

Papers & Publications: Interdisciplinary Journal of Undergraduate Research

Volume 7

Article 8

2018

Petrolia

Jada Smith

University of North Georgia, Dahlonega

Follow this and additional works at: <https://digitalcommons.northgeorgia.edu/papersandpubs>

 Part of the [Advertising and Promotion Management Commons](#), [Fine Arts Commons](#), [Graphic Design Commons](#), and the [Interdisciplinary Arts and Media Commons](#)

Recommended Citation

Smith, Jada (2018) "Petrolia," *Papers & Publications: Interdisciplinary Journal of Undergraduate Research*: Vol. 7 , Article 8.
Available at: <https://digitalcommons.northgeorgia.edu/papersandpubs/vol7/iss1/8>

This Visual Art is brought to you for free and open access by the Center for Undergraduate Research and Creative Activities (CURCA) at Nighthawks Open Institutional Repository. It has been accepted for inclusion in Papers & Publications: Interdisciplinary Journal of Undergraduate Research by an authorized editor of Nighthawks Open Institutional Repository.

Petrolia

Cover Art Contest Finalist

Jada Weaver
University of North Georgia

Ever since I was young, I yearned to know how objects worked, how they moved, how they interacted. Growing up with the rise of technology sparked a curiosity of the innovative. From watching “How It’s Made” to tearing items apart just to build them back again, interlocking and interchangeable pieces have always been prominent in my life. When studying anatomy in drawing classes for college, I struggled to understand the movement and parts of human body until I compared it to a machine. This comparison sparked interest in a concept called transhumanism, a movement that shows humans advancing their way of living with the emerging technical landscape.

This fascination led to the idea of a future human race that not only interacted with machines to enhance efficiency as products but incorporated them into their physical bodies as well. My piece is a small glimpse into how this future society lives. Knowing I wanted to showcase these refined humans, I decided to do so in the form of advertisements since I am pursuing a career in advertising. I pushed this concept of evolved human-living with the product I created for my ads, *Petrolia*. My piece showcased here is one of five total advertisements. I mimicked the look of many high-end modern lotion and moisturizer ads to convey the nature of how the product is used by these hybrids. The name is derived from the word “petroleum” to reveal its true form oil.

It only makes sense that I would be drawn to a digital medium. From the moment I made my first brush stroke in Adobe Photoshop two years ago, I was taken with the idea of technology aiding my artistic endeavors. It was then that I introduced these themes of transhumanism more prominently in my work. I have formulated a process of photo manipulation and digital illustration that allows me to portray these cyborgs in a believable way. Formally, the juxtaposition of the organic and soft human body against the geometric and rigid nature of machinery serves as an ironic commentary on the robotic nature of man.

The goal of my work is to create conversation. There are critics who say technology is dehumanizing the way we interact with each other; however, I believe communication is just evolving and adapting the same way that the human race always has. I want my audience to walk away from my work thinking more deeply about the world we live in and where we are going in the future.



Contributor Bio

Jada Weaver received her B.S. in Art Marketing from the University of North Georgia at Dahlonega in 2017 with a concentration in Graphic Design and Digital Illustration. Her work is a commentary on dehumanization, trans-humanism, and our struggle with technology and industry. Her work often features cyborgs, androids, and imagery that depicts enhanced human performance through machinery. Working digitally helps Weaver convey these themes as she continues to grow as an artist and in her professional career as a graphic designer.

Faculty mentor

Craig Wilson



Digital Art,
11 inches x 17 inches