



Aleksander Maczynski

Unreservedly optimistic,
unquestionably attached
to all things beautiful.



01: Hospitality Futures

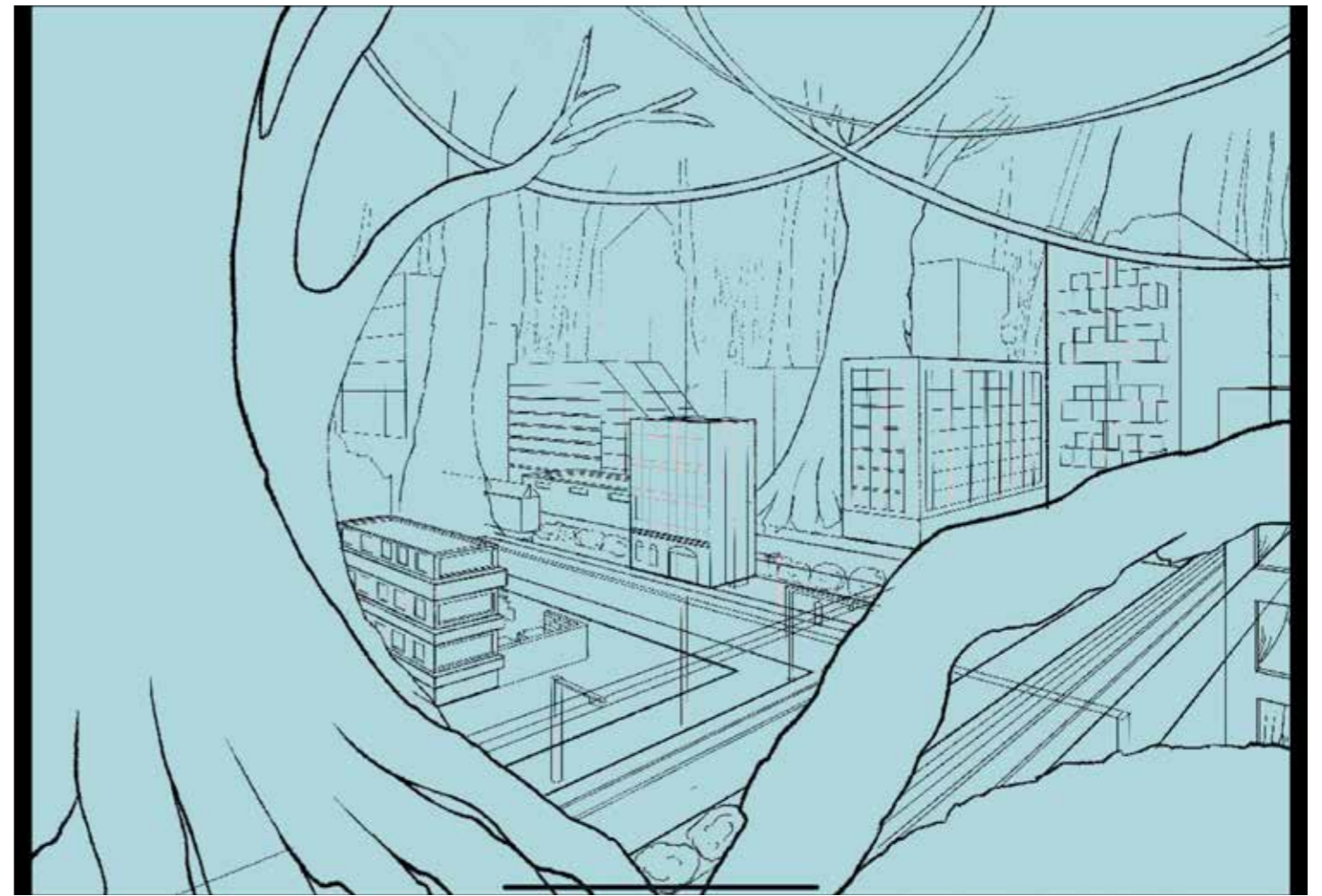
In our brief for contemporary illustration we were tasked with exploring a multitude of themes one of those was ethical futures which is where mine is based. This work was unexpectedly a collaborative project for Agnieszka Rydzik a researcher at the university. Agnieszka was looking into how technology and ai are taking over hospitality workplaces and gave me the opportunity to visualise it in a contemporary manner. To do this we worked together with narratives, and I build eight spaces based in hospitality while expressing its increase in technology through game like isometric interior design.





