



Bike lane available on every street
Midtown offers a bike library!



Can be used on any Midtown Sidewalk
Fun & Increasingly Preferred

alternative transport

Midtown
 HEART OF FORT COLLINS

Get there and get a workout
 Trails and safe sidewalks available



making the gas station jealous

Safest way to travel in Midtown
 Serves 12 stops and stations



Artist Statement

Jessa Murphy

The most persistent challenge and intriguing venture in graphic design has been to create an image simple enough to speak a multitude of words while remaining visually entertaining. I have most enjoyed finding a solution to this challenge while designing logos and accompanying branding as well as when designing advertisements.

Stylistically, the graphic design I enjoy creating most is a wonderful matchup of opposites. I enjoy creating a collage of various mediums in a tasteful way. Hand drawn elements for example, lend authenticity to a piece because they are unique to each artist but when they are paired with geometric shapes or a very clean typeface, organization is achieved.

A fundamental concept I have learned that continues to be influential to my design is to consistently find new ways to maintain a unique design style. When presented the opportunity to create an image that will embody an overarching idea, I have found it useful to conduct searches of common representations of this idea in order to stay away from overused images in my own design. Another profound learning experience for me has been to take a motion graphics class where I learned the beauty and functionality of sending a message in the form of time based or video art piece.

Going forward, I will continue to create learning experiences for myself in the realm motion graphics creation to make websites and advertisements come to life and have greater user interface. I also strive to advance my skill set in the creation of original textures and brushes in a way that will lend itself to my passion for mixed media. In addition, I look forward to continuing progression in digital photography shooting and editing as well as with hand lettering. I hope to combine all of these passions and learning experiences to create promotional materials that will advance the objectives of organizations benefitting consumers, society, and the environment.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	Alternative Transport Infographic	Poster, Vector Illustration	Print; 11inx17in
Figure 2:	CSU Water Center Logo	Vector Illustration	Print; 11inx17in
Figure 3:	Fort Collins Train Noise Article	News Paper article Vector Illustration and Typographic Treatment	Print; 11x17in
Figure 4:	Midtown Corporate Typeface	Poster, typographic illustration	Print; 11x17in
Figure 5:	Midtown Info Graphic	Poster, Vector graphic and photography	Print; 11x17in
Figure 6:	Midtown Stationary	envelope, businesscard, Letterhead, vector graphics	Print; 2.5x3in, 9.5x6in, 8.5x11in

Figure 7:	Old Time Radio App Illustration	Photoshopped Water Color and Vector Line work	7.5x9.75in prints
Figure 8:	The Current Magazine Cover	Magazine cover, Photography with typographic and Logo treatment	Print;8.5x11in
Figure 9:	Vote The Environment	Poster, Manipulated photography	Print; 16inx16in
Figure 10:	X-Ray Laser Conference	Poster, Photography and Vector Illustration	Print; 11inx17in

