



Gitesh Gupta

Gitesh Gupta aka Luke CG is a self-taught photographer and a graphic designer. He loves to dabble with all forms of photography and owes his influence to mountains, in whose lap he was born.

Brief

To explore the basic theme of transformation in the advertising industry. To show the journey across print, TV, radio, digital and now social media.

Tools used

- Photoshop
- Cinema 4D
- Bamboo Pen & Touch



Blurring Spaces

We have come to a standpoint where lines between the virtual and the real world are diminishing. With the advent of technology, its functionality is making everything user-friendly and interactive. Thereby, creating a new space called, Virtuality. Photographer-designer Gitesh Gupta explains how he followed this thought to create 'Virtuality is new Reality'.



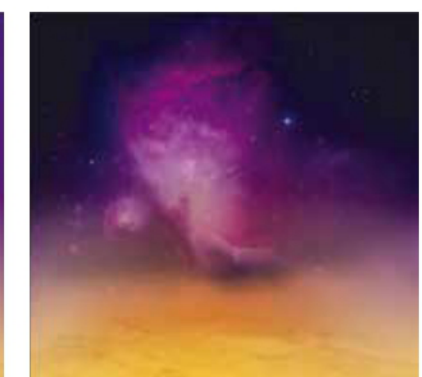
01 Collated the whole lot of stock images that would be used in Adobe Bridge. This is a useful software presenting a vast range of images at one place and a direct access to Photoshop. Particularly helpful in viewing the thumbnail format of various images at one go.



02 Started with a rough layout. Images that represented the flow of transformation were selected.



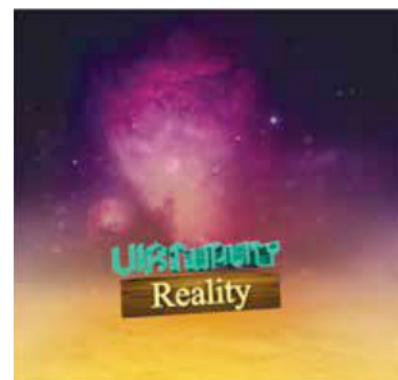
03 Selected a colour scheme that reflected the change in times using simple gradient.



04 The ground texture was given to get a more tangible/real feel. Blended it in with the remaining background. The texture of galaxy was brought in for a futuristic view.



05 The basic idea of 'Virtuality is Reality' is rendered into 3D using Cinema 4D to add another dimension.

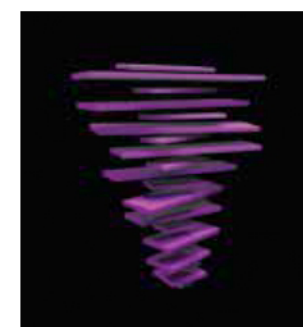
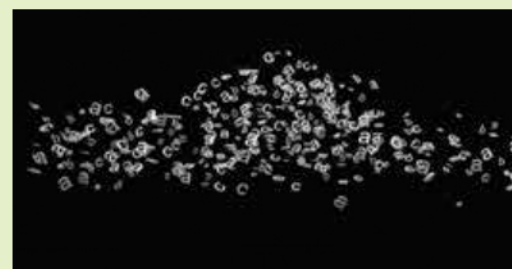


06 Placed the 3D rendered elements in their assigned positions.



07 Kept track of the colour tone and shadows of each element so that they match with the overall scene.

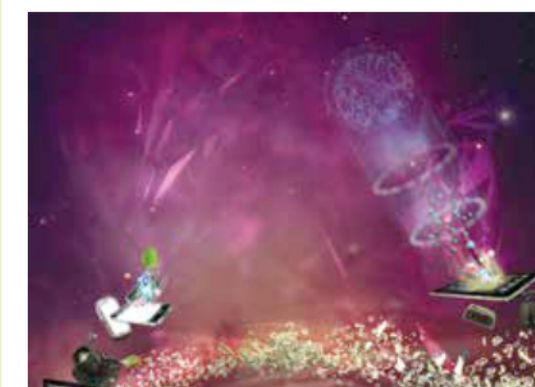
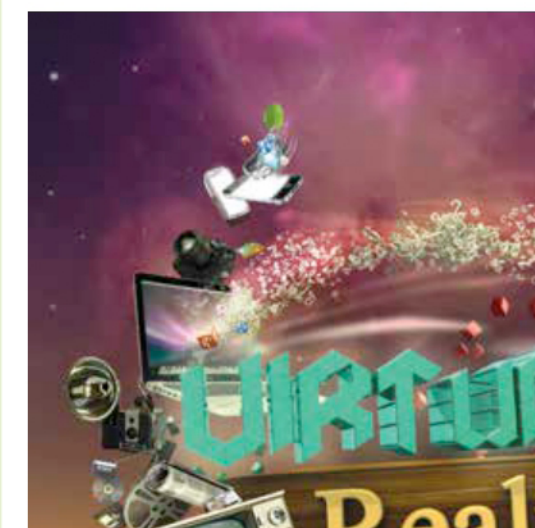
08 Added 3D text renders and used warp and transform tool to maintain the flow of the text.



09 Added 3D renders and the flow from one stage to the other.



10 3D renders for the futuristic age were added. Worked on 3D program and rendered out images with alpha so that they could be easily blended in Photoshop.



11 Detailing was worked upon by zooming up to 200-300%. Worked on 3 major areas – highlight, mid-tones and shadows. To avoid confusion, grouped similar layers and maintained layers by naming them for a better flow.



12 Combined the real and the virtual to express infinite possibilities. Abstract light texture was added to show the energy flow. Played with different blending modes to get the desired effect.



13 Made final colour corrections using curves and adjustment layers. Arrived at the final image ←