01: Natural Doomsday

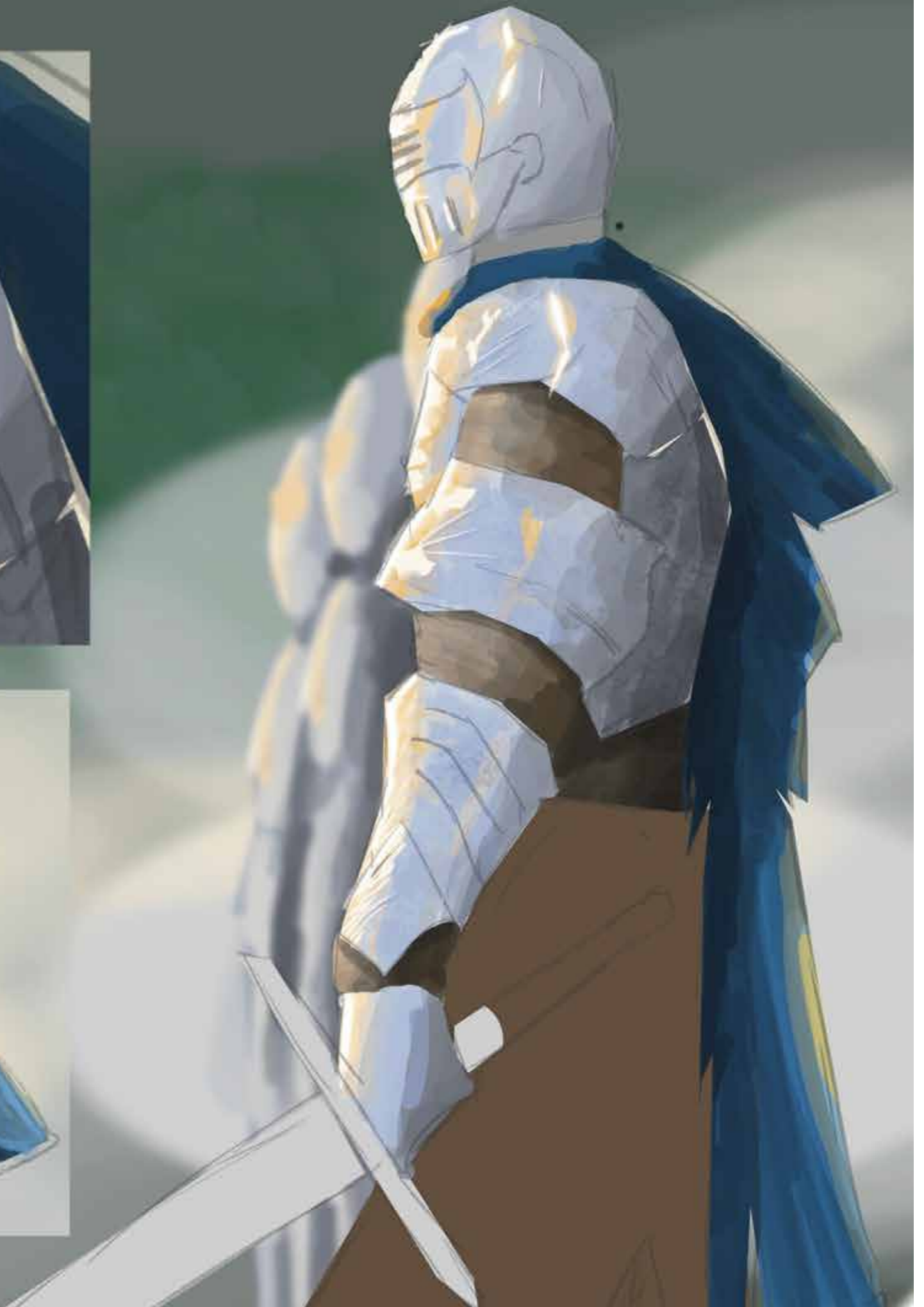
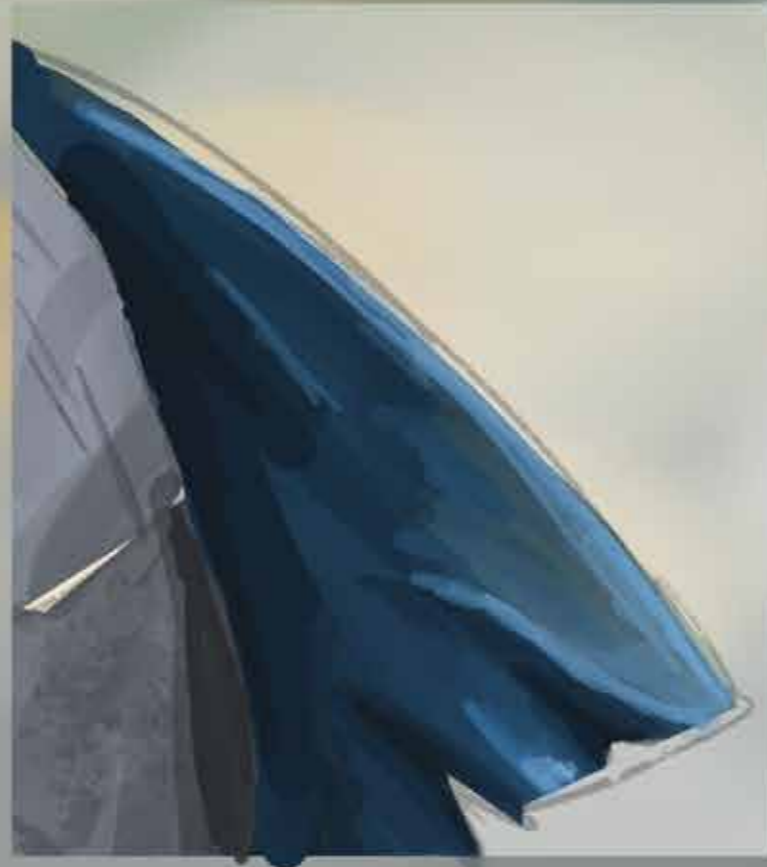
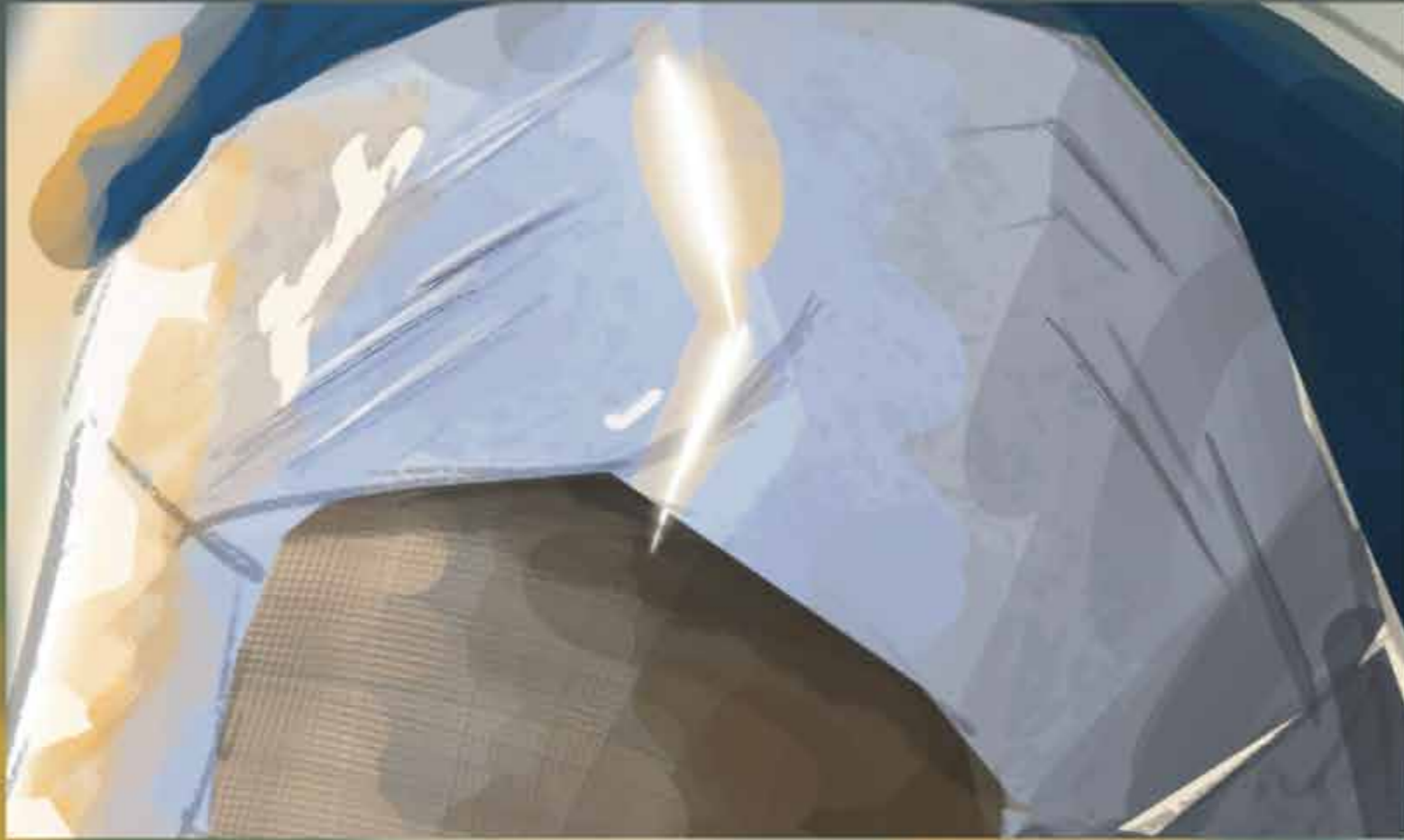
For the first semester of professionalism and commissions we worked on pieces for competitions to gain understanding of professional life as an illustrator and how competitions can support us. To do this we were presented with multiple choices of theme, and I picked Fictional futures focusing on the ecological impact of people within modern society. To explain this visually I created a dystopian world that explored the effects of global warming in our future. All of this was based on this narrative: In the year 2052 the doomsday clock hit midnight... catastrophe struck as climate change flooded our land, increased the global temperatures, killed off 92% of all life and turned the earth into chaos. Only some surviving, the ones that were prepared around the continents. With human life at an unknown we search through eastern Europe or what would have been Poland in the unreal rain forest like earth.