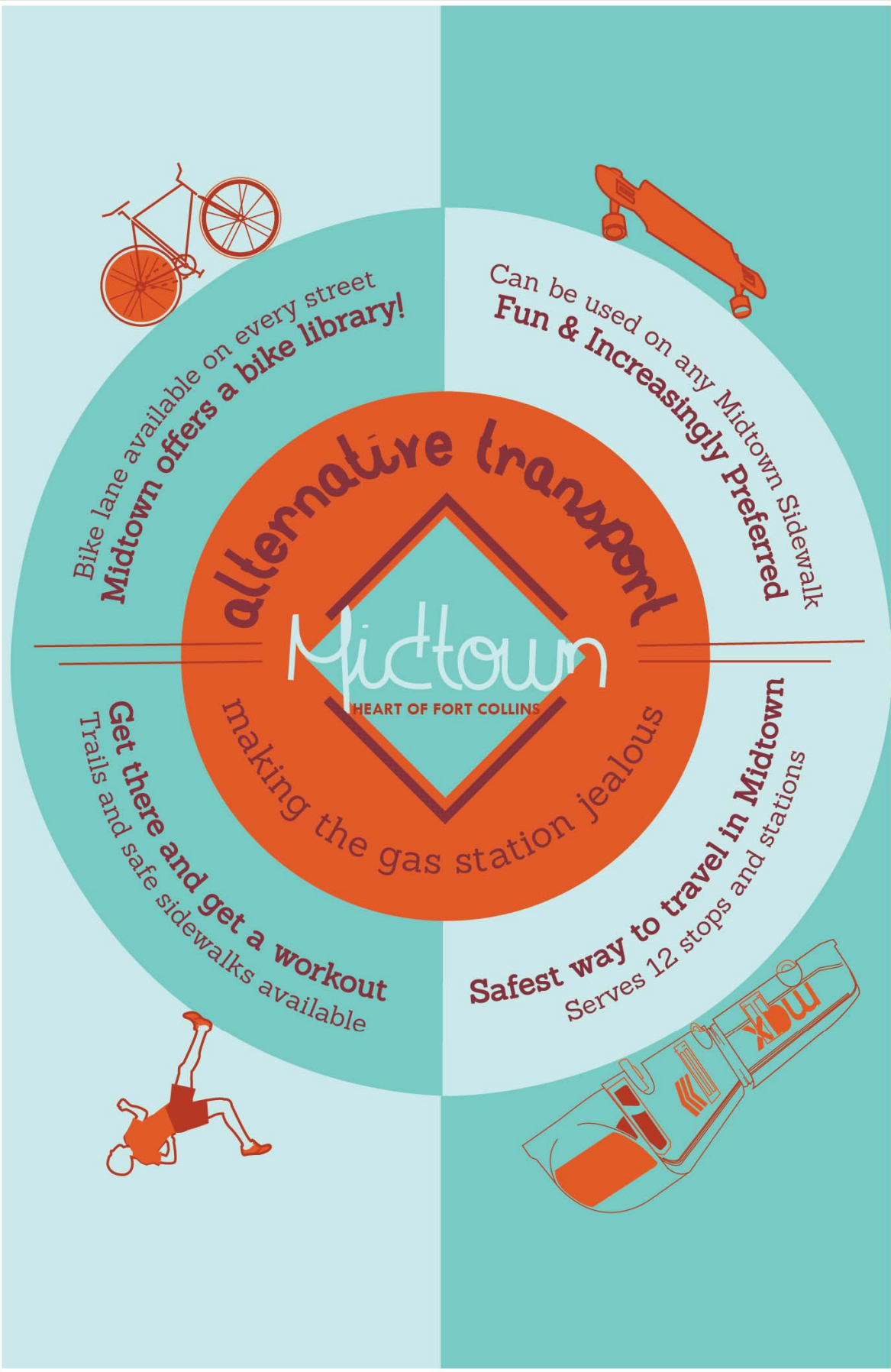


Figure 1: Alternative Transport Infographic.



Figure 2: CSU Water Center Logo.

Transportation

Train Noise in Our Town

The unavoidable issue many residents want to address

Some say they hate the extreme volume of the horns blaring as they walk near the train on the street, some say the train is the most inconvenient alarm clock imaginable. The bottom line is that Fort Collins residents have had it with the train noise.

The train was originally built in such close proximity to campus because it used to have much greater commuter purposes and was the main way that students of Colorado State University would arrive at the college. This was back closer to when the school first opened its doors in the 1890's however. One would think that after over a century later, evolution of the town would have lead to coinciding change in the railway route but this was not the case.

The train, which no longer carries passengers as a form of commercial transportation barrels through the middle of town, intersecting some of the city's most prominent roadways. Laurel is the street closest to campus where the train is most noticed by students. When people who have to deal with the delay and noise that the train causes on a daily basis, have no idea what the train is used for and cannot associate many benefits that the train provides to the area,



they begin to resent it even more for the noise. They have no personal understanding of the train's benefits, only its downfalls.

