

THE PILOT ISSUE
Feb, 2023

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THE PILOT ISSUE



February, 2023 - The Pilot Issue of Know Thy Art magazine explores the “firsts” in art and design. Artists and designers whose inventions changed the creative industry forever. Learn what upgrades and inventions in the creative sector are making the headlines today. And then, take a look into the future and what is yet to be discovered in the creative sector.

The Pilot Issue is dedicated to all those artists and designers whose maverick projects took the creative sectors to the sky and beyond!

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IN RETROSPECT: PILOTS WHO TOOK ART AND DESIGN TO THE SKIES

Welcome to Know Thy Art Magazine's Pilot Issue! Every great TV series starts with a Pilot episode that drives the show ahead. We figured that the KTA Mag shouldn't be any different. But what have pilots got to do with art and design you say? Ah! Well, every field has its firsts and creative sectors are no different.

The first painting ever, the maverick designers and the crazy creators who dared to think differently. Not only were they round pegs in square holes but their design creations changed the sectors forever. Many of us have mad ideas on paper. But these people took those ideas to banks, investors and platforms even if they faced many rejections until they actually heard the word "yes" from investors and patrons.

The first painting ever from about 45000 years ago!
Imagine you've just learnt what fire is. You used to eat raw meat but now, you've just learnt to cook it before you eat. You don't know what a wheel or wagon is or that a wheel could help you transport things quickly. You don't know what farming is, wheat is alien and bread is something that will not be invented for thousands of years.

Amidst all this, you're sitting in a cave and looking out at the horizon. You see a bison but that is nothing unusual. Out of the blue and for no reason at all, you pick up a reed and draw the bison on a cave wall. And that, ladies, gentlemen and unicorns, is how the first drawing on earth was drawn in Lubang Jeriji Salih cave in Indonesia. After that, there was just no turning back.