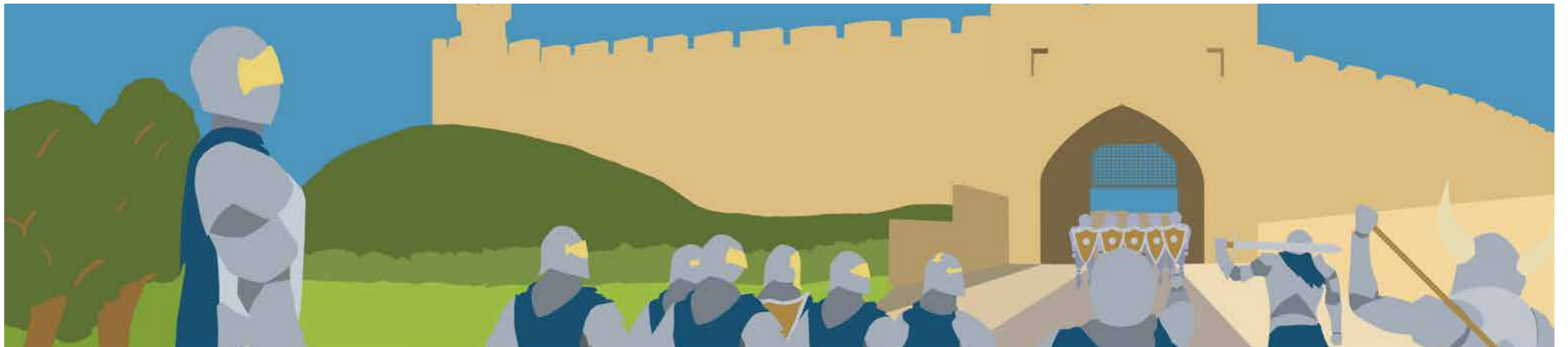
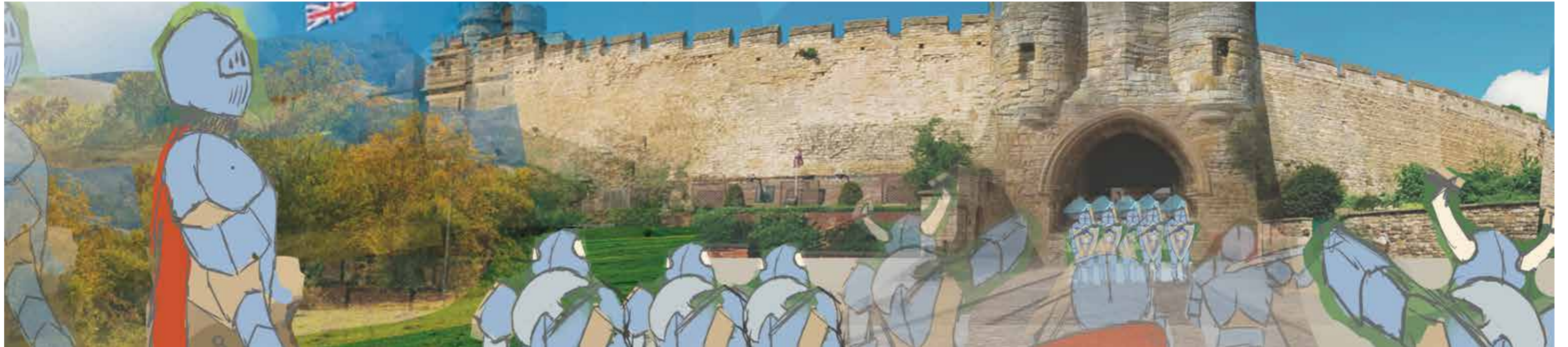
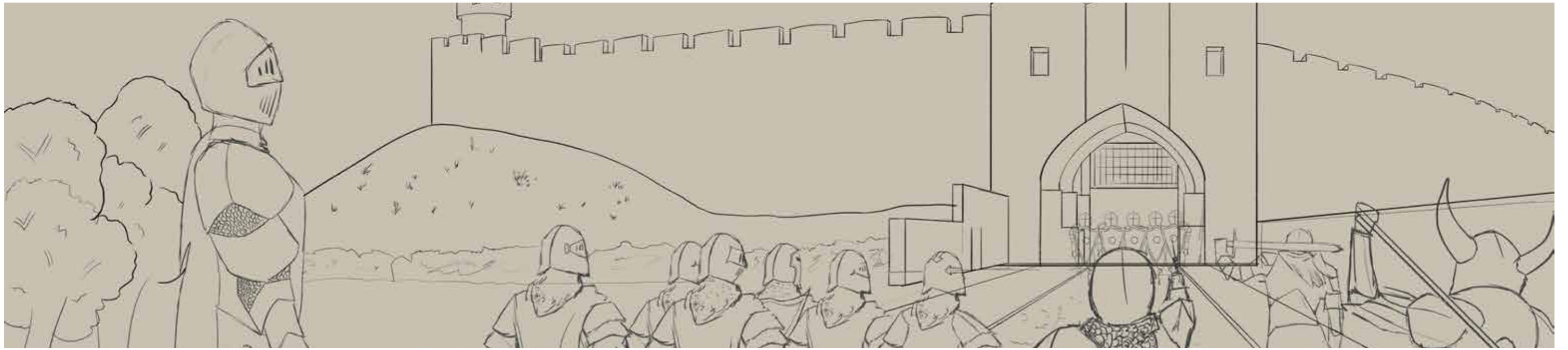




