

# VINCENT VAN GOGH

By Cynthia Nguyen

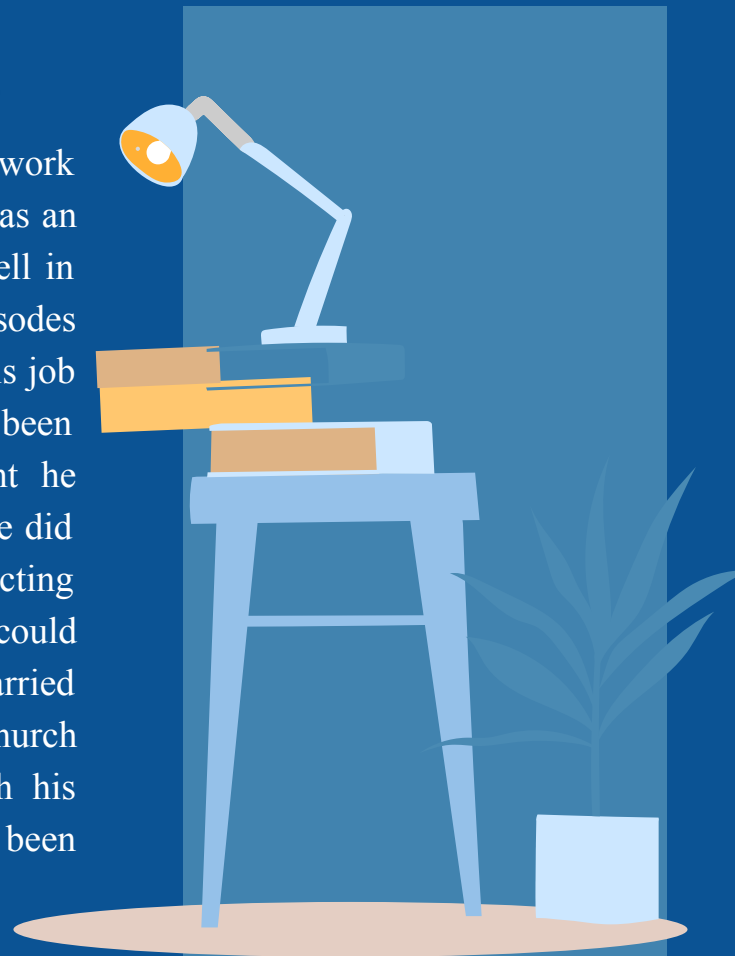
# WHO IS VINCENT VAN GOGH?

Vincent Van Gogh lived a life of melancholy, angst and isolation. His story begins with his birth on March.30th, 1853 in Groot-Zundert Netherlands. He was born as the oldest child of his family by Theodorous Van Gogh and Anna Corneila. Yet, he was not the first to be born. His older brother also named “Vincent Williem Van Gogh” was in fact stillborn having been born and died on March.30, 1852 exactly a year before he was born. Thus, the grieving parents had a proper burial of the child setting up a tombstone to mark the grave where Vincent then had to grow up near the haunting site of a grave with his own name upon it. It has been speculated that this made him feel as though he was the “replacement child” contributing to his psychology and early childhood trauma. His parents later gave birth to 5 other children. As Vincent ages he becomes a tortured artist with lots of struggles and does not receive appreciation for his art until after he passes and is now very known.



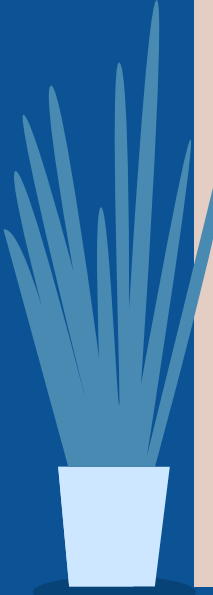
# VINCENT VAN GOGH'S LIFE... CONTINUED

At the age of 15, Vincent was forced out of school and into the work life due to his family having been financially unstable. His First job was an art dealer at his uncle's dealership, "Goupil & Cie". By 20, Vincent fell in love to then be rejected. This caused one of his first huge manic episodes where he went into a huge fit and grew sour. He was then fired from his job and decided to devote his life to God as a preacher. Vincent had always been raised in a religious family but it wasn't until this very moment he considered devoting his life to the church completely. Unfortunately, he did not succeed. Throughout Vincent's life he had always had trouble connecting with people including his parents. It was said that his mother never could understand him and his unpleasant attitude. While with his father, carried lots of tension for a number of reasons including his failure with the church and his passion as a working artist. However, his relationship with his younger brother Theo was very brotherly and genuine. Infact, Theo had been the one to advise Vincent into becoming an artist.

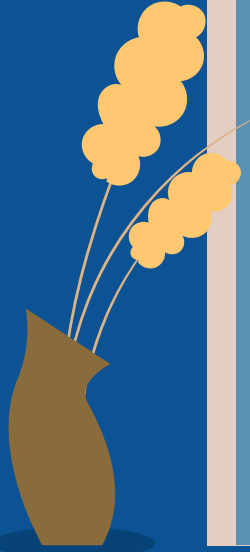




Eventually, the financial responsibilities had been passed to Theo where he worked as an Art Dealer and Vincent was seen as a disappointment by all. For the remainder of Van Gogh's life, he struggled with poverty having been finally supported by his brother Theo. During this time, realism was very popular amongst everyone. Therefore, his art was seen as impractical and dreamy, allowing his reputation as an artist to be very poor as well as he was depicted as strange and easily provoked. Though, this did not stop him from doing what he loved most. He continued painting regardless of what people thought. Vincent would send his artwork to Theo in hope he would be able to sell them. Ironically, Van Gogh had only sold 1 out of his dozens throughout his lifetime. Another relationship that he grew fond of was with Paul Gauguin through discussions often grew heated, triggering one of his next manic episodes and cutting off his ear. When asked why, Vincent responded saying it was purely a personal matter. He was later put in a hospital in Arles and was quickly discharged, but his life did not get any easier when he discovered that his neighbours in Arles had organized a petition against him having been afraid of the artist believing he was dangerous being referred to as “le foux reau” also known as the red headed madman.

