

JARED DAVIS, CPF, GCF, MEGAWOOD MOULDINGS/GUNNAR INTERNATIONAL, BRISBANE, AUSTRALIA

Mat Design Mastery



◀ These images show the progression of Jared Davis, CPF, GCF's, "Why So Serious?", a likeness of the late Heath Ledger's "The Dark Knight" Joker character carved into matboard. For the design, Davis used Adobe Photoshop to 1 modify a color photo of Ledger and 2 convert it to black-and-white. 3 He then used CorelDRAW to vectorize the black-and-white image and prepare it for design and cutting with GUNNAR International's SPT32 mat-design software and GUNNAR F1 CMC, 4 cut the image on the CMC using three layers of matboard and 5 framed the design with another shot of Ledger from one of "The Dark Knight's" movie posters.



Many exciting new products and services for the art-and-framing industry were showcased at DECOR Expo Atlanta in September, but one of the biggest attention-grabbers undoubtedly came from Jared Davis, CPF, GCF, whose artworks featuring likenesses of famous stars cut from mats drew many visitors to GUNNAR International's booth at the show.

One of the works featured was a stunning likeness of the late actor Heath Ledger in his much-lauded final performance as The Joker in 2008's hit Batman film "The Dark Knight." "The movie was not just a memorable film, but also marked the sad passing of a young, talented Australian actor," Davis says.

For the project, Davis, a resident of Brisbane, Australia, used his skills and expertise in computerized mat cutting to carve an image of Ledger out of mat-

board, which he titled "Why So Serious?"

"The design was created as an eye-catching piece for our showroom, and the intent was to create an original and recognizable piece of art using matboard as a medium," Davis says. "To create this carved matboard design, I used my combined knowledge of Adobe Photoshop, CorelDRAW and GUNNAR International's SPT32 mat-design software to eventually carve the design out of three separate layers of matboard, using the GUNNAR F1 CMC."

Davis says cutting and assembling the design took much less time than the long process of creating the cut file for the GUNNAR software. He started by conceptualizing and modifying the image in Adobe Photoshop. Beginning with a color photo of Ledger's Joker for inspiration, Davis spent time considering the

layering elements (what had to be the top mat, what had to be the middle mat and what had to be the bottom mat), used poetic license to discard the elements of the image that were not required and kept the required, recognizable elements. After a few hours of this process, Davis arrived at a cleaner, black-and-white, rendered image, which he then vectorized in CorelDRAW.

"Once the image was vectorized, I needed to spend a significant amount of time cleaning up the individual control points for each cut line in CorelDRAW to ensure the image would be interpreted properly and would cut smoothly on the GUNNAR CMC after being cut and pasted into the GUNNAR SPT32 software," Davis says. "This was the most time-consuming part of the whole process."

For the overall frame design, Davis used Bainbridge Artcare 8260 Ice White for the top and bottom mats because of its bright, stark whiteness, and used a spliced combination of Bainbridge Artcare 8415 Riveria Red and 8517 Ivory Black for the middle layer. The Riveria Red mat equally matched the contrast of the Nielsen metallic Vivid 117-227 Tomato Red moulding profile used for the frame.

After the triple-layered mat design was cut in the GUNNAR F1 CMC and assembled, Davis manually trimmed the excess borders off the assembled package so the image of the character created would be margin-less to the edge of the Nielsen metallic frame.

Davis says the design has certainly caught much attention from the public and his peers, and it has created an interesting demand for his other unique, carved matboard designs. For more information on "Why So Serious?" and his other designs, visit www.jared-davis.com.