“The train is the most inconvenient alarm clock imaginable!”

The group of people who do manage to find benefits in the trains close proximity to campus and residential areas are students who look forward to jumping on the side of the moving train for enjoyment. This may sound like a very dangerous activity to most reasonable thinkers but not to students who have impaired judgement due to drinking at house parties in residential areas near the train.

It is favorable to think that college aged kids are at the point in thier lives where they can make wise and informed decisions on their own. However it is easy for many to forget their worries and to lose practical reasoning skills when alcohol is involved. For these reasons, many residents feel that this area is not safe for the train to be going through.

There continues to be a large amount of discussion about how to get rid of the dangers of the train and extreme nuisance of its sound. Rerouting the trains course seems to be unreasonable and overly expensive for many different reasons but a community full of people who are ready to take initiative in ending this problem could most likely do a wonderful job coming up with creative new solutions to this problem.

It's Time to Quiet Down!

By **Jessa Murphy**
jmurph8827@gmail.com

The major negative effects of train noise in our town are loss of sleep and an accompanying decline in health and productivity. This is enough for residents to demand new policies that will limit the noise. helpful been to law for-trains to their while their way Fort Although would with the of the going by school or



the most idea has make a bidding sound horns making through Collins. this not help dangers train near the

the amount of time that people have to wait in their cars for the train to go by, it will help people to get more sleep and to dread a train going by slightly less.

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Figure 3: Fort Collins Train Noise Article.

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Typeface Designer: Jessa Murphy

Figure 4: Midtown Corporate Typeface.