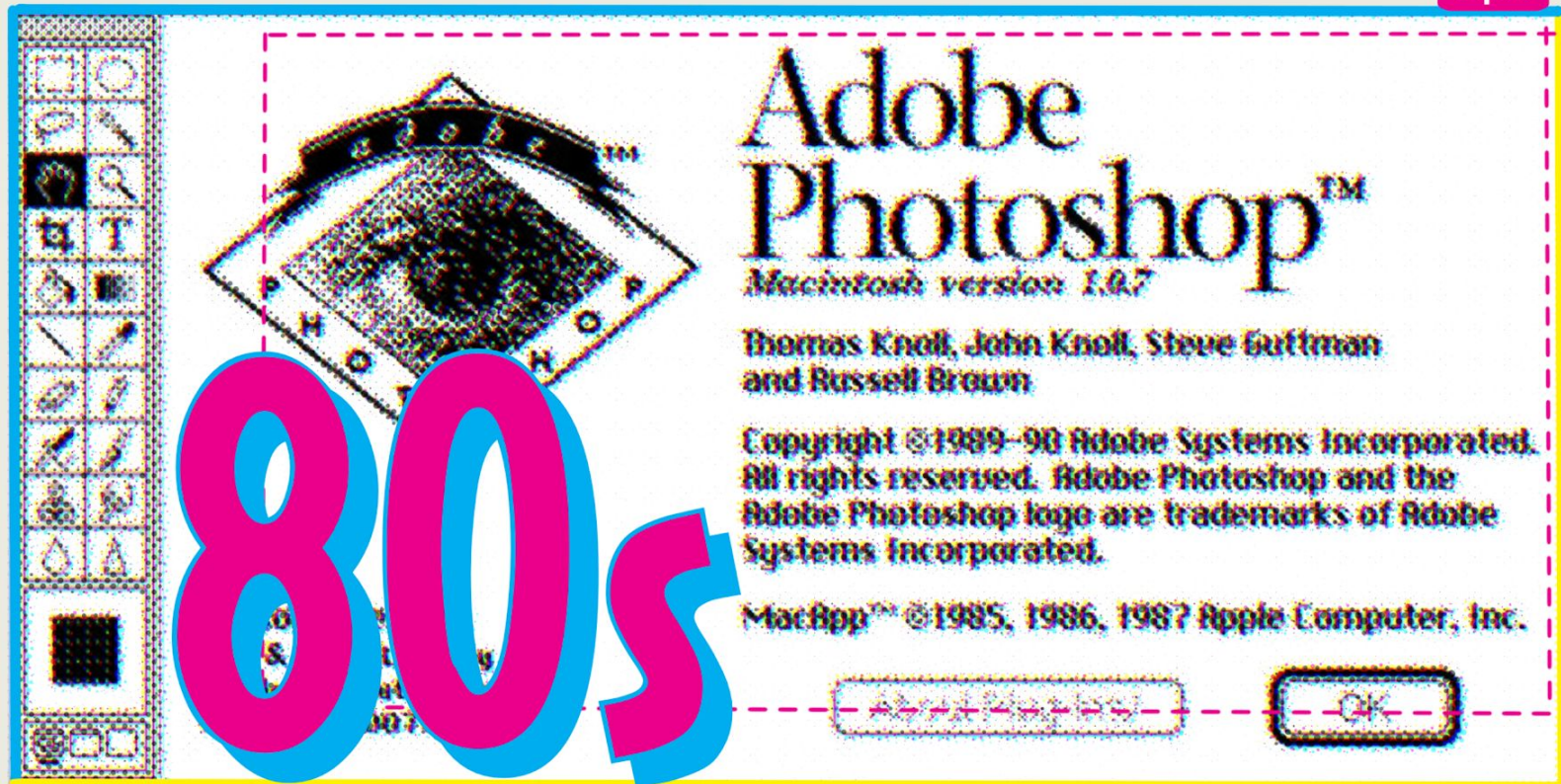
CIRCA

45,000 BC

ARTIST - UNKNOWN

ADOBE PHOTOSHOP

2px



Could you imagine making a mistake in your digital illustration and you have to redo a big portion of the artwork just for the sake of a small brush stroke that is out of place?

“Thank God for layers!” is what you might say and rightly so. A small mistake might need just a few tweaks on the layer in question. Furthermore, design and illustration apps like MS Paint and Adobe Photoshop employ OS shortcuts like Ctrl+Z or Cmd+Z if you use a Mac. This idea of making design app commands and UX so closely linked to the Operating System made them more than just a digital canvas to scribble on.

Using advanced design apps like Adobe Creative Cloud 2022, Procreate, Vectornator and others has been possible because of what MS Paint and Photoshop did for digital design in the early 90s. You could say, we designers are riding on the backs of giants. Or, “pilots” for the sake of this magazine issue.