01: Storm The Lincoln Castle

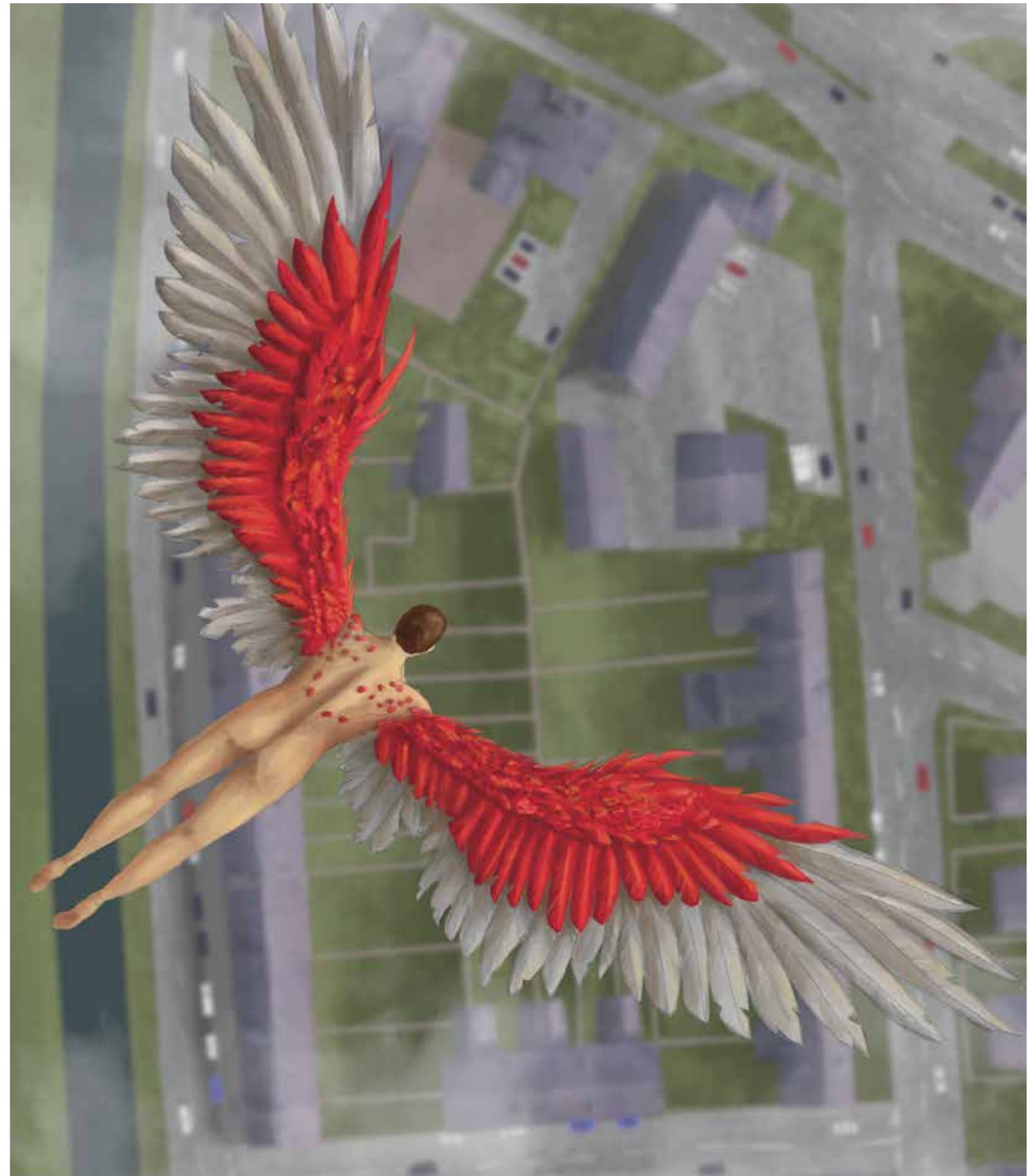
In year two we were tasked with making professional merchandise for the Lincoln Castle this was my first attempt at real concept art, and I started it off with the basics of understanding environments and character presences. To create the merchandise, I created a large illustration showcasing the castle in its glory days during a war. This allowed for me to use the artwork to create merchandise like tea and coffee, posters and mugs.





