



Special Notice:

You can now watch various travel videos of David's expedition at the Artists for Conservation website at natureartists.com.

Look for the "Flag Expeditions" and David's Blog with Video & PDF's.

David Rankin 21st Century Artists



Gearing Up

A Guide for 21st Century Artists

It's a New World The days when artists merely had to learn how to draw, design, paint, or sculpt... are over! And any of today's artists who are not actively trying to develop & incorporate today's new skills and computer technologies, will simply not be functioning as artists in 10 years.

The ways I work & travel today bear very little similarity with the way I worked & traveled back in the 70's & 80's. And since the turn of this 21st century the sheer speed of the changes has literally revolutionized the way artists function, both creatively and business-wise.

And one of the least understood aspects of how artists work today, is the merger of all these new ways of working with the more traditional skills.

Young artists still in high school as well as those entering college today, have grown up with computers, cell phones, the internet, and now texting, IM-ing, webporn, music downloads, powerpoint presentations, email, megabytes, Face Page websites, online shopping, chat rooms, and of course... webporn.



David Rankin working on location in the Ganges Himalayas, at the Gangotri Glacier (13,200 feet), in North India. You can review and read about David's fascinating artistic expedition at the "Flag Expedition" portal on the home page of the Artists for Conservation/ AFC website... natureartist.com

But a lot of older artists are simply falling way behind the curve in terms of incorporating all of this into a new cohesive and effective working strategy.

So let's take a look at the basic Working Method I've developed over the years. And my approach begins not in the studio or in front of a computer screen, but rather working directly Nature.

21st Century Watercolor



A 21st Guide for Artists

David Rankin's Working Method for all artists, especially painters.

I am a professional Watercolor Painter & Wildlife Artist. I have been traveling the world extensively since my very first trip to India back in 1970. And over the years I have gradually developed and refined a comprehensive Working Method. I have been working with computers and Photoshop since the mid-1980's. My working method has been field-tested and refined all over the world under very extreme conditions. And it now is applicable to all artists, but especially visual artists who would like to work directly from Nature.

My Working Method consists of a comprehensive approach using the following features.

- **Field Gear / DfN** *Directly from Nature*
- **DfN Imaging Procedures**
- **Logistics** *All prep & travel*
- **Traditional Studio Skills**
- **21st Century Skills**

A) Field Gear / DfN

- *Gear you take & use when working Directly from Nature... close to home... or in far off distant lands.*

B) DfN Imaging Procedures

- *Artistic procedures working directly from Nature.*
 - 1 Perceptual procedures
 - *For observing and evaluating Nature's features.*
 - 2 Photographic Procedures
 - *Precise Digital Photographic approach & procedures for artists taking Reference Shots & Video for painting later.*
 - 3 Sketching Procedures
 - *Fast Sketching Procedures for trying out compositions, design, & values quickly.*
 - 4 Painting Procedures
 - *Actual painting procedures used when painting outdoors, directly from Nature.*

C) Logistics

- *All aspects of planning, preparation, and execution of travel objectives.*
 - *This is broken down into 3 areas, the initial planning that goes into a trip, the preparation procedures for that trip like Passports/Visas, Shots, Bill Paying, etc. And finally the actual travel to far off corners of the world.*

Artistic Convergence

The comprehensive merger of all traditional artistic skills with new 21st century skills

D) Traditional Studio Skills

- *The traditional artistic skills you use when working in your home studio.*
 - *All of the skills you've learned & used thus far.*

E) 21st Century Imaging, Design, & Communication Skills

- *The new range of various new computer skills required of artists today.*
 - 1 Computer Imaging
 - *Photoshop - Basic "tweaking" and visual experimentation techniques.*
 - 2 Computer Layout, Design & Usage
 - *InDesign - Business Cards, Exhibition Announcements, Promotional Graphics, Newsletters, Catalogs & Brochures, Products using you artwork,*
 - 3 Computer Communications - Internet, Email, Attachments, PDF's, Websites, Blog's, Pod casts, etc.



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My Own Artistic Expedition Gear

I encourage all artists, especially watercolor painters, to venture out of their studios to sketch, photograph, and paint outdoors, directly from Nature, close to home or far away.

This is what I refer to as *The Grand Tradition*, artists studying and painting Nature directly, not just with photographic reference. And I train artists in the pre-

cise methods for doing this. But here I've assembled a comprehensive description and detailing of all the gear I took with me for a month or so of very hard travel and work in the Ganges Himalayas of North India. This will hopefully give you an accurate picture of what it takes for an artist like me to work on the other side of the world, in a fully functional & creative manner.

This is how artists of the 21st century work today!

Expedition Gear The actual gear I take with me on extended painting expeditions like this breaks down into two basic categories....

Sketching & Painting Gear... and 21st Century Gear.

Traditional Sketching & Painting Gear

- **9B Woodless Graphite Pencils & Sketchbook**
- **5 Arches 140lb. Rough Watercolor Blocks**
- **6 Watercolor Brushes** plus back-up brushes
- **4 Watercolor Palettes** "Gravity Palettes"
- **2 Plastic Water Containers** fit together
- **12 Tube Colors- Windsor Newton** plus Back-Up Set
- **Tape, Tools, Knives, etc.**
- **2 Clear Plastic "Art Bins"** for portable Day-Use
- **1 All-Purpose Crushable Gear Bag** cafeypress.com

21st Century Gear

- **2 Macintosh Laptops** 15" & 17" Titanium with Photoshop, iMovie, InDesign, Adobe PDF, etc., and all internet software
- **3- 35mm Digital Cameras** Sony w/Mpeg Video
- **1- Digital Camcorder** Sony w/Wide Angle & Tele Lens
- **14 Hours of Video Tapes** Sony & Toshiba
- **1- Garmin eTrex Legend GPS** handheld unit
- **2- 1 Gig USB Flash Drives**
- **CD's & DVD's** for additional back-up of Photos/Video
- **1- 50Gig LaCie Hard Drive** Rugged Model
- **Flashlights, Compass, Cables & Cords**
- **Overseas Power Converter** Sharper Image
- **i- Battery Charger for Sony Camcorder**
- **Camcorder Batteries & Back-Ups**
- **35mm Camera Charger Cords & Connectors**
- **Palm Pilot**
- **Cell Phone**
- **Special Back Pack** For all Essential Gear



Remember: The objective, for artists today, is to devise a working strategy that allows you to travel with whatever gear you need to work effectively, creatively, and productively... anywhere in the world!