

# LARRY LUK

## A BASKETBALL BACKGROUND

LARRY

LUK IS A FREELANCE ILLUSTRATOR AND THE MARKETING AND COMMUNICATIONS LEAD AT THE ATLANTA-BASED BRANDING AND DESIGN AGENCY SON&SONS. HE ALSO HELPED LAUNCH THE CLOTHING BRAND "WE ARE THE PROCESS." MUCH OF HIS WORK IS FAMILIAR WITH THE BASKETBALL COMMUNITY, AS HIS GRAPHICS AND ILLUSTRATIONS OFTEN ARE OF BASKETBALL SHOES OR SNEAKERS OR PERTAIN TO THE NBA AND ITS TEAMS AND ARE DONE IN A VERY CLEAN MANNER.

## BASKETBALL APPAREL ARTWORK

WHEN CREATING GRAPHICS AND ILLUSTRATING OF BASKETBALL JERSEYS AND UNIFORMS, LUK USES A CARTOON STYLE THAT EMPHASIZES THE DIFFERENT ELEMENTS OF THE JERSEYS AND UNIFORMS. THE CARTOON-STYLE GRAPHICS ARE VERY CLEAN AND VERY PRECISE. LUK UTILIZES GREAT DETAIL AND USES BOLD LINES AND CRISP STROKES TO OUTLINE THE DESIGNS, MAKING THE GRAPHICS STAND OUT THAT MAINTAIN A SENSE OF CLARITY. THEY INCLUDE GREAT ATTENTION TO DETAIL, WHICH REALLY MAKES THEM RESEMBLE REALITY WELL. THE MINOR DETAILS REALLY MAKE THE GRAPHICS WHAT THEY ARE.

## SNEAKER ARTWORK

ONE OF LUK'S MAIN DESIGN STYLES FOR CREATING SNEAKER ILLUSTRATIONS AND GRAPHICS IS A VERY GEOMETRIC STYLE IN THAT IT IS TRIANGULAR. THE ILLUSTRATIONS ARE VERY CLEAN BUT OFFER A LESS REALISTIC TAKE ON REALITY. LUK USES ONLY TRIANGLES TO MAKE UP THE OVERALL SHAPE. HE'LL THEN USE DIFFERENT SHADES OF THE SAME COLORS FOR THE TRIANGLES TO ADD A BIT OF REALISM. THIS TECHNIQUE DRAWS ON HOW SHADOWS AND LIGHTING CAN AFFECT THE SAME COLORS ON AN OBJECT.