

ZOIC DUALITY

Group 5-14

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FOCUS

The SPCA receives around 80-90 cases of animal cruelty in Singapore every month. Those found guilty of abusing animals can be imprisoned for up to 18 months, fined up to \$15,000 or both.

Despite all that, the problem of animal abuse is still prevalent in this society. Examples of animal abuse can be keeping pets in unhygienic or cramped conditions, such as in a tiny cage.

AIM

The aims of these artworks are as follows:

1. Raise awareness on the issue of animal abuse.
2. Educate the public on responsible pet ownership, as well as how pets should ideally be treated.

*'Responsible Pet ownership' refers to ensuring that people consider the responsibilities of taking care of a pet before buying one.



CONCEPT

Our Final Product comprises 3 A3 artworks. (Scaled down from 5-6) The artworks will have 2 facets on each sheet; one of photography, the other of drawing. Photographs of animals leading happy and peaceful lives are taken. half of the photograph is masked out (with the use of Photoshop's selective masking tool) and printed out afterwards. The other half of the artwork is to be drawn with graphite pencils.

The photographed side is supposed to show a 'utopian', perfect image, where the animal is treated with care and respect. On the other hand, the side drawn with pencil is meant to show a 'dystopian', sad image, where the animal is neglected/abused.

EXPERIMENTATIONS ON SELECTIVE MASKING



REFERENCE ARTISTS

BEN HEINE

- Ben Heine is a multi-disciplined artist and his artworks focus on love and friendship.
- He became well-known in 2010 from inventing a new art form—Pencil vs Camera.
- Inspired by his art, we got the idea of incorporating two different mediums into one single art piece, to showcase the 2 different “dimensions” of reality.





DANA ELLYN

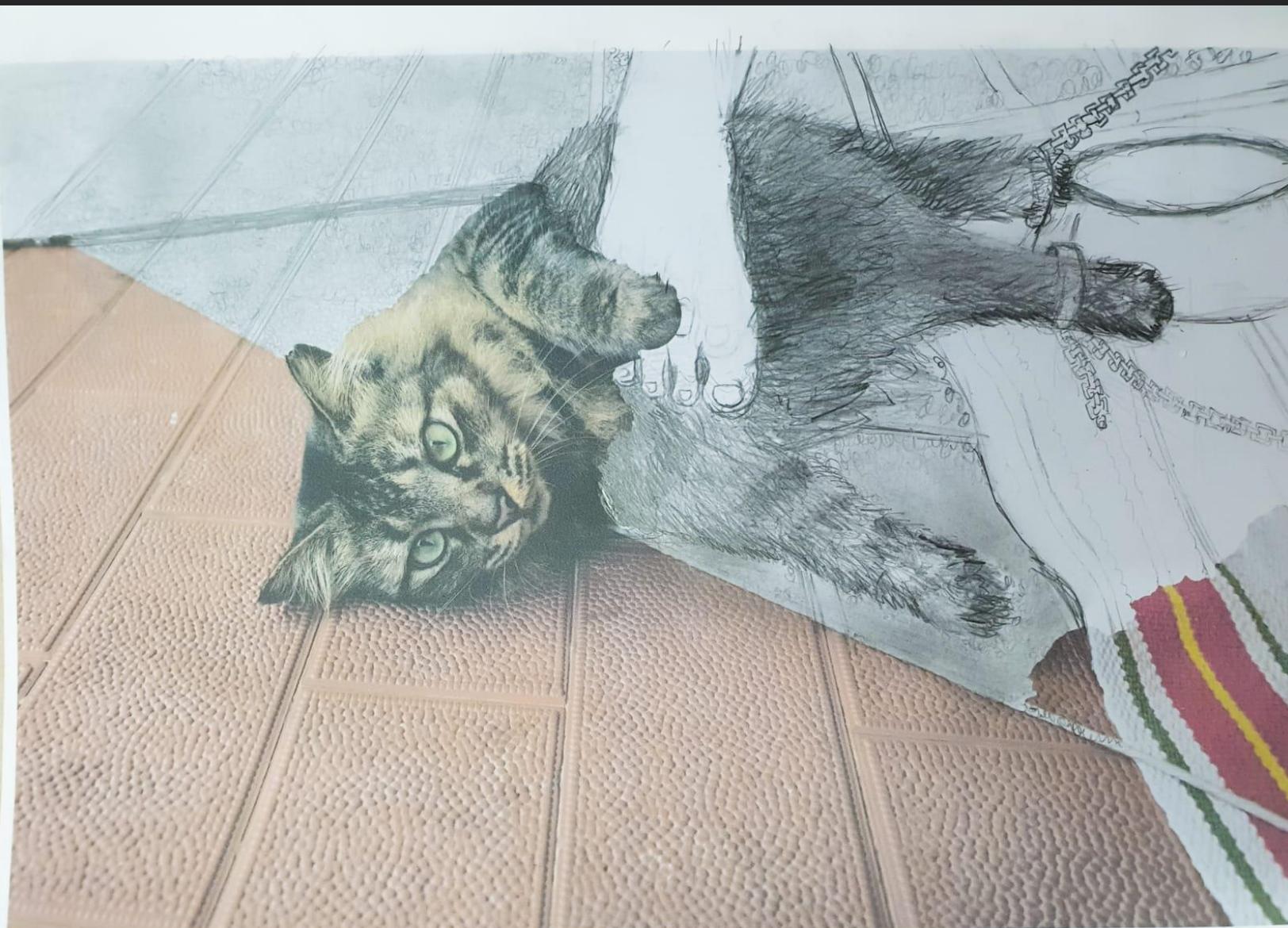
- Dana Ellyn is a vocal activist about many things, but she's mostly known for her campaign for animal rights.
- Many of her artworks portray the hypocrisy of humans; on one side humans befriend domestic animals like dogs and form strong bonds with them. However, on the other hand, humans also eat consume other species of animals.
- She portrays both animals to be of similarity, and thus shows that if we are willing to make friends with one species simply because we think they are cute, why should we treat other species differently?
- We got the idea of showing contrast between the two 'dimensions' to impact a powerful message of how humans can severely impact the lives of their pets depending on their actions.