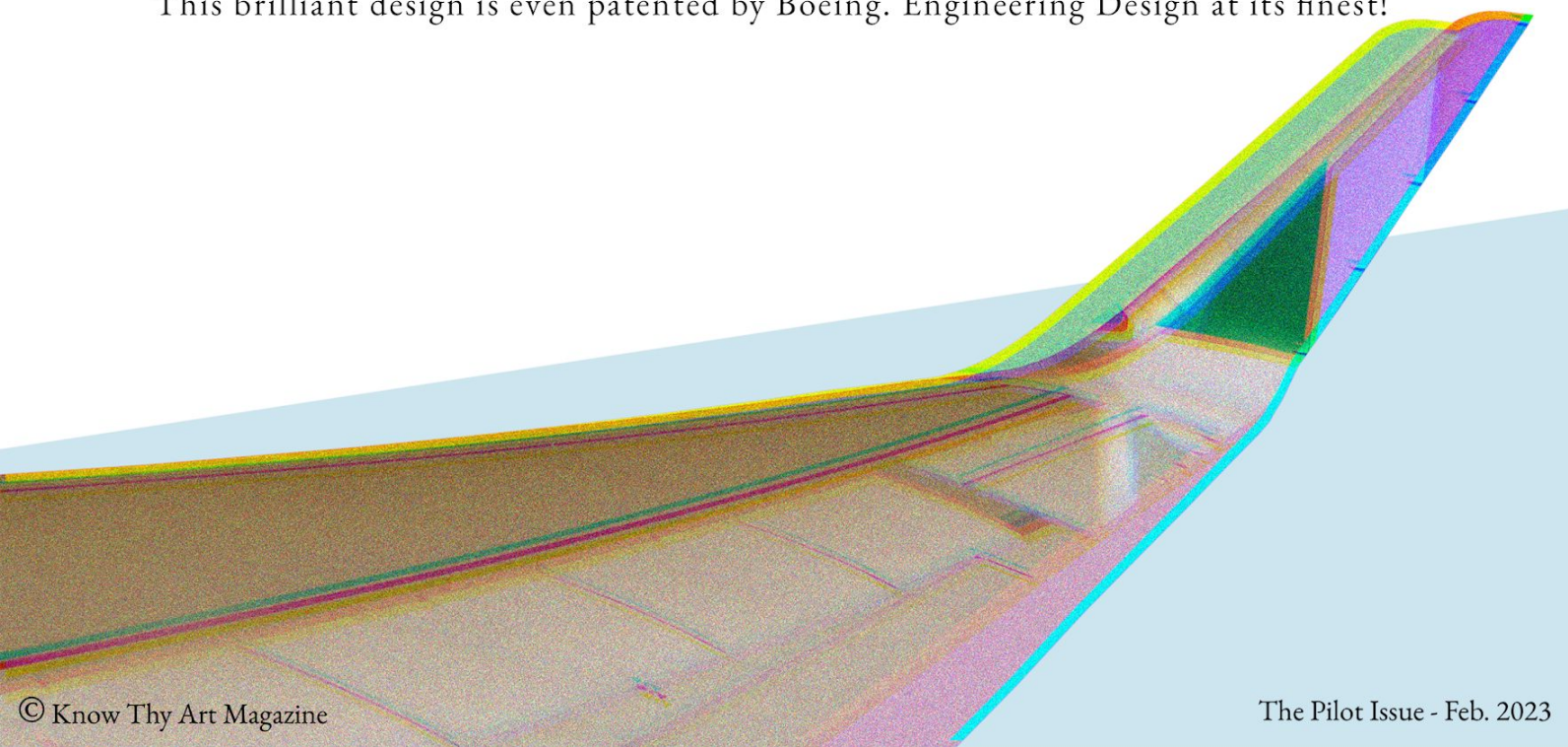


ENGINEERING DESIGN - AIRPLANE WING

A small change at the tip of an airplane wing brings physics in your favour and saves you millions of dollars in fuel. No, no... this is not a miracle drug or snake oil.

Have you ever had a window seat in a plane where the view is just near the wing? Have you noticed how at the time of take off and landing, the tip of the wing folds slightly to stand up? This genius design in aeronautical engineering is the perfect marriage of physics + maths + design. The result? The aviation industry has saved about 10% in fuel costs because of this design.

What does it do? Airplanes get to have longer, tapering wings and less drag. Furthermore, this folding part of the wingtip is extremely light because it is made up of composite material. It tackles wind resistance. This means that less fuel is required at the time of take-off or landing. Also, folding wings reduces the width. This means the airplanes can easily be parked at airports meant for smaller planes. This brilliant design is even patented by Boeing. Engineering Design at its finest!



CURRENT AFFAIRS: WHAT NOW?

In present times, you might be a pessimist and think that all the important inventions have already been made. But that isn't the case at all. There are so many inventions just waiting to make a change.

However, in terms of art and design, it is not so much the "brand new" inventions but rather upgrades that are waiting to be made. That little change of a link in the change of a systems design. That small change in oil paint pigment would massively decrease the carbon footprint. That "lightbulb upgrade" changes the whole system.

