



Day Time

blending tradition and technology

He's illustrated the musical group Barenaked Ladies for *Rolling Stone*; painted a portrait of Secretary of State Colin Powell for the cover of *U.S. News & World Report*; and illustrated actor John Wayne for *Premiere Magazine*.

Herron School of Art alumnus Rob Day, 41, has taken the world by storm, with detailed, captivating illustrations created with oil paint and digital software to produce everything from posters to book jackets.

In last year's *Sports Illustrated* swimsuit issue, Day complemented photo layouts featuring swimsuit models on location in South America with various hand-painted and graphic designs of cigar labels.

"It's impossible to tell where his handiwork (via paint) ends and where his digital work begins," says David Russick, gallery director for IUPUI's Herron School of Art. "When he can't find what he wants digitally, he creates it."

Day says he determines whether to use a paint brush or digital drawing tablet via computer depending on the project.

"I still prefer the traditional medium of brushes and oil paint," Day says. "The basic pleasure of creating something out of nothing brings a great deal of satisfaction."

After graduating from Herron in 1984, Day worked as a fashion illustrator for L.S. Ayres for a couple years, did a short stint with *Saturday Evening Post* and then became art director for the Indianapolis-based Young & Laramore ad agency.

Ultimately interested in working for himself, Day began freelance illustrating full time in October 1987. With international audiences, Day could have relocated, but chose to stay close to home. He currently resides in Broad Ripple with his wife, Anita, and dog, Clark. ■