- Using Hung Sheng's cat as a test subject, we took some test shots to explore the different ways to photograph the cat.
- Next, we made use of Photoshop's selective masking tool to mask out half the photo, drawing in the other half with a dystopian spin.

INITIAL EXPERIMENTATION

Disappointing End-Results



PROBLEMS

We had problems portraying the 'dystopian' side as at that moment, as we only could think of using chains to represent a sadder reality.

Also, we had troubles shading the fur. The texture lacked concept of 3D dimensions, and it was mostly due to the shadows.

FURTHER EXPERIMENTATION

To get photographs of animals in nice and clean environment, we travelled to the dog and cat cafes located in Singapore.



THE CAT CAFE

241B Victoria St, Singapore 188030

WE ARE THE FURBALLS (WTF) CAFE

#07-07, Bugis+, 201 Victoria St, 188067

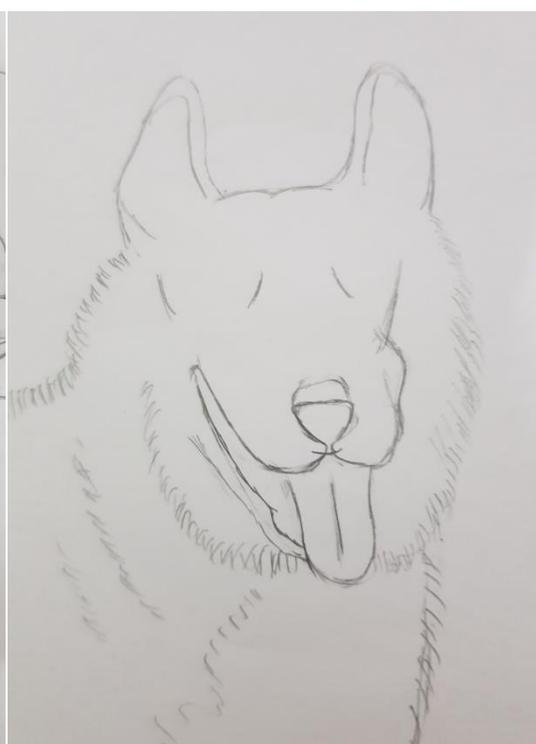
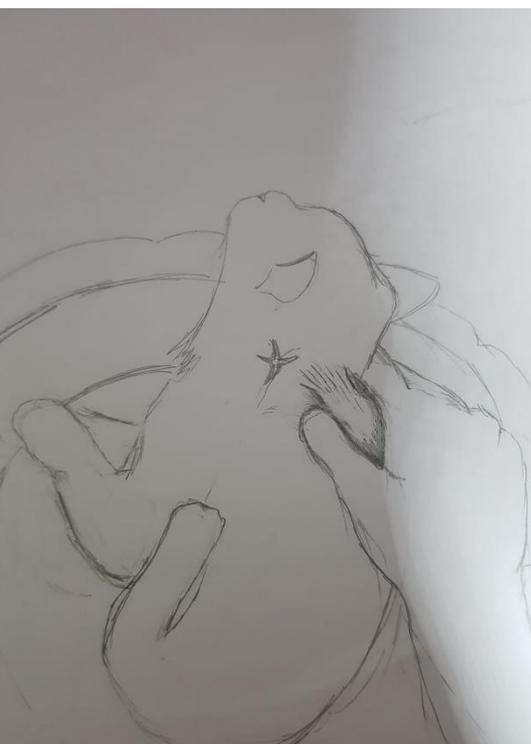
Some common rules both cafés had were as follows:

1. No bothering the pets when they were sleeping
2. No picking them up from the ground/manhandling them
3. Sanitation before and after interacting with them
4. No feeding external food to them

The animals in these areas are treated respectfully and lead very happy lives. Some of them were even ex-strays and for the cats, the café is even helping them look for forever loving homes. Evidently, they are treated kindly, and hence, serve as great candidates to show how owners should treat their pets. Therefore, they served as great environments to capture the “utopic” dimensions of our artwork.

