

PSA Project Artist Statement

For this project, I wanted to make a PSA about something I was passionate about. I choose to call attention to the way that we devote so much valuable land to cars, instead of for public and community spaces. In my design composition, I try to highlight the significance of how we could "rethink" our roads to create meaningful public spaces.

The biggest struggle I had with this project was using perspective and color tints to better highlight the depth of the street length. I wanted the piece to look natural in its attempts to be the correct perspective and after lots of trial and error, I was able to get it to a point I was proud of. Additionally, I think the color pallet I originally chose to work with was a hindrance, but once I changed it to a warmer set of colors, it allowed the work to really pop and showcase the depth of the scene.