

"Just because you work in a traditional medium doesn't mean you should be intimidated or dismiss using technology."

Benefits of Using Technology:

- It can save you time (decision making, brainstorming)
- You can undo choices, change colors quickly, and you can use it to explore alternatives/options to move forward with within a design
- It can be portable & doesn't take up a lot of studio space (ideal for a smaller studio!)
- If you back up your designs in the cloud they will be protected
- By using technology in your practice that is one less hurdle to overcome if you choose to turn your designs into a product (ex. stickers, cards, prints, etc.)
- There is an ease of collaboration with other artists (digital = worldwide connection!)
- If you want to try something out, there are often free trials to play with (or completely free alternatives)
 - Keep in mind, any new medium will have upfront costs (etc. pottery)
 - Technology can be relatively low IF you have a phone or computer already

Potential Hurdles to Using Technology:

- If you are a tactile medium artist, working digitally will not help you with refining your craft
- As with anything new, there is always a learning curve and some people pick up new technology quicker than others
- There are (potentially) big upfront costs (ex. Ipad, apple pencil, monthly subscriptions etc)

"When it comes to technology, you don't NEED to rely on it for a creative process. Is it nice? Yes. Do you need it? No."

Tip for Students:

Renew all of your student rates/trials right before you graduate!

Programs That We Use:

- Adriana: Adobe Cloud, Adobe Fresco, Pro-create
- Jackie: Corel Draw