All of this can be achieved with passion and clever design thinking. In this day and age, Artificial Intelligence has so much attached to it. Systems design, UX, Prompt design and even government regulations are all tied to AI. Needless to say that AI is still new and still demands many upgrades.

Designers have never been more important now because even the teeny changes they make to the system might change the way we use this tech forever.



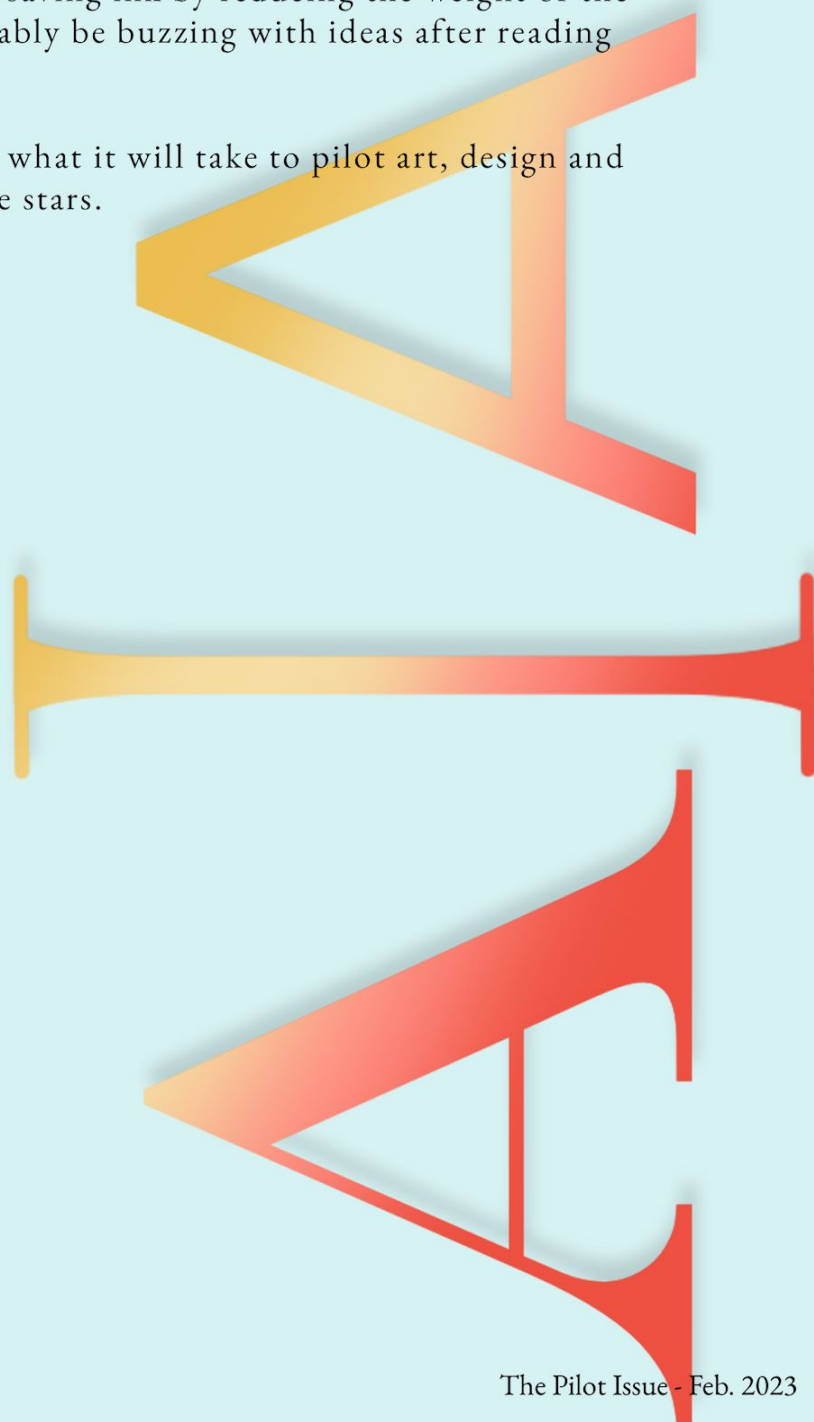
FONT CHANGE SAVES MILLIONS OF DOLLARS

Gutenberg invented the printing press in 1440. Since then, news distribution, the publication industry and even print advertisements saw massive changes because of Gutenberg's invention. Fast forward to the mid-2000s, it looks like there is nothing else to achieve in print right? Not so.

Apparently, in America, 14-year-old Suvir Mirchanda made a suggestion to the American Government. He suggested changing the font used in government paperwork. Nothing big right? Well, the change to a lighter-weight font could save millions of dollars a year in ink costs.

While many media houses reported this, it is yet to be confirmed. Regardless of whether or not this is true, it would get any art director scratching their head. They would probably think, "Hmm... how many dollars worth of ink would the serifs of a font use up?" Or perhaps just saving ink by reducing the weight of the font. Those who print in bulk will probably be buzzing with ideas after reading this story.

This kind of design thinking is basically what it will take to pilot art, design and any creative industry further towards the stars.



EXPERT ADVICE: SENSEI SPEAKS

Auguste and Louis Lumière invented a camera that recorded and projected reels in the form of “moving pictures” or what we know today as films or movies. This was in 1895 and today we would have countless hours of entertainment if it wasn't for their work. But the fathers of cinema did not really believe in their invention.

"Talking films are a very interesting invention, but I do not believe that they will remain long in fashion. First of all, perfect synchronisation between sound and image is absolutely impossible, and, secondly, cinema cannot, and must not, become theatre."

- *Louis Lumière*

Little did they know that their invention (with formidable upgrades every now and then) would become a new medium of expression for visual artists all around the world. Not to mention, a multi-billion dollar, creative industry that spans across the world.