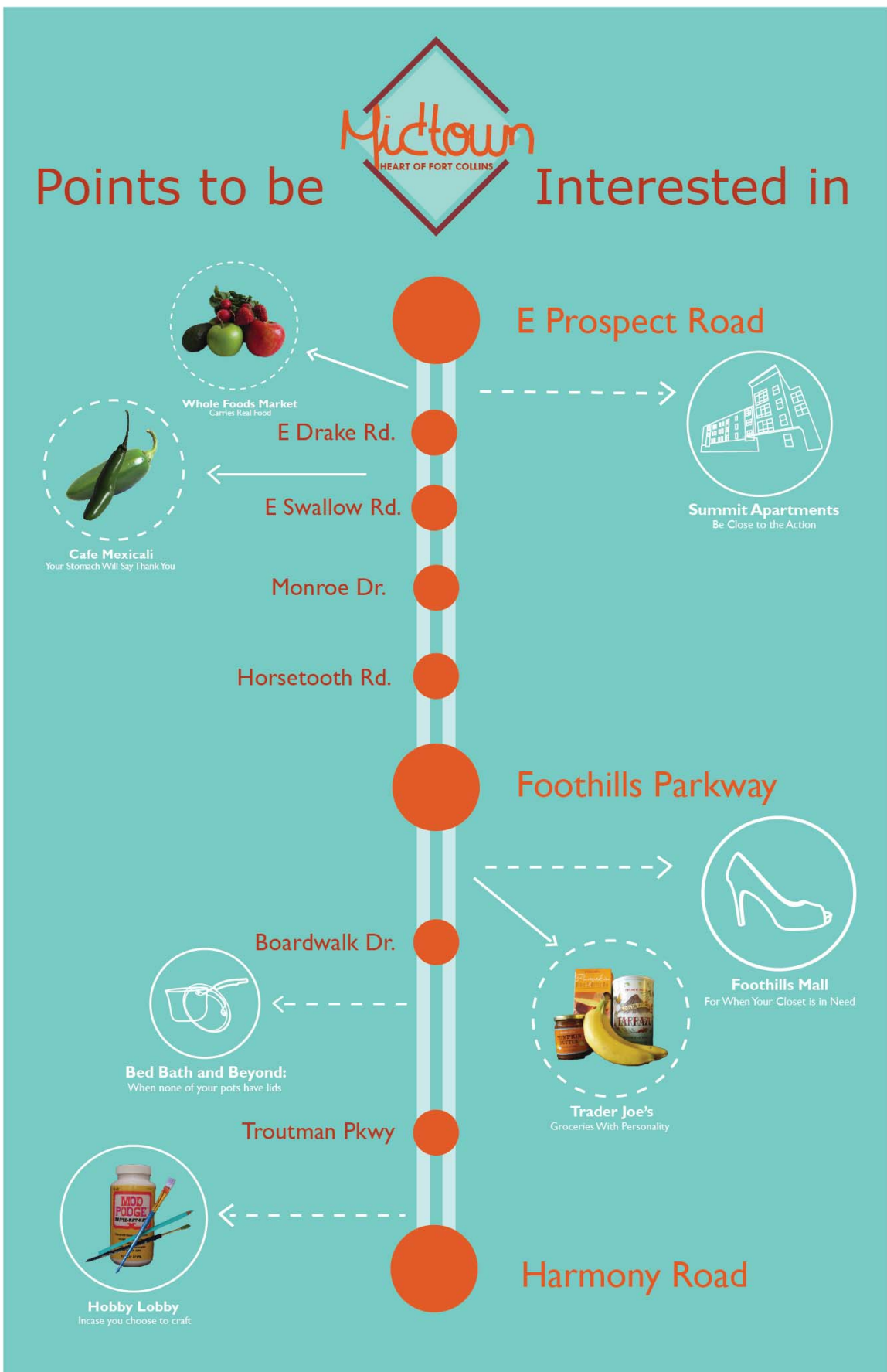


Figure 5: Midtown Info Graphic.