MORE AND MORE EXPERIMENTATION

- For a period of time, we experimented with drawing silhouettes instead of the actual animals.
- This was intended to show that the reality of domestic abuse is that it is a very dark subject, and unspeakable things can be done to pets. It could have also eluded to the fact that not all cases of animal abuse are very in-the-face, they can be hidden from society.
- However, we discovered that by drawing silhouettes, the project became too simple and straightforward to accomplish, and hence the idea was scrapped.



However, drawing and shading fur was still of great difficulty to us. To address this, we researched how to better the texture of fur using a graphite pencil.

https://i.ytimg.com/an_webp/T5zk0M2qjg/mqdefault_6s.webp?du=3000&sqp=CMCNpOoF&rs=AOOn4CLCi2J2-qBfTadGVEI32GliCyuqsyg

We learnt that, the trick to drawing fur was to highlight the darkest parts. Using a larger range of pencil shades(5H-6B) also helps bring out the contrast between lighter and darker shades, and in turn, this makes the fur look more realistic and '3D'.

Multiple layering also aided giving the animal more depth and realism. Normally, the first layer would be the lightest shade, which was HB in many cases, and gradually work down to 4B, or even in some cases, 6B or 7B.

We also made the fatal mistake of using fingers to blend the fur/graphite. As a result, due to the loss of clear direction, it looked less like fur and more of a blotch of graphite. Hence, we started using cotton buds to blend the fur instead, and achieved a much better result.

MORE AND MORE EXPERIMENTATION

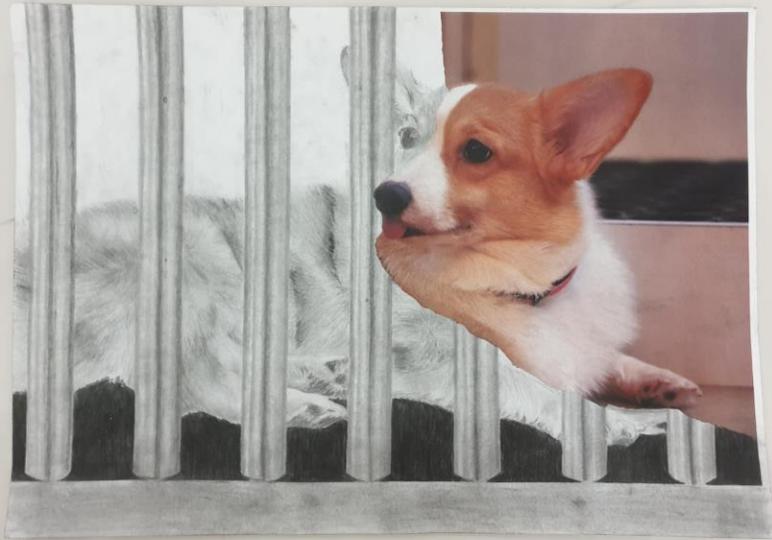
FINAL PRODUCT

The final product, as mentioned, consists of 3 A3 size artworks, each with a different animal on it.

The first artwork, taken in The Cat Café, is about the issue of abandonment, and how people might make a rash decision to buy a pet, but realize later that they are not up for the responsibility and ultimately abandon them.

The second artwork also utilises a photo taken in The Cat Café; in the graphite, 'dystopian' facet, it shows the cat sustaining burns from fires, which is unfortunately common among cases of animal abuse.

Lastly, the picture of the Corgi is drawn to be trapped in a tiny cage, barely being able to fit. This is a common problem as well, as many pet owners have been found keeping their pets in cages way too small than what is acceptable.



GROUP REFLECTION

Overall, we chose to do this project because we have always wanted to do something with animals. We learnt a fair deal throughout the course of this project.

Firstly, in terms of art, we learnt a great deal on how to draw different animals and the fur texturing. On the other hand, we also learnt about the importance of time management skills. We overestimated our abilities and did not expect for fur to be so time-consuming to draw well. We only realized too late that our ambition to complete 5-6 artworks for the final products was unfeasible and were forced to cut down on it.

We also feel that communication between group members can also be improved, as we had multiple misunderstandings due to possibly being unclear in our instructions. It would be good to step forward and clarify doubts before proceeding in the future to minimize confusion.

Overall, this project may have had its positives and negatives, but it was still enjoyable to work on a subject that has to do with animals. This project combined photography, which is Heng Ee's forte, and drawing with a graphite pencil, that I(Hung Sheng) am more comfortable with. We added our strengths to complement each other, and even though time constraints were extremely stressful, we feel that we still put up something worth looking at.



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