



**COLLEGE OF  
PERFORMING & VISUAL ARTS**  
SOUTHERN UTAH UNIVERSITY

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Ashley H Pollock, Public Relations & Information Coordinator  
College of Performing and Visual Arts  
Southern Utah University

Office: 435-865-8667  
Cell: 435-590-0961  
pollocka@suu.edu

### **Create Your Artistic Brand with Poe Tan**

Written by Lola Taylor

**Southern Utah University, Cedar City, Utah:** Concept artist and instructor Poe Tan will be presenting at the Southern Utah Museum of Art on April 13 at 7:00 p.m. for the SUU Department of Art & Design's Art Insights series. He will discuss how to make a career in art, prepare your portfolio for review, create intellectual properties and brand yourself on the world wide web. He will also define what it means to be a Visual Development Artist and Concept Artist, including how the positions work and the pipeline of responsibilities. Admission to Art Insights is free and open to the public.

Beginning at a young age while growing up in Malaysia, Tan had the privilege of being exposed to a variety of entertainment mediums ranging from American movies and Disney cartoons to British comics and literature to Japanese manga and anime. He said, "One key moment in defining my decision to be an artist was watching *Star Wars* in the theatre in 1976. As I saw the opening of the movie with the Rebel Blockade Cruiser being chased by the Imperial Star Destroyer flying onto the screen, that made a huge impression on me as a 6-year-old. From there I started drawing and pursuing my goals to be a designer in animation and in the entertainment industry."

He received his BFA from the Massachusetts College of Art and Design and MFA in Illustration and Concept Art from the Academy of Art University. He has worked for Walt Disney Animation Studios, Warner Brothers Animation, Cartoon Network, Nickelodeon, Fox Animation, Sony and many others. Tan said, "I believe my education gave me a structural discipline to get ready for the real world, to understand and prepare for what is expected for real world scenarios."

The inspiration for Tan's art comes from many sources. He gathers ideas from great painters and artists like Leonardo da Vinci, JC Leyendecker, NC Wyeth and Jean Leon Gerome, as well as comic books and graphic novels artists such as Moebius, Cam Kennedy, and Mike Mignola. Postmodern and craftsman architecture, movies and industrial auto design for offroad and military vehicles are also sources of inspiration for his work.

Tan was told by his animation director in his second job that 'you are only as good as your last drawing.' This quote is something he will never forget. As an artist and designer, one needs to

continue to grow in their skills with technology and skill advancement if they want to be the best artist they can be.

His personal artistic style has been described as solid realism mixed with Hayao Miyazaki's style of organic design. Tan's artistic talent has allowed him to create in a variety of production styles for shows like Johnny Bravo and Rugrats and the movie Ben 10. "The most fulfilling part of being an artist," Tan said, "is that my designs are used and seen in animated shows and games. I enjoy it when my friends across the globe tell me they have seen my work and enjoyed the designs. I am currently working on a project that I hope will ensure my students and many others around the world can enjoy once it's launched."

For more information about Poe Tan, visit his artist website at [poe4x42000.wixsite.com/poetan-art](http://poe4x42000.wixsite.com/poetan-art).

Art Insights is hosted during the fall and spring semesters by SUU's Art & Design faculty. Students and community members meet to experience presentations and discussions by visiting artists and art educators from around the nation who share their work and insights.

### **About the College of Performing and Visual Arts**

The Southern Utah University College of Performing and Visual Arts is comprised of nationally accredited departments of Art and Design, Music, and Dance. The College also offers programs in Theatre Arts, graduate programs in Arts Administration and Music, as well as a Center for Shakespeare Studies. The College offers 16 different degree areas, including liberal arts Bachelor of Arts and Bachelor of Science degrees; professional Bachelor of Music and Bachelor of Fine Arts in art and theatre degrees; and Master of Fine Arts in Arts Administration, Master of Arts in Arts Administration, Master of Music Education and Master of Music in Music Technology graduate degrees. More than 60 full- and part-time faculty and staff are engaged in teaching and mentoring nearly 600 majors in the College. Over 1,100 students enroll each year in over 195 arts classes on the SUU campus. The College presents over 100 performances, lectures, presentations, and exhibitions each year. The College's affiliate organizations include the Southern Utah Museum of Art (SUMA), Utah Shakespeare Festival and SUU's Ballroom Dance Company. For more information about the College of Performing and Visual Arts, visit [www.suu.edu/pva](http://www.suu.edu/pva).

### **For Calendar Editors: Create Your Artistic Brand with Poe Tan**

**What:** Concept artist and instructor Poe Tan will be presenting at the Southern Utah Museum of Art on April 13 at 7:00 p.m. for the SUU Department of Art & Design's Art Insights series. He will discuss how to make a career in art, prepare your portfolio for review, create intellectual properties and brand yourself on the world wide web. He will also define what it means to be a Visual Development Artist and Concept Artist, including how the positions work and the pipeline of responsibilities. Admissions to Art Insights is a free and open to the public.

**Who:** Art Insights, Southern Utah University, Department of Art & Design

**When:** Thursday, April 13, 2017  
**Time:** 7:00 pm  
**Where:** Southern Utah Museum of Art, 13 S 300 W, Cedar City, Utah  
**Tickets:** Free admission, General Public invited to attend  
**Info:** Visit [www.suu.edu/pva](http://www.suu.edu/pva) for more information.

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