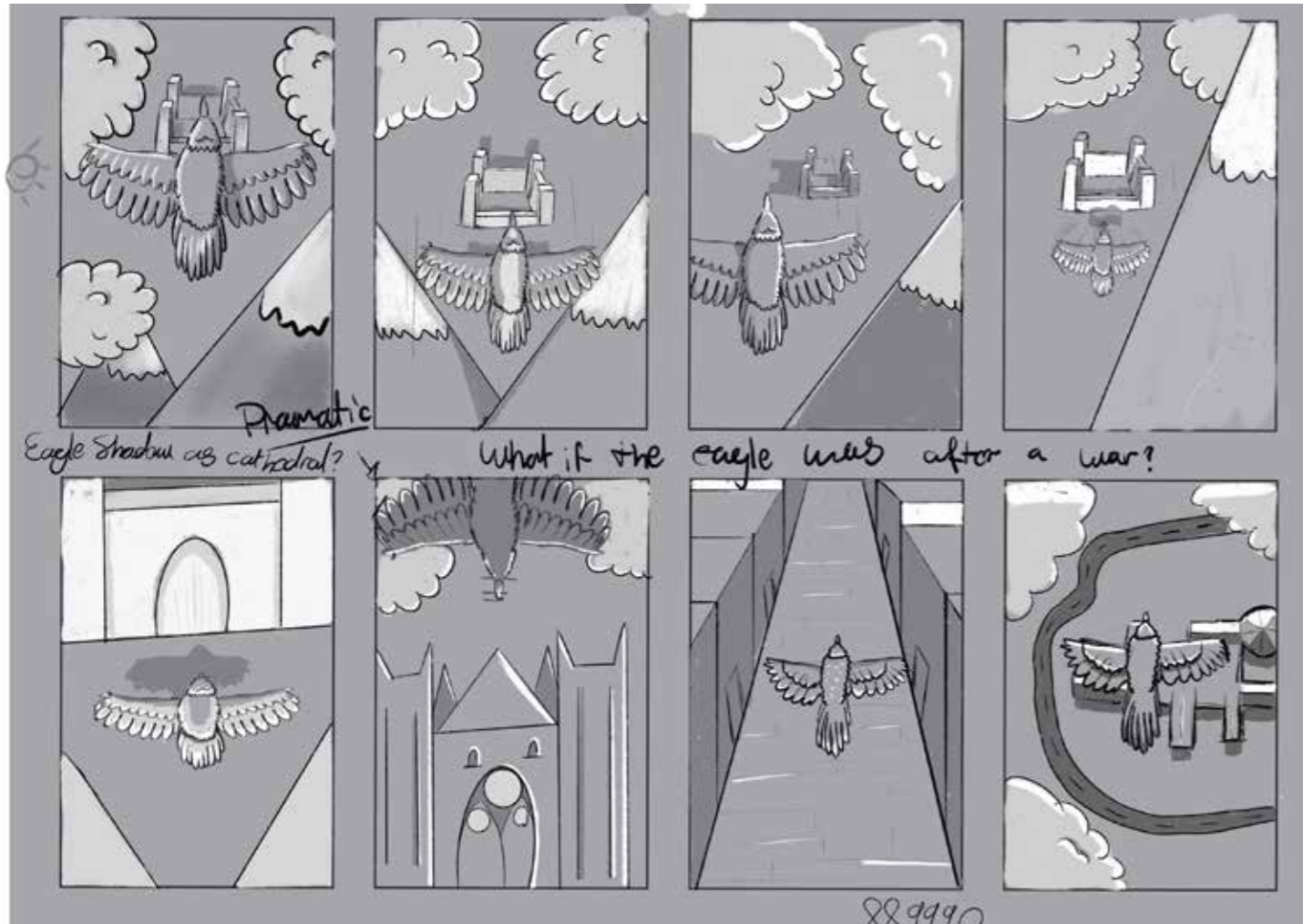
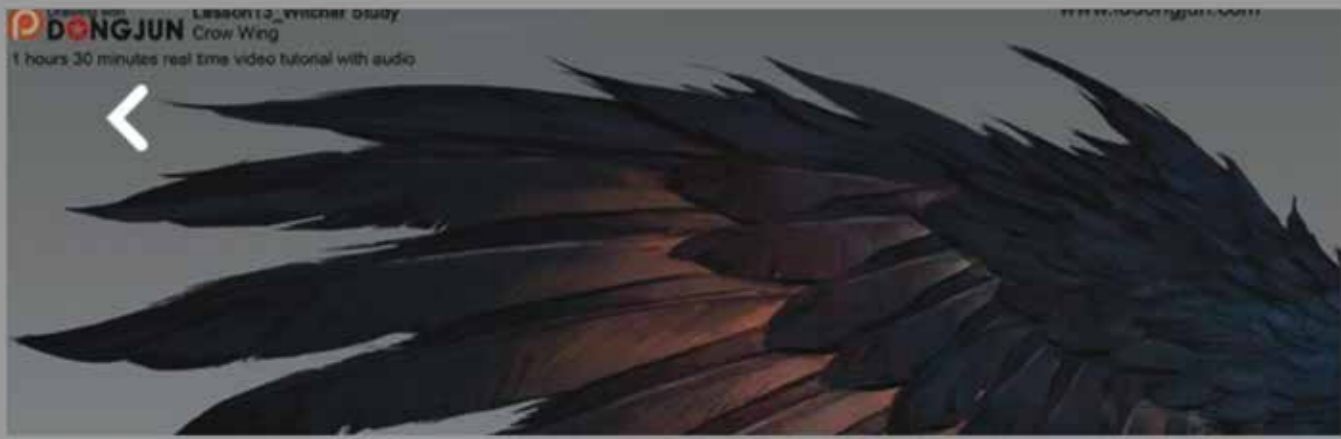
01: The Wings of Hope

