St. Norbert College

Digital Commons @ St. Norbert College

Senior Art Portfolios

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Noah Fidlin Senior Art Portfolio

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Senior Art Portfolio 2020

Artist Statement

For my final project at St. Norbert College, I created an art and design magazine visually inspired by the Swiss design movement, David Carson, classic rave flyers and artwork done for musicians such as My Bloody Valentine, Stars of the Lid, and those on the Warp Records roster. My primary goal was to utilize the best parts of analog and digital media, reiterating my own work and remixing the work of others until they become something else entirely.

While Adobe software was heavily used in the magazine, analog work such as 35mm film, Polaroids and photocopies are utilized, making the work more textured in order to add visual interest and a nostalgic feel. The work includes distressed illustrations, still life and portrait photography, vector images of technology, digital archive screenshots, and heavily manipulated typography.

A Sudden Loss of Control, 2020
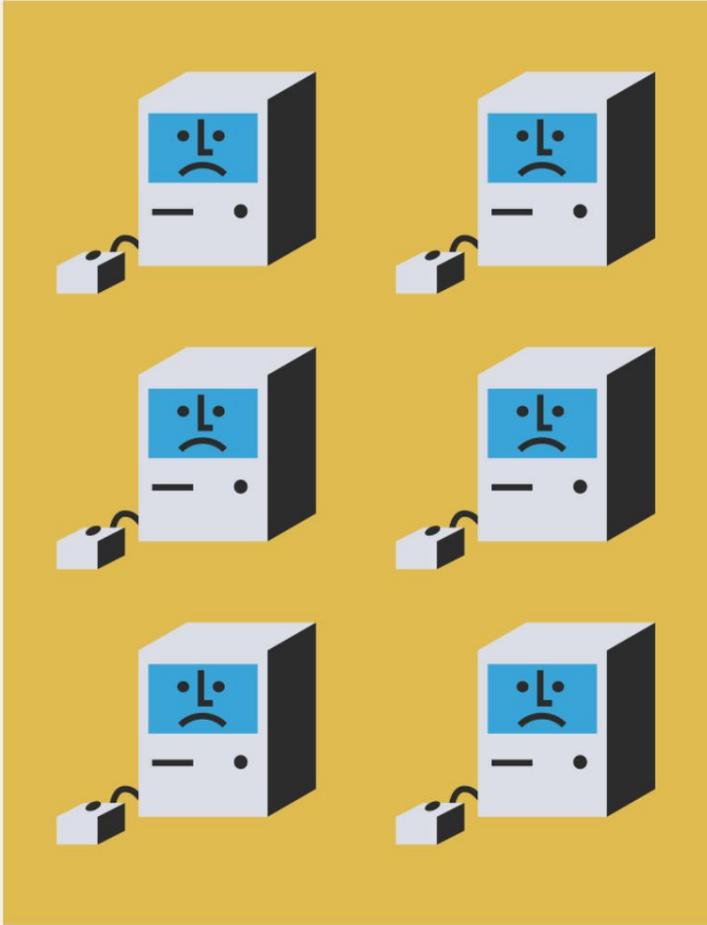
A Sudden Loss of Control, 2020

AN EXISTENTIAL RANT

I often think about how much technology has changed my life. Not just the day-to-day things, but the big picture aspects. Would I want to become a designer if it weren't for Adobe or the internet? I'm not really sure if I truly know the answer, although I like to think I would still be pursuing something similar.

However, I feel nervous about how much digital media and technology have shaped our culture to an unhealthy degree. We Americans need instant gratification, wanting to quench that yearning through our little pocket computers. This often amplifies our narcissism, addiction and loneliness, causing us to become more desperate for gratification than before.

Even in my many lonely moments, both as a young adult and as a kid, social media has rarely left me feeling better or more connected. I tend to seek pleasure in technology when I am bored as opposed to feeling a desire for connection. Do I really need to post another picture of a salad with some fauxspirational quote that literally hundreds of other people have already used?

That's not to say that I want to hide on some mountainside away from society without Wi-Fi (although that might be cool for a week... maybe a weekend, actually). I've been very inspired, though, by the creative communities that I've found on Instagram and Reddit within the past year or two. Finding communities that have similar interests, priorities and shared ways of perceiving the world show that social media is not just a black hole, that we can have hope in the connective power of the internet.

However, we still need to be aware that the internet can still build barriers. It is very easy for us to find ourselves living in isolation or in echo chambers unless we choose to do something different. I guess the only real response to these problems lie in what we each choose to do going forward.

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A Sudden Loss of Control, 2020

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