USCB Emerging Artists 2014
“From Here to There... Applied Studio Arts”

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Question...

How to get from here...  
...and why is it important?

to there...
Or...

How can you *prevent* this...

...when you tell your parents you want to be an artist?
lets go back to the beginning, first tell them...

Art is the oldest thing in human history, with cave artifacts dating back to 35,000 years or so.
Emerging artists (in this case, a cave person)...

...used emerging technology (charcoal or chalk) to represent important stuff.
And this trend continued...

...throughout classical and medieval times, as artists applied new aesthetic techniques to emerging technology to create more popular art.
Notice a theme emerging...

...artists use new tools to make popular art.

And no one fits the theme of an artist who is *technical* better than this old guy.
Leonardo Da Vinci (1452-1519)...

...was a *polymath* who became an inventor, performer, naturalist, philosopher, engineer, and a popular artist...

Leonardo has become the humanist ideal of a *Renaissance Man*... someone with unquenchable curiosity that is both intuitive and logical.
Leonardo explored the emerging tools and techniques of oil painting, chiaroscuro, and 3D perspective...

From humble beginnings, he became the equivalent of a rock star of his times, purportedly dying in the arms of the King of France. Today, his Mona Lisa is the most famous painting in the world.
Flash forward to...

...today, technical artists are using emerging digital tools to create the popular art of our times.

In video games we can experience the evolution of all historical art techniques in a new medium.
In New Media...

3D Design, 2D Design, Color Theory, Composition, and Performance is *applied to*...

Modeling, Texturing, Lighting, Cinematography, and Animation inside the computer.
So...

...the emerging technology of our times is computation, and the emerging art of our times is interactive media...

therefore, emerging artists should be exploring this new *medium*, including the logics of code.
Interactive entertainment is a $65 billion dollar industry (Nelson, 2013)...

More people are playing video games than ever before

making applied Studio Arts in New Media a smart career choice for any emerging artist.
So...

if this old guy were alive today, he would be doing....

and making lots of $$$$$$$$. 
Leonardo is a role model of mine...

I was a Fine Arts painter in college...

But I am glad I took a computer art class my Senior year before graduating... so explore your options.
Our Media Arts classes...

...will teach you how to apply your Studio Arts craft to emerging digital tools.

Our classes will not only make you a marketable technical artist, but will empower you to make the great emerging art of our times.
As a State University...

...we can offer a deeper experience than production focused schools like SCAD.

We are also developing relationships with USCB Computational Science and the Beaufort International Film Festival.
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Thanks... questions?

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