For this project in year two we were tasked with creating a piece of work that promoted equality due to the protests in the UK for Lincoln Southside. This piece was created with my Polish heritage in mind remembering the fact that we were all human yes, we may have immigrated here but were just people. To do this I created a person with wings to symbolize freedom and coloured them in the colours of Poland's flag this suggested a Polish person's immigration to the UK. To further express this, I created a background of Lincoln Southside showcasing the place itself.



**Celebrating the ties
that bind us together.**

DONGJUN Crow Wing
1 hour 30 minutes real time video tutorial with audio



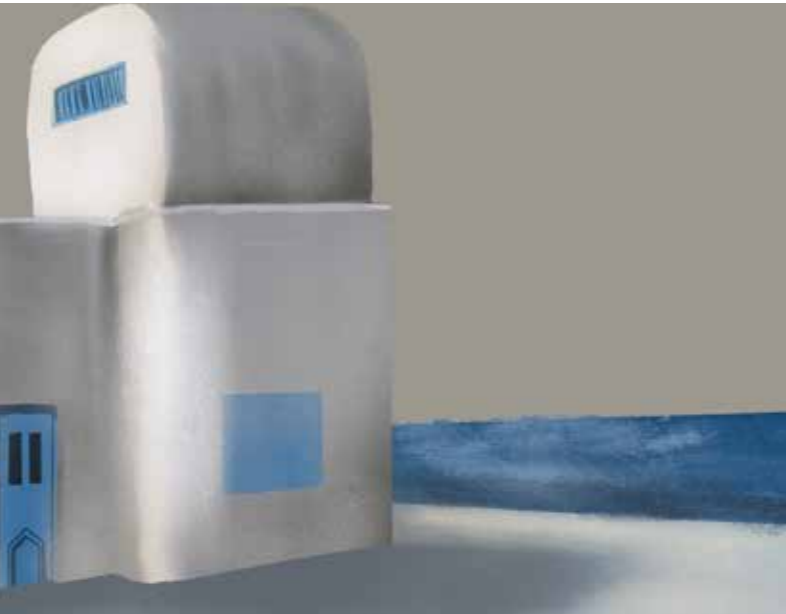
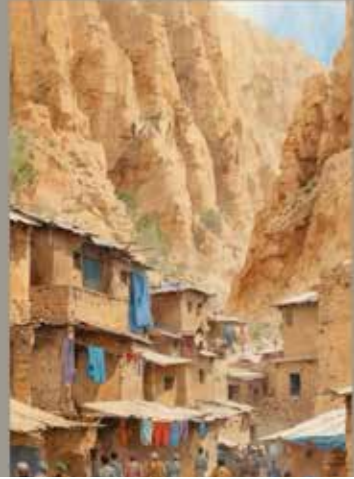
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01: The Tree of Happiness