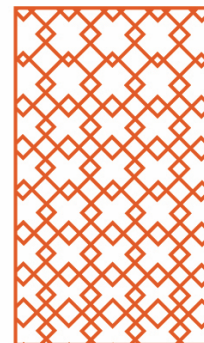
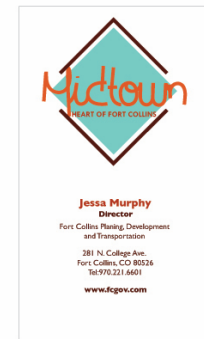
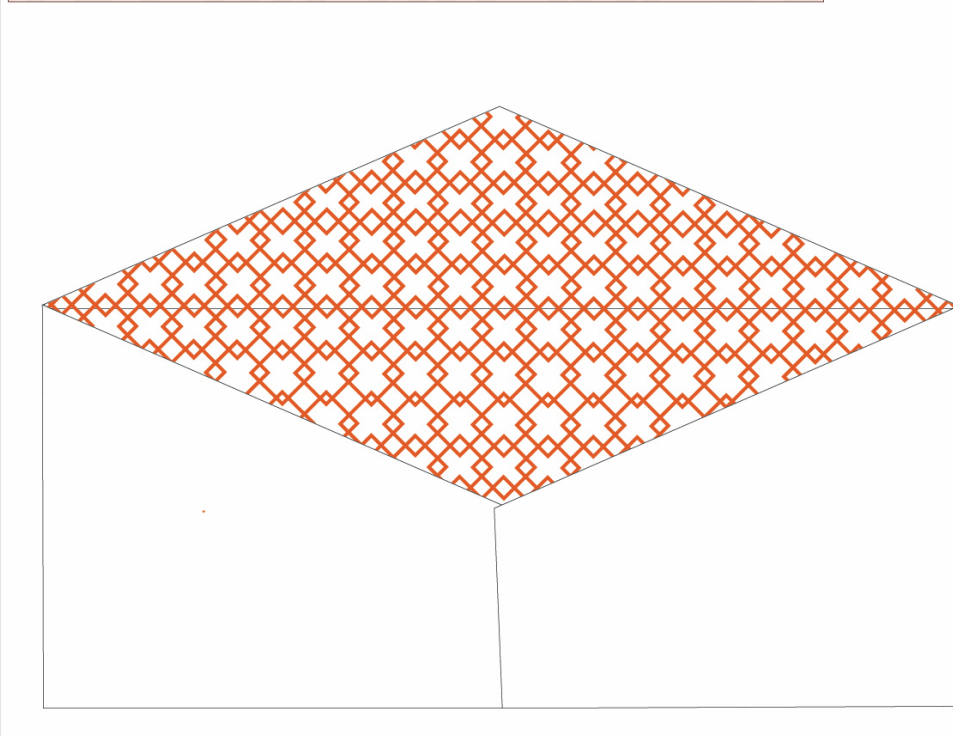
