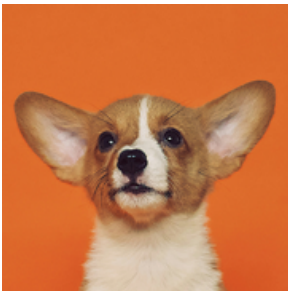
Original Size (in pixels): 6,000 x 4,000



2. [Photo 2 URL:](#)

Original Resolution to RGB color mode, 4"x 4", 72 DPI:

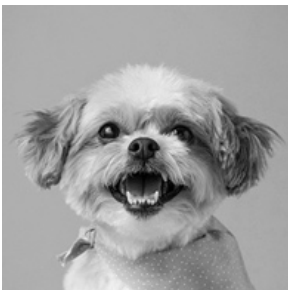
Original Size (in pixels): 2,744 x 4,049



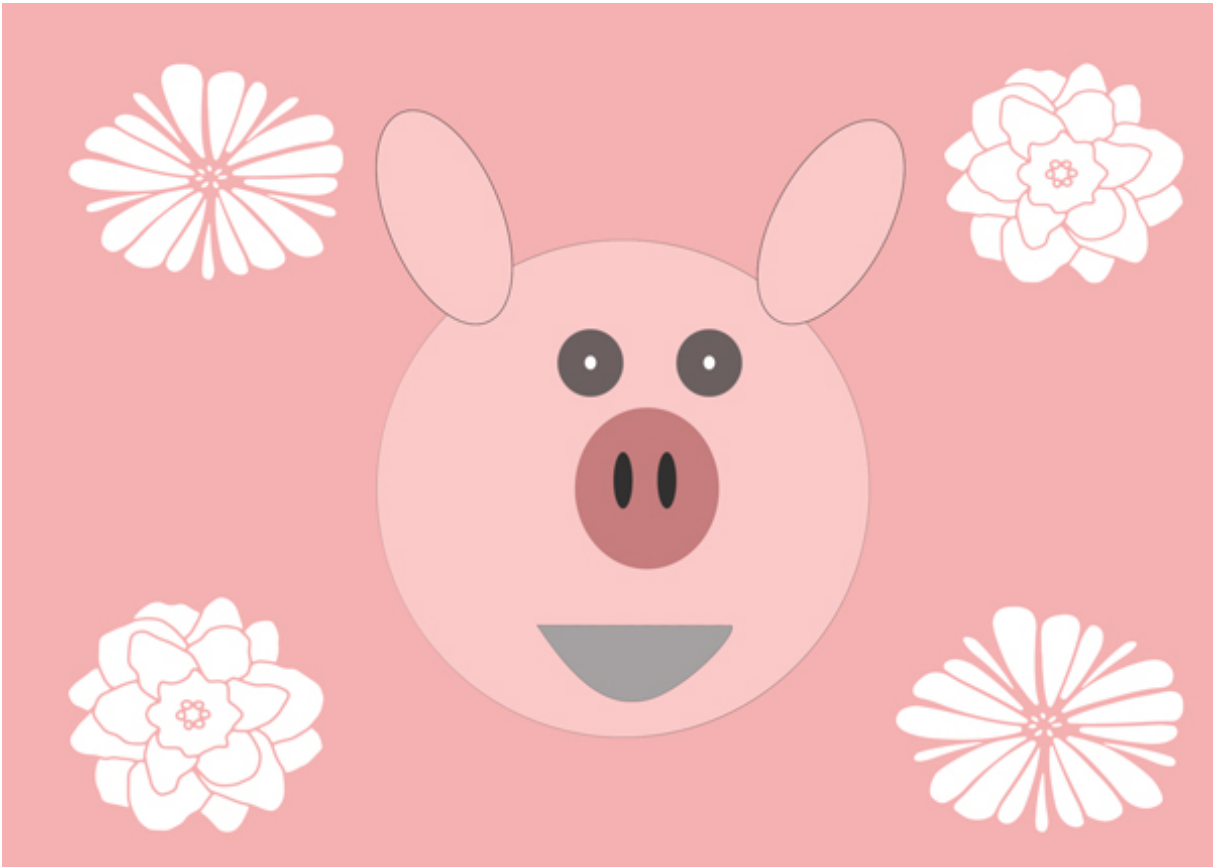
3. [Photo 3 URL:](#)

Original Resolution to Grayscale mode, 4"x 4", 72 DPI:

Original Size (in pixels): 64,889 x 97,333



Exercise 2



Exercise 3



Exercise 4



Exercise 5



ART 251

Broad Topic:

Technology

Narrowed Topic:

Addiction to the iPhone

Inspiration:



**Simplicity
is the
ultimate
sophistication.**



**Introducing
Apple II,
the personal
computer.**

Collected images:



**ADDICTION
ADDICTION
ADDICTION
ADDICTION
ADDICTION
ADDICTION**



Color study:



Links:

iPhone

Handcuffs

Rainbow

Addiction

Research:

- iPhones are everywhere
- Most people are always looking at them regardless of where they are
- Some people are addicted
- It is like some people are in prison
- Align with iPhone advertising
- Simple, powerful message

Rough 1



Rough 2



Rough 3



Final

I decided I would go with the third rough, I moved down the iPhone. The simplicity and ample white space speak to my vision and aligns with the iPhone brand. The subliminal message of addiction throughout the assignment (it is very faint in the white space) lets the viewer know what the message is. By placing the iPhone behind the handcuffs “speaks” to the prison of constantly needing to be always checking the phone. The clutched hands associate the anguish and frustration of always *hearing* the clarion call of the phone—and perhaps the chains of addiction.