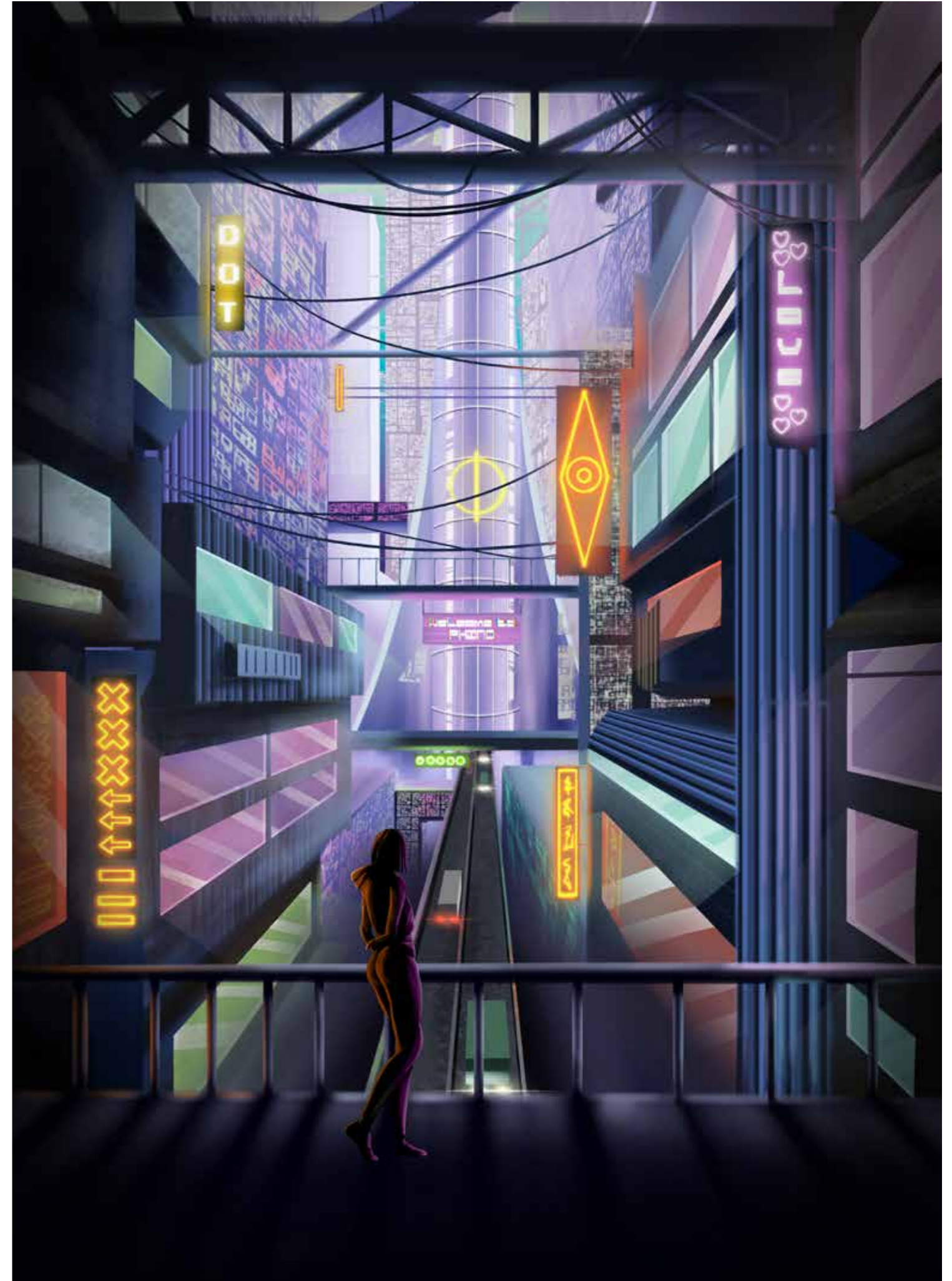
In this brief we were asked to represent the world happiness scale. To do this I created a piece of work that explored my interest in nature and foliage but also represented the scale. The scale was based on countries and as an environment concept artist I explored how to represent this in an environmental manner. This led me to combine building and foliage in a different way reversing the scale and making the tree bigger than the building. This allowed me to place the building on the tree and create a sense of scale through height.





01: NeuroDystopia

For my final project I created my own brief which allowed me to do what I want. This led me directly down the path of a concept art and allowed me to start building narratives to visualize. I wanted the brief to explore a contemporary and personal issue and so I created a narrative based around neurodivergences. This allowed me to create a world that showcased the inequality between neurotypical people and neurodivergent people. This piece is the start of a world building project that I want to continue and explore through environments and character designs.





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