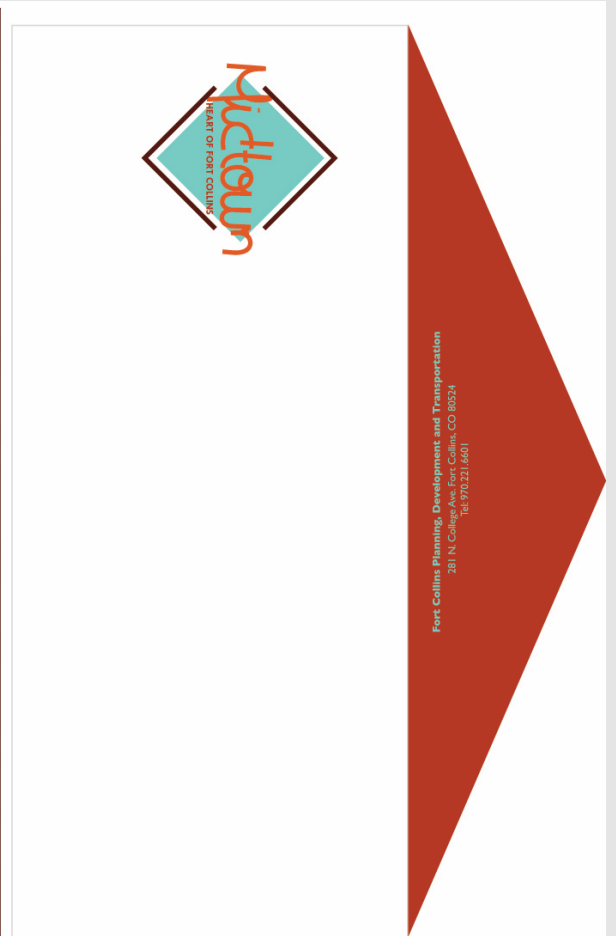
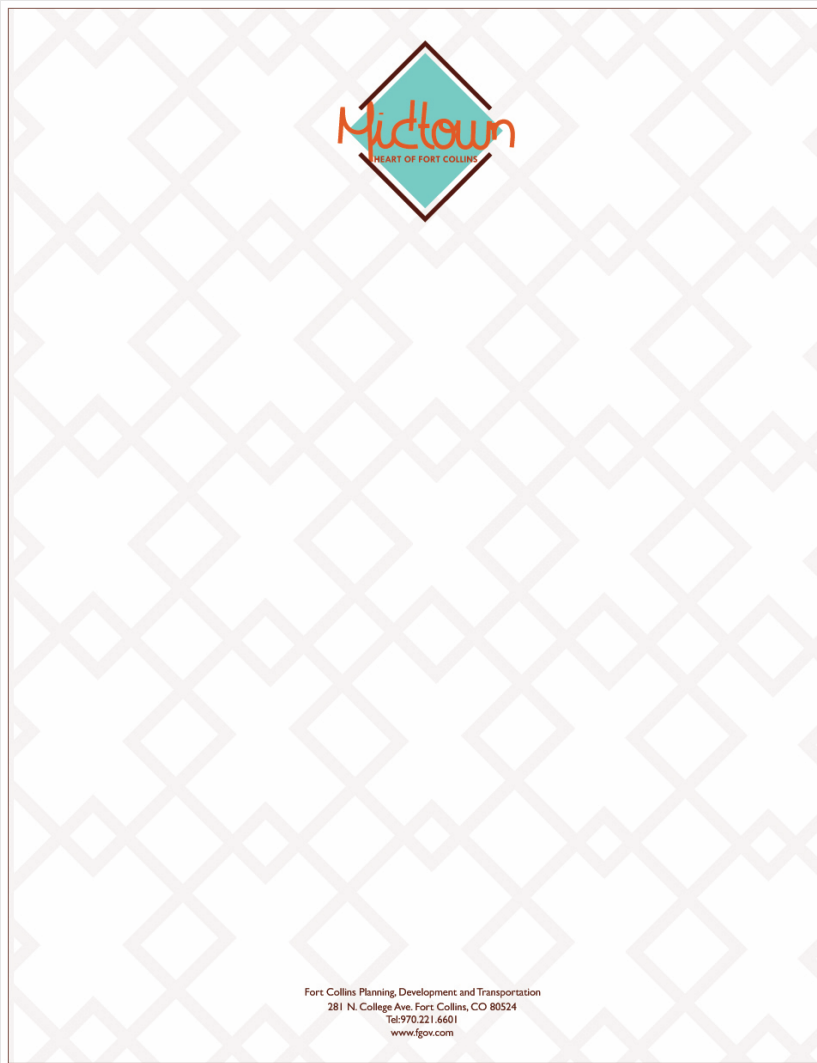


