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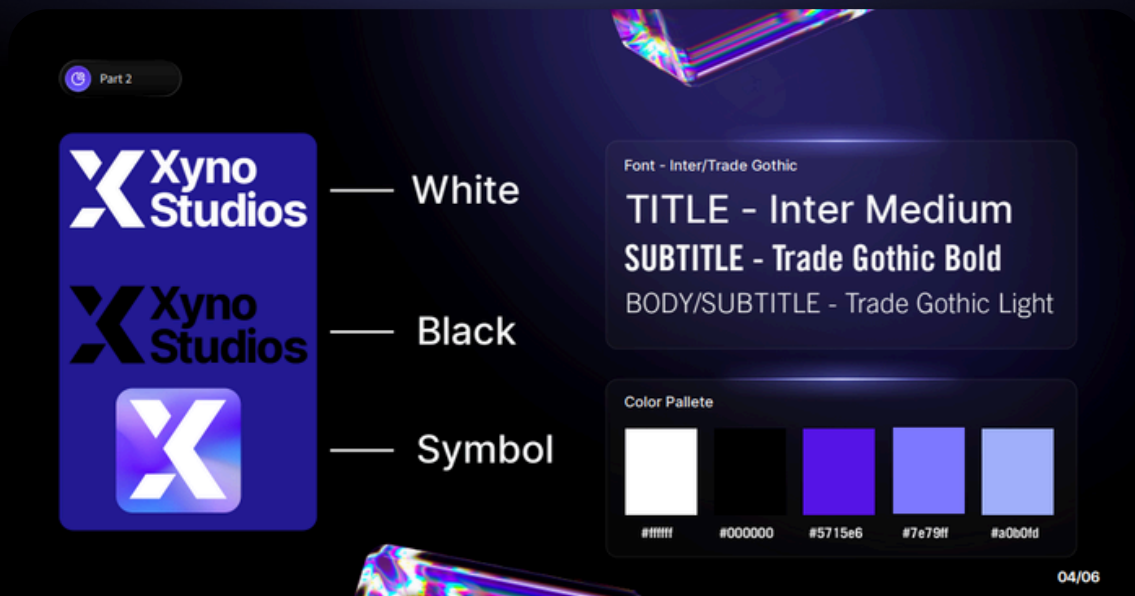
These sources have inspired me to try new media and explore different aesthetic perspectives until I find something I can commit to and make my own. I have had an interest in cars, as I mentioned before, but I noticed that, instead of a videography approach, I would consider using photography, which I had considered before. This research made me realize that my inspiration mainly comes from putting pieces together. I like combining people's strategies and styles, and I like trying something new. What's great is that every piece I have explored made me look up to the artists themselves; the results make it look simple, but in reality, just one piece of work took a large chunk of time to make. However, I am sure they were inspired to take techniques from others and turn them into their own, based on my experience meeting artists. The common thing I have noticed among the three artists is the shadows, with each subject in their work having a large chunk of shadow, such as people's eyes in photos, under cars, and in the lumps of a cloud. However, I did find that both the photographer and the videographer share the same aesthetic, applying a grainy filter, a nighttime setting, and always having a main character present in their work, whether human or vehicle. All these artists follow a theme that resonates with them, a setting they find beautiful, a hobby that they like, or an object that captivates them. Unfortunately, this is something I cannot relate to as I constantly jump between interests; it may become a style of my own, depending on my inspiration.

 82k  45k  91k  78k  187K 

Assignment 1: Inspiration. This assignment was designed to understand what inspires us and others to do our work. The inspiration, while not only the assignment itself, can provide a clear understanding of why the whole project is being built. I was inspired by the coursework I have worked on over the semester to build a website that applies my brand in other assignments and outside this class to build something that will not just teach, but also challenge me.



Assignment 2: Skill-building, the assignment that simulates a real client asking to build a project for them through a given prompt, with a project brief of our choosing. This assignment has let me step outside my comfort zone and create a motion graphic that I am proud to display as my first work in animation. Additionally, I was intrigued by the idea of simulating this experience and working with a drawn prompt that not only challenges but also lets me work within my imagination to create this portfolio project.



Assignment 3: Brand foundation, this assignment focuses on developing our own creative Identity by building a brand presentation. I not only used this assignment on the main project, but also applied it outside the coursework for my own brand. This work has let me learn more about how branding is crucial to presenting yourself.



Assignment 4: Visual storytelling, the assignment that lets you understand how the story can be communicated through more than just words. This work allowed me to understand how to grab the audience's attention and communicate certain emotions through just a scene, a frame and colour. The best part of this work was watching a great film, *Stoker*, that visually communicates storytelling by structuring a composition of meanings, setting, observations, and psychology, creating a detailed visual narrative without relying on dialogue.

XYRA

DELIVERING SHARP YET BRIGHT OUTCOMES.

Assignment 5: Branding Animation. This assignment challenges you to create an animation for your brand's logo. This logo is now applied within this portfolio after being reworked from Xyno to Xyra. The animation was built after learning the technical skills from assignment 2 and has allowed me to create a mini introduction to the brand, applying the brand's colours while using a variety of elements to present what the brand stands for.

The brand "Art by Autumn" conveys a strong contrast between itself and the artist's work. The Brand is displayed with simplicity; however, the work takes the viewer or client seeking services by surprise, making it a memorable element in the brand's identity. Furthermore, the logo's simplicity and hand-drawn visual identity are a clean connection to the approach the brand was built on, as the artist stated that her work avoids digital media, rather indicating that the services focus on a physical process.

Assignment 6: Critique. We were tasked with either presenting or creating. I chose to create the assigned presenter's work, which was a branding animation for their painting/photography business logo. This assignment was challenging as I had to critique a 5-minute presentation and expand my attention to detail. The challenge of applying attention to detail was highly beneficial, as it enabled me to apply this learning to my current and future work.