

Pixels, Paint and Passion

Technology and the Creative Edge

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Carrie Zeidman
Denise Howard
Shubha Prithvi Raj
Namratha Prithviraj



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Introduction

There has been tremendous advancement in technologies that aid in creating art

New technologies open doors to many new and innovative ideas for artists

In this session artists with various backgrounds present:

- How they use technology in creating art
- How they use technology to promote art
- How their passion for art influences their technical career or academics
- How technology and art complement each other



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Carrie Zeidman

- 25+ years as a commercial artist and illustrator in the Silicon Valley high-tech industry
- Award winning digital artist and photographer
- Author of photo art book
Ghosts - Images of War
- Cupertino “Distinguished Artist of the Year” in 2013



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Denise Howard

- Sr. Mac Software Engineer at Yuzu
- 30+ years in the software industry
- Developed software for various domains from aerospace to entertainment in 10 different programming languages
- B.S. and M.S. degrees in Computer Science and B.A. in Art
- President of San Francisco Chapter of Colored Pencil Society of America. Signature member of CPSA, UKCPS, PAS



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Shubha Prithvi Raj

- Product Manager at HP
- 18+ years in the IT Industry
- Developed software for various domains from flight simulator, automotive, digital TV, printing and web platforms
- Exhibiting artist in Fine Arts League of Cupertino
- Holds a degree in Engineering and Executive General Management Program from IIM-B



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Namratha Prithviraj

- Junior at Monta Vista High School
- Computer Science honor student
- Exhibiting member of Fine Arts League of Cupertino
- Organizer of art exhibition and competition for kids in India known as Arcus



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Artwork - Carrie



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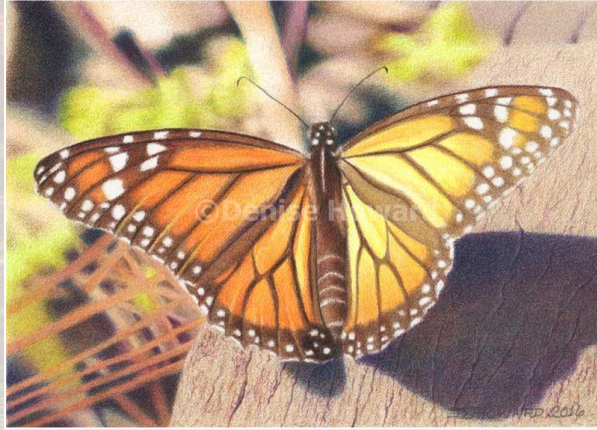
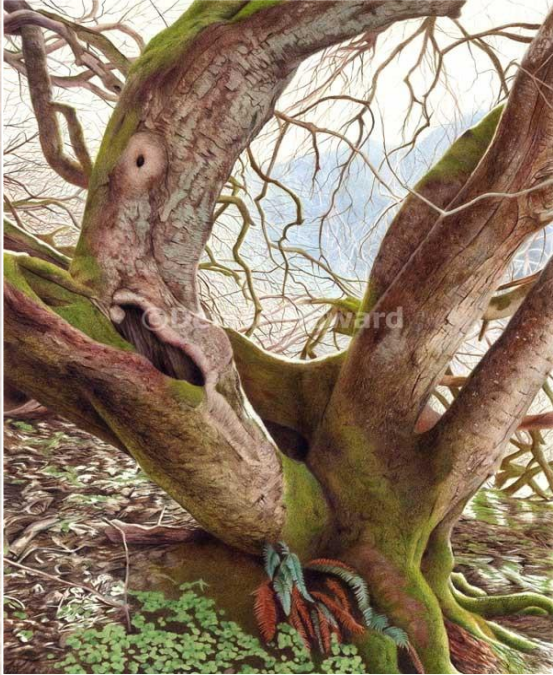
Technology in Creating Art - Carrie

- Use art software to manipulate photos and create new images.
- Draw images directly to create vector format images.
- Use technology to enlarge and print artwork.
- Use social media to promote my work.



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Artwork - Denise



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Technology in Creating Art - Denise

- Use technology to compose subjects for traditional art media
- Use technology to adjust and prepare digitized artwork for giclee printing, websites, exhibition entries
- Use technology to create signage and documents for exhibitions
- Use social media to promote my work



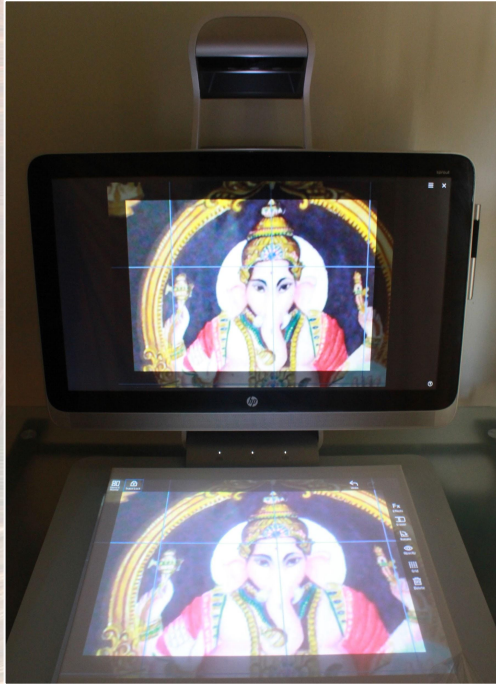
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Artwork - Shubha



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Technology in Creating Art - Shubha



- Prepare reference composition from captured digital pictures using software
- Print the reference composition at home
- Make digital images of finished artwork
- Publish them in website, social media

Artwork - Namratha



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Technology in Creating Art - Namratha

- Use technology to change composition before painting
- Print out reference for painting
- Publish artwork on website



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Have the advances in technology
changed your creation process?
If so, how?



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How does your work in technology
influence your creative side?



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How does your creative side
influence your technical career?



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How does technology help you with marketing and exposure?



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Have you seen a negative bias towards
art created using technology?



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How do you keep up with current and future technology?



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Carrie Zeidman



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Namratha Prithviraj



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