Figure 6: Midtown Stationery.

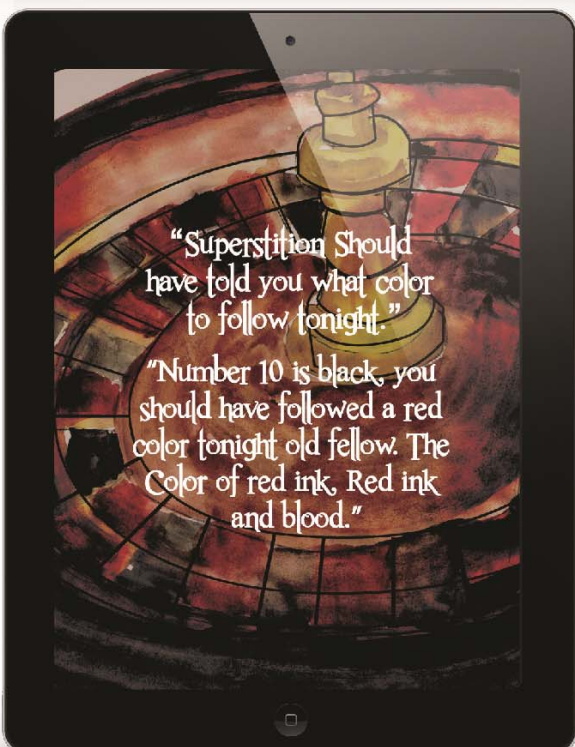
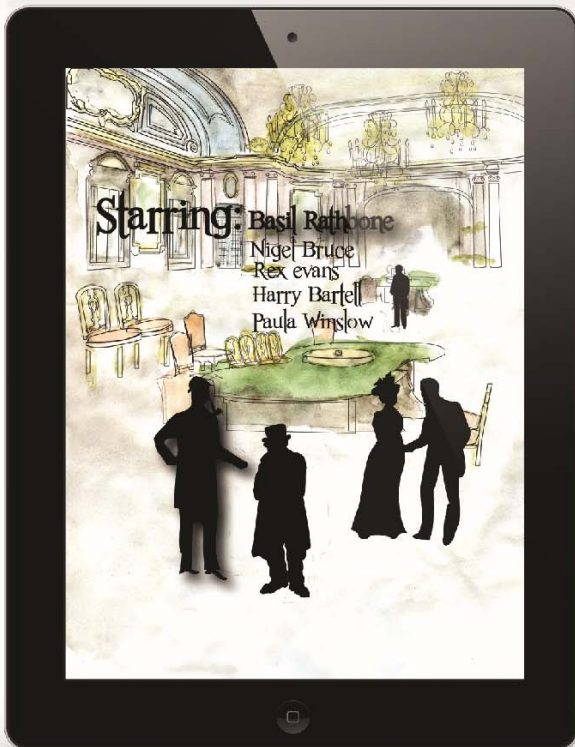
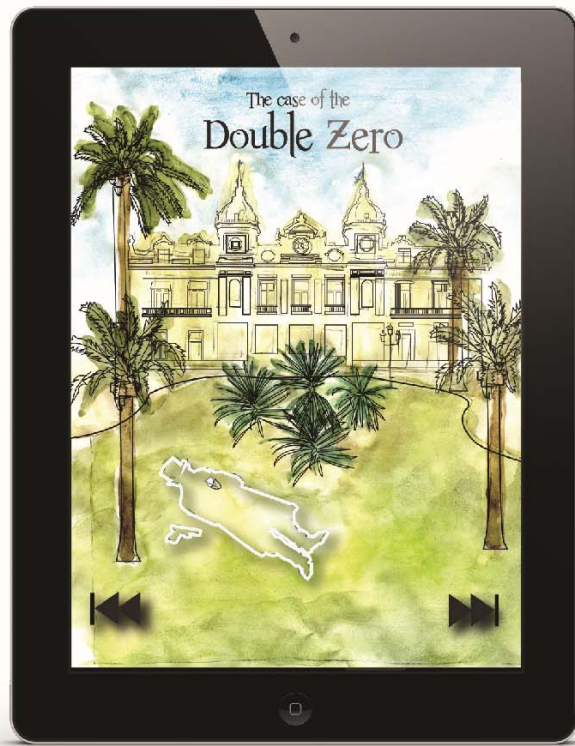
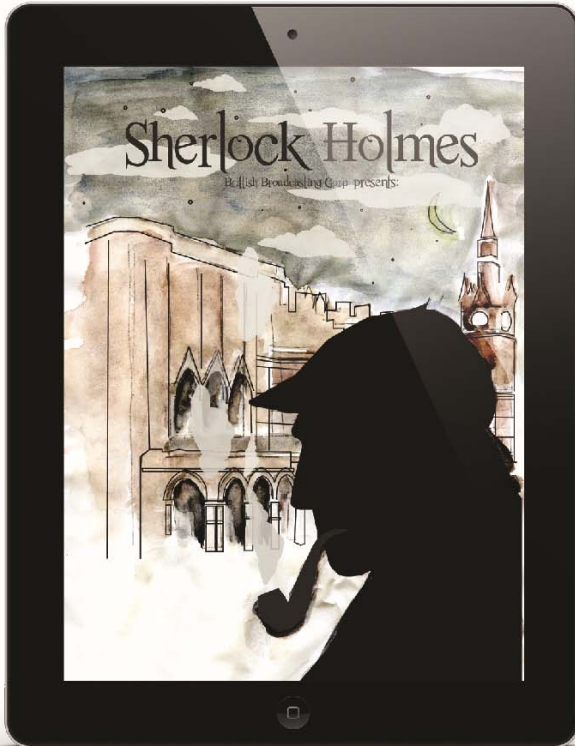


Figure 7: Old Time Radio App Illustration.

the Current

volume 1, Issue:1



Water Conservation

how much of a difference
can we actually make?

Being Proactive

most worthwhile volunteer
opportunities

Colorado
State
University

Figure 8: The Current Magazine Cover.



Figure 9: Vote The Environment.

