

## **Miller Art Scholars Mini Grant Proposal**

### **Emma Hitchcock**

#### Improving Graphic Capabilities: Adobe Cloud Subscription

As a visual artist, one of my favorite things to do is explore new mediums and forms of expression. Before my time at UVA, I considered myself solely a painter. Throughout the past two years, I have been grateful to my professors for pushing me outside of my comfort zone as I've experimented with graphite, charcoal, ink, and more. Outside of class, I have also pushed myself to try new art forms through my time with the Cavalier Daily. During my first year I joined the Graphics Team as a staffer, creating digital content for the paper. Now, as a second semester second year, I am the Editor of the Graphics Team and am in charge of all digital and visual content. This has been incredibly exciting and a growing experience, not only as an artist, but as a leader and teammate.

As I have delved further into the world of digital media, I have fallen in love with its intricacies and the possibilities the medium holds. I have specifically been focusing on vector portraits using Adobe Fresco, logo design with Illustrator, and informational/promotional material with Canva. I am lucky enough to have access to Illustrator through the Cavalier Daily office computers, however, I do not have access to the rest of the Creative Cloud. This means that I don't have the ability to use key software like photoshop, light room, after affects, and more.

I've also been very interested in animation/motion graphics. I feel as though this a natural extension of digital drawing, and my co-editor Angela and I have been discussing ideas for creating mini animations, video intros, and other motion graphic projects together. We've done research over the past couple of months, and have found that a lot of the best software for these kinds of project ideas are expensive. If I were to have a full Creative Cloud subscription, Adobe Animate would be included which is one of the premiere animation apps on the market.

A one-year subscription to the Adobe Creative Cloud would help me enhance my passion for digital art. I would be able to use it to improve my designs within the Cavalier Daily, Miller Arts, and for my personal use. I was also just taken on as a graphic consultant for Peace Direct, a global non-profit organization that works to promote peace-building in areas of conflict. I've been doing peace-building advocacy with Peace Direct for the past six months and am very excited to move into this new position. Having the proper software will help me create the best graphics for Peace Direct, which then could lead to future graphic design work. All of the included applications will also help me grow as a digital artist and allow me to learn more about the medium and its place in the visual arts world and in my career as an artist.

#### Budget:

One year subscription to the Adobe Creative Cloud Apps — \$599.88/year

I am aware that this is more than the \$500 grant amount, but I would be able to pay the remaining \$100 with personal money.