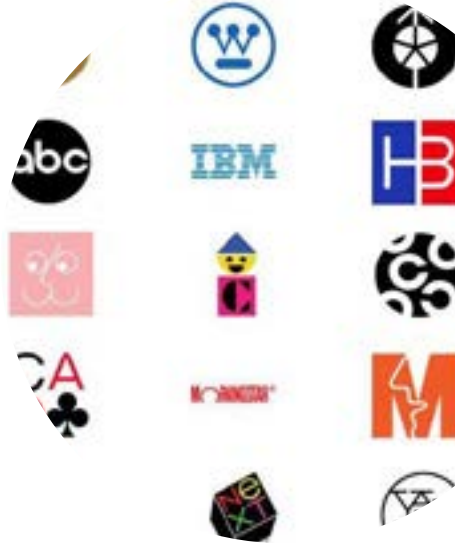


Ansel Adams



Paul Rand



Art Nouveau



[Ansel Adams](#) was a famous nature photographer from 1902-1984. He captured famous images from Yosemite National Park in California to the Maroon Bells of Colorado. Adams captured the timeless majesty of his natural surroundings with great composition and lighting. I look at his work with admiration by producing works in my own nature photography through an organic lens. With those timeless moments captured through lens I use them as their own entity to be hung, or to be used in design projects.

[Paul Rand](#) is a world-renowned Modernist designer from 1914-1996 who had a wide expanse of creations under his belt. Through several different media he created logos for big companies such as IBM, ABC, Cummins, and a whole host of others pictured above. They have lasted decades with a simple, clean look. Rand participated in numerous spreads with his diverse design skills by creating minimalistic looks with pops of color. I gain inspiration from him through his numerous different logos identifying each entity with a short glance. From my own work I have a drive to create a personal identity through logo marks setting clients apart from their competitors, or for start up companies.

[Art Nouveau](#) spanned from 1883-1914 as a way to celebrate the decorative arts and a reaction against academics. The art movement was inspired by forms found in nature, varying from plants and flowers to other organic objects. Art Nouveau had a sense of movement and dynamism through asymmetry. Art Nouveau sought to break down distinctions from fine and applied arts. I look to this art movement because it harkens to the natural elements. While my designs are more structured, Art Nouveau serves as a continuous reminder to be more relaxed in style and thinking. The movement lines up with my nature photography and personal awareness of organic material found in the world.