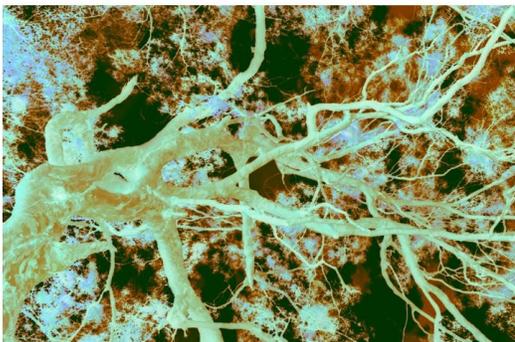


Name: Saul Villegas
Student ID: 7142385
College: Porter
Grade Level: Junior
Faculty Sponsor Approved Proposal: Jimin Lee
Funds Requested: \$1163.15
Website: <https://www.modernobysaulvillegas.com/>

Proposal: Pareidolia | Palinopsia

Hello my name is Saul Villegas, an undergraduate transfer student majoring in Art. I am interested in producing a high caliber level exhibition at UCSC. My intention in displaying my art is to demonstrate the different levels of artistry implemented during the curatorial process for project exhibition. During my art career there have been a mixture of learned artistic skills that have made it possible for me to reach out confidently to organizations. Some of those organizations include: cultural centers, universities, municipal buildings, and private art galleries. Having the support of the Irwin Project Grant will allow me to execute a solo exhibition that will serve as a vehicle of inspiration for younger and beginning artists seeking to discover the path to expressing themselves through a mixed media approach. The proposed exhibition will allow me to continue my experimentation with a variety of mediums, leading me to conceive new ideas and present them in a way that facilitates and fosters creative energy for the UCSC community.

The body of work that I will create for my proposed exhibition consists of designing printed digital photographs that are designed on a computer editing program altering their original state. These images create another point of view that is abstract. It attempts to capture the stage in which your mind processes a physical image and inverts the afterimage in your field of vision. Subjects appear as negative light forms in your peripheral, and in most cases, becomes superimposed on other imagery. This stage is called *Palinopsia*. Below are examples of landscapes in an inverted view with enhanced coloring.



Nervous system
Digital Image
Variable size
2019



Swamped
Digital Image
Variable size
2019

The accompanying concept of *Pareidolia* is an instance where meaningless things or observations become recognizable imagery e.g. faces or everyday objects when looking at ambiguous textures or colors. These images are captured by digital photography or painted manually in an illustration style. The combination of palinopsia and pareidolia are shown below.



La llorona
Digital Image
Variable size
2019

In this instance, the inverted afterimage on the photograph transcends a different mood by overlaying information over the subject. The subject appears to be a ghostly figure-like apparition. By combining the idea of both occurrences, the image bridges the idea of what we see vs. what we are imagining what we see.

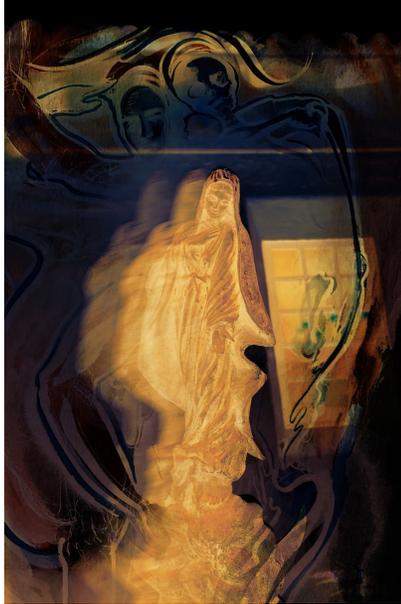
Other examples of pareidolia are portrayed with ink illustrations that are manually painted. This type of quality of line allows the viewer to engage in the manipulation figures and faces that intertwine to give different points of views. See the examples below.