LOOK TO THE FUTURE: BANKING AND STOCK APPS

Systems Designers create working organisations that drive a project from an idea to a conclusion. A UI designer designs apps and websites for companies. A UX designer considers the user's needs and designs online experiences accordingly. Phew! Who knew all these sectors of design would collectively change the banking, stock and finance sector so drastically?

In the stock market a “floor” is literally the floor of the stock market. This is where the buyers and sellers of stock yell what they want to buy or sell. As you may have seen in films. This is where companies made their millions or economies changed in a matter of minutes.

Today, floors of some of the biggest stock markets in the world like the New York Stock Exchange, DAX, Nikkei and many more, have much less footfall. This isn't because people are not buying stocks but because they choose to buy from apps.

Previously, if you wanted to buy a company share, you would have to yell out what you wanted on the floor. Simultaneously, you would open your flip phone and ask your stock broker if they knew anyone who was selling what you wanted. A person selling that share would have to go through just as much hassle to find you, the buyer. This took minutes if not hours or days and by the time you found each other, the rate of the share would change. By this time, maybe neither of you wanted to buy or sell at this new rate.

Enter phone apps! Online banking and stock apps made this buying and selling so easy, you could do in seconds what might otherwise take hours. So why would a finance professional bother going to the stock market? All they needed was the app where buyers and sellers simply had to put out a request, someone got notified and responded and the deal was complete.

Every single person from fintech to the User Interface designer who decided the colour of the “buy and sell” buttons deserve credit for revolutionising this sector.

In the future, AI is taking over buying and selling of shares in bulk where human beings will have to do as little as set instructions. Designers in tech will put on their thinking caps to come up with that one upgrade that further boost this system and takes it to new heights.



FACTY FACTERSON

Google Play Store, formerly known as the Android Market started with absolutely zero apps for users to download. It opened up to developers later on, when they simultaneously released many apps.

In 1997, the built in “Snake” game was, in a way, the first app offered on the Nokia 6610.