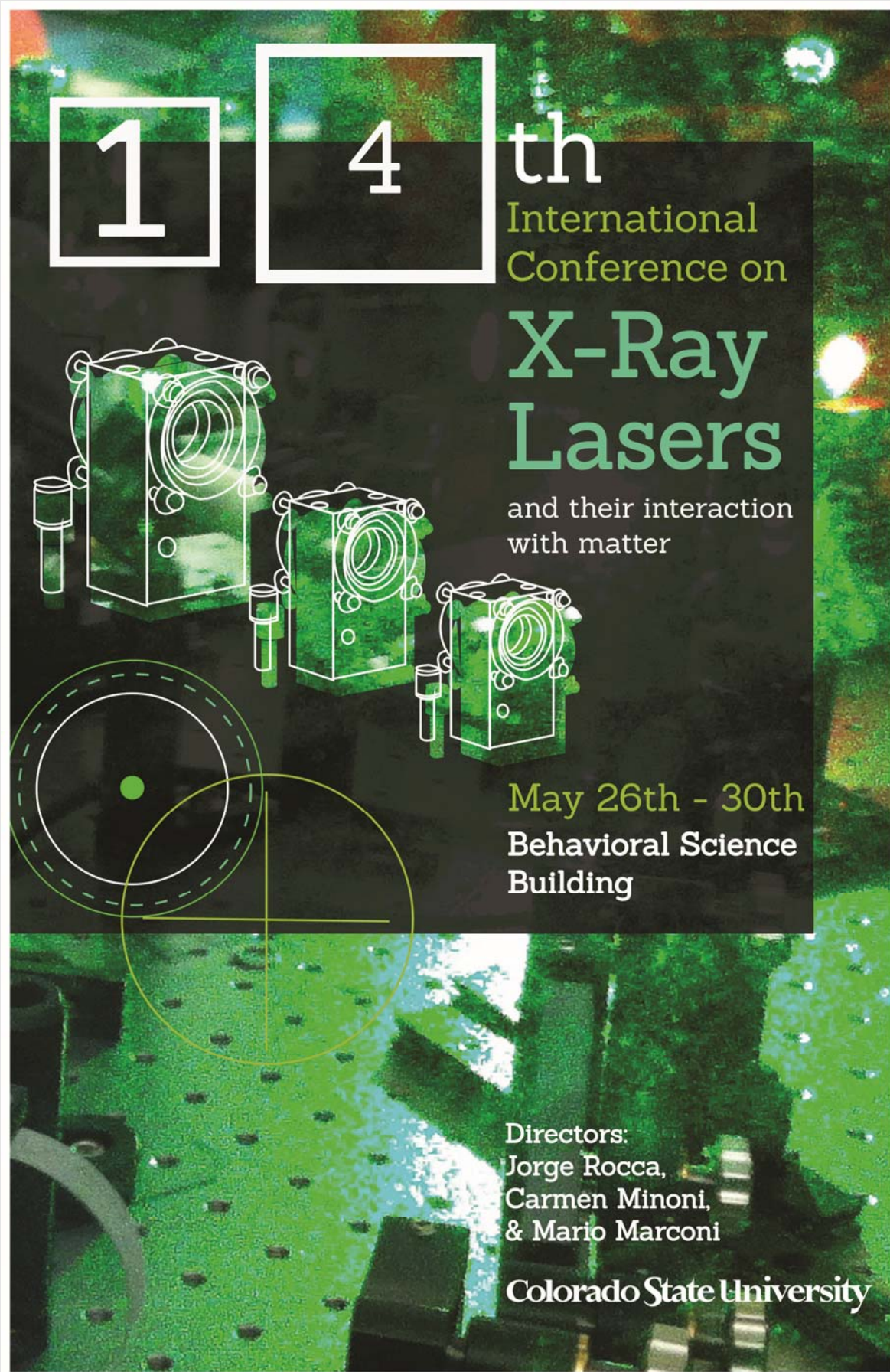


Figure 10: X-Ray Laser Conference.