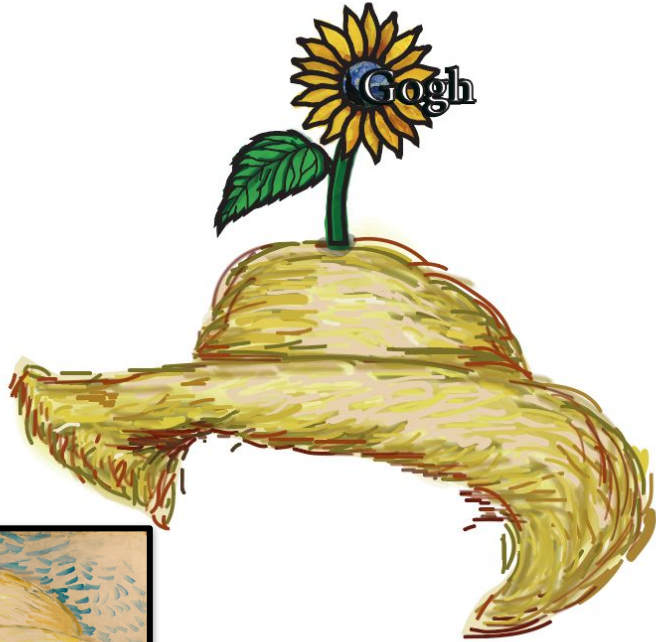


Over the course of the next few years, he spent several months in and out of hospitals and pushed into the realization that he could no longer live alone and voluntarily admitted to a psychiatric hospital also funded by his brother Theo. This illness that took over Vincent's life and made him constantly feel uncertain and sad losing hope that he will ever recover. After a year, he was released and moved to Auvers to live closer to Theo. Yet, he continued to feel like a broken man and his hope of full recovery had evaporated. During this time, Vincent would see a man by the name of Dr. Paul Gachet who specializes in nervous disorders and the two grew a close bond.



On July.27th, 1890 Van Gogh shot himself in the abdomen, surprisingly the bullet had missed his organs but had been lodged so deep into his chest doctors were unable to remove it and two days later he passed. Although, there continues to be many conspiracy theories to this day towards Vincent Van Gogh's death due to the fact there are so many unanswered questions and mysteries that don't make sense prior to his death and afterwards as well as theories about Vincent's mental health cannot be determined either.

## REQUIREMENT #1 : HAT



This is the design that I had come up with. It can be seen through multiple self portraits that Van Gogh had painted contained him wear a straw hat. Thus, I knew that the hat in question should also be straw. This was designed through illustrator. I also made sure the lines were what made up the image of the hat because that was Vincent's style when he painted. He made show to have long and hard strokes of colour rather than a blend. I also wanted to include my logo that will be explained in the upcoming slide. Rather than just placing the logo on the hat, I wanted to make it unique and different from other hats similar to Vincent so I made it protrude as if a sunflower was growing on the hat itself.

## REQUIREMENT #2 : LOGO



The is the logo that I had designed through illustrator. In the making of this logo I searched up Vincent's most iconic paintings. A consensus of the "Starry Night" and "Sunflowers" were concluded as one of the most known or familiar images that have been painted by Van Gogh. As a result, I decided to find a clipart image of a sunflower that I later animated along with the centre of the sunflower to be the Starry Night painting itself. Lastly of course I had to include the name of my Client and I decided to go with "Gogh" because it felt most simplistic and fancy. Keeping it clean and simple.



## REQUIREMENT #3 : SLOGAN

# *”Googh Out With Vincent”*

I really like this slogan because I find it punny using his last name in reference to the word “Go”. Go out with Vincent is essentially saying get to know him, or even go out on a date with him because that is where you try to learn new things about another person so I thought it was very fitting.



# REQUIREMENT #4 : BILLBOARD





This is the finished product of the billboard. During this process, I first found a billboard mockup I liked. I then began editing on photoshop. In the end of this project I had 8 layers. I had initially took two of his paintings (Portrait and Starry Night) and made them into png's and cutting out their backgrounds. Behind the Vincent cut out, I had duplicated it and gave it a black colour overlay and shift it over giving him a shadow effect so his body popped out more. I then wanted to fill up the white backgrounds so I just added collages of his paintings behind him. Next, I added my logo and gave the text stroke and shadow as well as the warped the text into a wave because Van Gogh was different, he wasn't straight and plain. Lastly I added my Logo in the corner.

# REQUIREMENT #5 : VAN



This is the final project of my Van. It was made on photoshop through mockups. Similar to my billboard I also made another cut out of Vincent and duplicated it with a colour overlay that had been shifted to the side giving a shadow effect. I then added his slogan in but rather than using the word Gogh I had replaced it with the company Logo. As for the background I made a collage of his paintings.

The background of the image is a reproduction of the painting 'The Starry Night' by Vincent van Gogh. It depicts a night scene with a turbulent, star-filled sky in shades of blue and white, reflected in a dark, choppy sea. In the foreground, a small boat with two figures is visible. The overall mood is serene yet dramatic, with a strong sense of movement and light.

*The End*