

**JEFF CASE** **ARTIST STATEMENT**

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I am a problem solver. No matter how complex some issues appear to be, I feel there is always some way to improve upon the status quo. As I try to make sense of the world around me, I view art as a way to answer complex problems. I seek to cultivate compelling visual solutions, to develop meaning through structure, signs, and symbols.

I generally immerse myself in research before I begin creating a piece, so I can establish a paramount message. I am naturally drawn to the combination of motion, sound, and imagery. Interactivity allows for more viewer participation.

I am most interested in multimedia—based artwork, but I am open to experimentation with various mediums because some pieces are best served with different styles and mediums. I am fascinated with the way a particular process and medium changes the viewer's response. My recent works have been created using flash, virtual reality, web, 3D, illustration, photography, digital painting, and printmaking.

I am artistically investigating topics like children's safety, political themes, social commentary on families, the health epidemic in Southeast Asia, and the environmental and historical preservation of Cholla Bay, Mexico. I am developing several works simultaneously. In a series of posters titled "Two Americas," I am investigating the political divide caused by a two-party America and examining the ideals of the founding fathers. I am also creating a book about the family as a fundamental unit within society, and further exploring the topic with interactive poetry pieces. I am in the midst of illustrating and animating an interactive piece encouraging emergency preparedness and home safety geared toward children ages 5–12.