The most expensive canvas ever sold!
2 Blank canvases sold as “artworks” titled ‘Take the Money and Run’ for \$84,000 by artist Jens Haaning.

KNOW THY ART - ADD TO CART

- Vectornator •

One of the best vector drawing and design software you can find. The icing on the cake is that it's absolutely free! You can get Vectornator for Mac, Windows, Android and iOS. A great option for up and coming designers who don't have the big bucks to shell out on expensive subscription based design and illustration applications.

Download Vectornator here:

<https://www.Vectornator.io/>



- Drawing Tablet and Pen - UGEE M708 - 10x6 inch •

For detailed information on what kind of drawing tablet you should buy based on your needs, refer to “A GUIDE TO GRAPHICS DRAWING TABLETS AND DIGITAL PENS” on knowthyart.com



ASK THE EDITOR

What is a good design field I can explore if I am in high-school right now and will join the workforce at least 5 to 7 years from now?

- Emma (Minnesota, USA)

The answer to this question is simply to explore the design field that interests you the most. It can get extremely exhausting to work in a field that doesn't interest you. Find a design field you like, learn the skills and find a way to make it your career.

Having said that, as a designer myself, I have found that sometimes familiarising yourself with at least 2 design sectors (preferably ones that are related to each other) can help. You make yourself open to a wider range of opportunities and get a deeper understanding of the design sector.

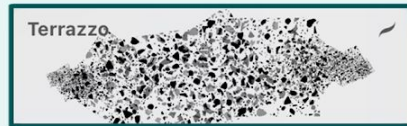
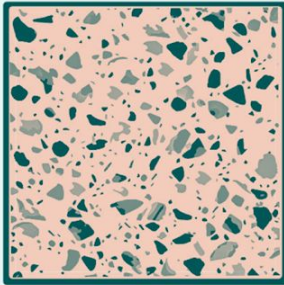
For example, if you like designing UI (User Interface), it would be nice to get a fair understanding of UX (User Experience) and Branding Design as well. Who knows, you might just head a department that builds the next great mobile app for Android and iOS.



FREEBIE OF THE MONTH!

Terrazzo Print Stamp Brush for Procreate

Sign up for the Know Thy Art monthly Newsletter to get access to our freebie page. Get access to all art and design goodies from the archives and those yet to come.



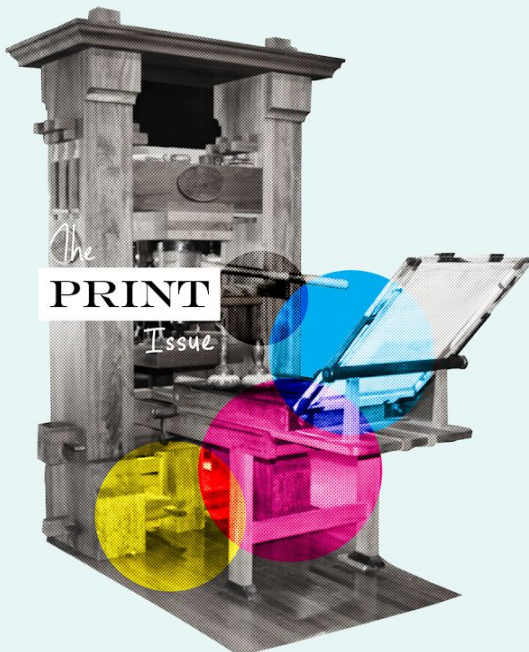
Sign up here: www.knowthyart.com

(You're sure to find a sign up form somewhere around the page)

SNEAK PEEK OF NEXT MONTH'S ISSUE

The feel of beautifully pigmented colours on a high GSM, textured page never gets old. Not to mention the ASMR from gently flipping the pages of a book. We're in the future with screens everywhere but how could we ever get over the loveliness of print?

Stay tuned for the Know Thy Art magazine's Print Issue dropping next month!



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