El Genio
Ink
11"x14"
2018



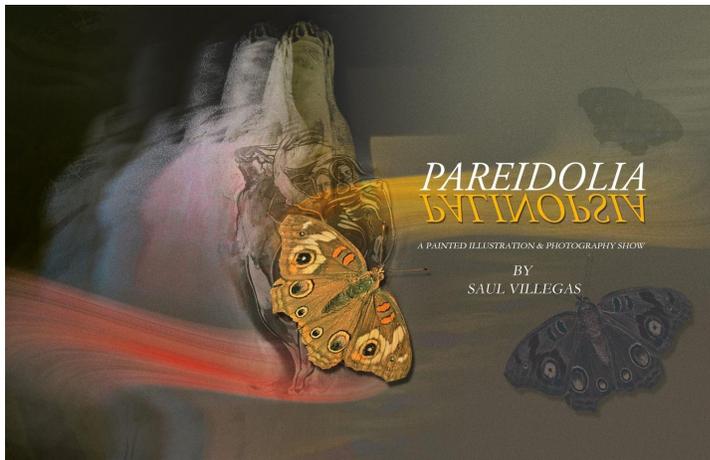
Phases of life
Ink-Acrylic
10.5"x14"
2019



La Virgen
Mixed media digital Image
Variable size
2019

Above in the mixed media example *La Virgen*, is an example of digital images merging with painted illustrations—manipulated on the computer. By adding the element of painterly effects, I began to create a dialogue between the subjects of photography, digital design, and painting.

It is my pleasure to present you the following flier design and excerpt of my exhibition.



Exhibition Postcard Design
8.5" 9.5"
Mixed media digital Image

***Pareidolia | Palinopsia** is an artistic conjoined term expressed through painted illustration and digitally enhanced photographs that create a line of artwork reflecting a conceptual mindscape. It allows the viewer to experience the interaction of perceived mental imagery in conversation with physical light forms caused by ambiguous afterimages, patterns, and*

textures (palinopsia). This exhibition invites the audience to explore the circumstances in which the forming of visual stimuli are constructed through perception of these symptoms. Using photo references and painted illustrations, I enhance and exaggerate hues and contrast to transfigure mundane scenes. These altered images are the result of the process of observation through the occurrence of Pareidolia and Palinopsia afterimages in the mind. The combination of both painting and photography create a bridge from traditional methods and designates an imaginative space for photography and graphics media. It becomes the vehicle of expression in demonstrating the effect of these two symptoms. Having a dialogue of inclusivity of past and present techniques in art stands as a metaphor for the way the mind adjusts to create, view, and interpret art through the lens of the metamorphing artist.

In receiving the Irwin Project Grant I would utilize the funds to experiment with printing photographs and have the freedom to print large format designs not currently possible. It would provide me with the resources of materials to produce an exhibition that displays original art and mixed media photographic prints. My exhibit includes up to 5 large format photographs with varying sizes (depending on the space allocated). Included in the exhibit are 10 original 12”x 12” accompanying painted ink illustrations on canvas board. I design my promotional materials and would need to cover the costs of printed literature for the exhibition. An example of the materials I’d like to give away at my exhibit are bookmarks. These materials nurture and serve as reminders of the importance of reading and discovering new ideas and information through books. See example below.



Bookmark Design
2" x 8"

Plan B

If the funds were to be disbursed partially I would focus on one concept. I would select a painted illustration exhibit that would embody the same concept through manual painting. Past work can be displayed with new work to defray costs associated with the production of new work. A new budget can be allocated depending on funds granted.

Timeline:

October 31-December 2019 | January—ongoing 2020 Preliminary designs of artwork and photographs/paint wood canvas studio work in progress

Week of November 10, 2019 Dick Blick Ordering of Art Materials order submission

December 13, 2019 Approval of edited materials for promotional Graphic Design Printing for marketing

January, 2020 Designs for promotional materials GotPrint order submission

Week of Winter Quarter January, 2020 arrangements for curatorial purposes at gallery

February-March 2020 Pareidolia | Palinopsia Exhibit showing

Itemized Budget Plan:

Got Print Marketing Company:

Bookmark Promotional Material \$61

Exhibition Postcard Design \$120

Shipping \$25

GotPrint total \$206

Dick Blick Art Supplies *List:

BFK Paper Sheets \$20

Swiss Clips Framing Materials \$100

Non-Glare Styrene Sheet *Variable Sizes for Literature \$10

PhotoSatin Premium Resin Coated Art Paper Roll \$112

Self Adhesive Boards \$135

Carson Mix Media Paper for Painted Illustrations \$22

FW Inks \$130

Gallery Catalog Portfolio \$15

Artist Canvas boards 12"x12" (10) \$150

+ *Misc. supplies for presentation framing eg. tapes, foamcore, mat ragboard

DickBlick Wishlist total \$802.15

Large format Photography print outs \$95 + Closing Reception Appetizers \$60

I would like to thank you for reviewing my submission and look forward to hearing from you.

Sincerely,



Saul Villegas