

Title – Loco-Robo and Gen

Program of Study – Studio and Digital Arts: Graphic Design

Presentation Type – Juried Art

Subtype – Creative and Artistic

Mentor(s) and Mentor Email – Professor Joshua Wilson (jewilson1@liberty.edu)

Student name(s) and email(s) – Joshua Jacobson (jjacobson@liberty.edu)

This illustration of two stylistic robots is designed to visually communicate the connotations and meaning of the commonly used idiom, “it takes two to tango.” The idiom is typically used in the context of two contrasting parties engaging in an activity that wholly requires both their participation. While there are usually negative connotations and a degree of sensuality associated with the idiom, they are not represented in the design solution. The final design solution utilizes simplistic but contrasting character design convey the idiom. The bulky train-brawler, Loco-Robo, is a steady powerhouse—However, his arms must be charged up in order to be effective. The fragile Gen, on the other hand, could never carry himself in a fight—However, he’s outfitted with a back-mounted generator. With Gen providing the power to Loco-Robo’s arms, Loco-Robo can keep up the brawl and keep Gen out of harm’s way. Through this relationship, the two robots form an effective duo and fulfill the necessary roles in the idiom. In terms of process, traditional drawing and sketching was utilized for the visual development, while the final product was rendered in Adobe Photoshop. Through use of vectors and digital painting, the rendering style is reminiscent of vehicle advertisement illustrations found in old magazines and classic videogame box art.