



Artist Statement

Alexis Anderson

As a graphic design major, a majority of my work is based on client needs. Functionality, an understanding of the problem, and a creative solution to the problem are my goals as an artist. Innovation is what we strive for in the design world. I am no exception. While my task is to fulfill the client's needs and wants, I also do my best to bring my design aesthetic and personality into every piece.

Posters are where I have the ability to bring my personality into my work. If the topic allows, I tackle major problems or issues that can ruffle feathers with humor. It's easier to start a discussion and make change through humor and good will.

Logo design and branding are areas where I can explore innovation. What is the true core of a message and how can I visually communicate that are the two main questions I ask myself when facing these tasks. Advertisements and packaging fall into this category as well, but the challenge is a little different. The brand and image of the company or person has already been established and I have to work within those standards to make a marketing ploy successful.

<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1: The Ring	Digital Illustration	Advertisement, Photoshop, 7"x10"
Figure 2: The Necklace	Digital Illustration	Advertisement, Photoshop, 14"x10"
Figure 3: Experiment 1 (Brian Viveros Painting)	Digital Illustration	Photoshop, 12"x14"
Figure 4: Experiment 2 (Brian Viveros Painting)	Digital Illustration	Photoshop, 14"x14"
Figure 5: Experiment 3	Digital Illustration	Photoshop, 14"x14"
Figure 6: Experiment 4	Digital Illustration	Photoshop, 14"x14"
Figure 7: Flowing Sands Logo	Digital Illustration	Branding, Illustrator, 14"x17"
Figure 8: Flowing Sands Branding Usage	Digital Illustration	Branding, Illustrator, 13"x15"
Figure 9: Khrushchev	Digital Illustration	Photoshop, 12"x15"
Figure 10: Paul	Digital Illustration	Poster, Photoshop, 11"x17"
Figure 11: RITA Logo	Digital Illustration	Branding, Illustrator, 14"x17"
Figure 12: RITA Usage	Digital Illustration	Branding, Illustrator, 14"x15"
Figure 13: Treats	Digital Illustration	Poster, Illustrator, 18"x24"
Figure 14: Wisdom	Digital Illustration	Poster, Illustrator, 4'x6'

The ring

brought to you by Killigan
official jeweler of Lady Stonewall



This beautiful white gold ring is set with a specialty diamond highlighting Lady Stonewall's love for football. Surrounding grey blue diamonds are only available to the lovely Lady Stonewall to wear. Just one element of a set, this ring is perfect for any female who supports her local football team to wear and show off at every home game.

Figure 1: The Ring.



The necklace
brought to you by Killigan
official jeweler of Lady Stonewall

This beautiful one-of-a-kind necklace is set with a series of custom colored diamonds colored to match the official colors of the Stonewall team. Designed for Lady Stonewall to wear, the unique football shaped pendants are a perfect match for her love for the game.

Figure 2: The Necklace.



Figure 3: Experiment 1 (Brian Viveros Painting).

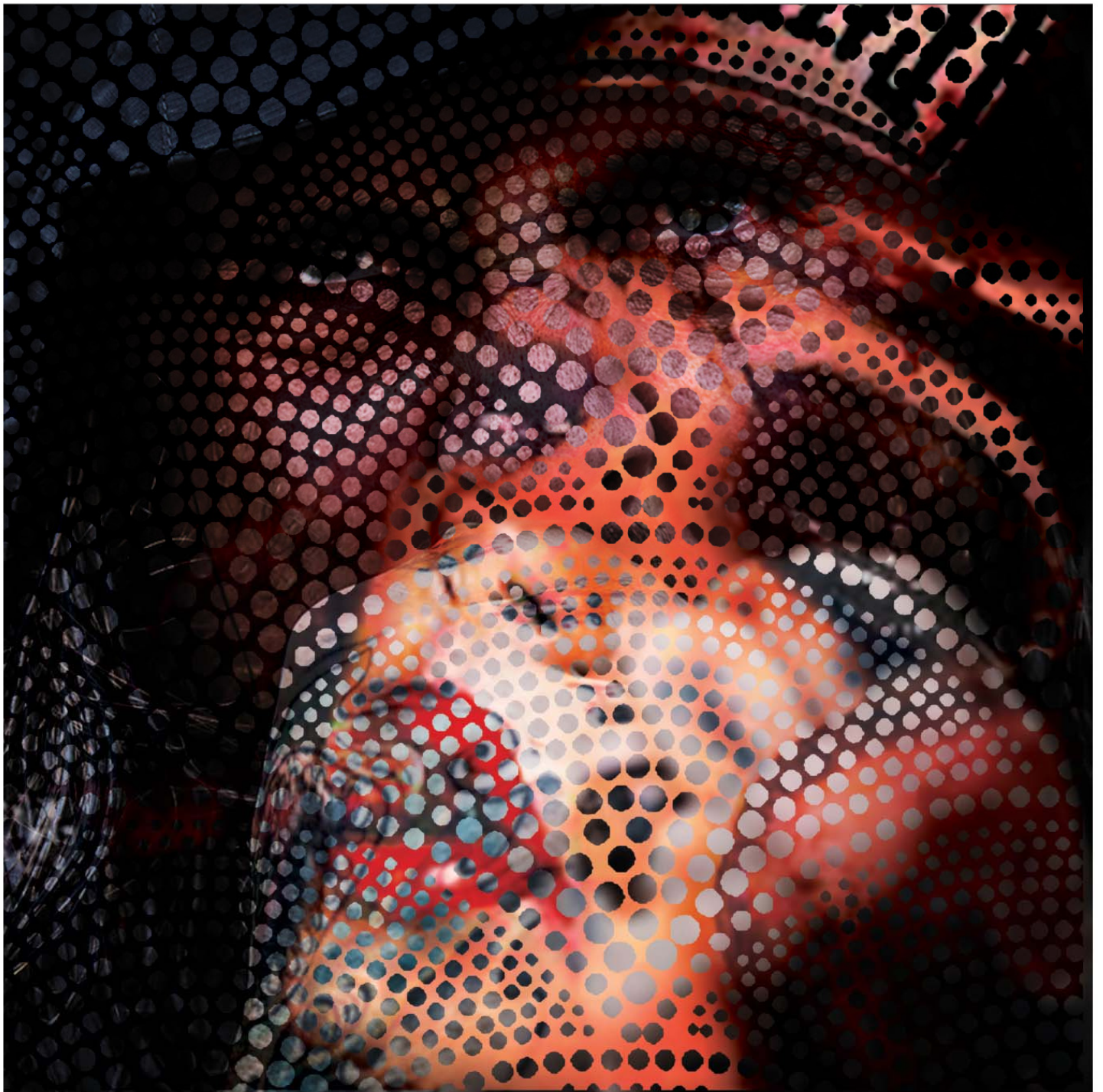


Figure 4: Experiment 2 (Brian Viveros Painting).



Figure 5: Experiment 3.



Figure 6: Experiment 4.



Flowing Sands



Flowing Sands



Flowing Sands



Flowing Sands



Figure 7: Flowing Sands Logo.

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FLOWING SANDS

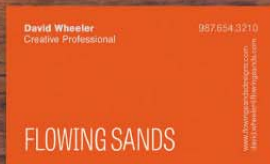
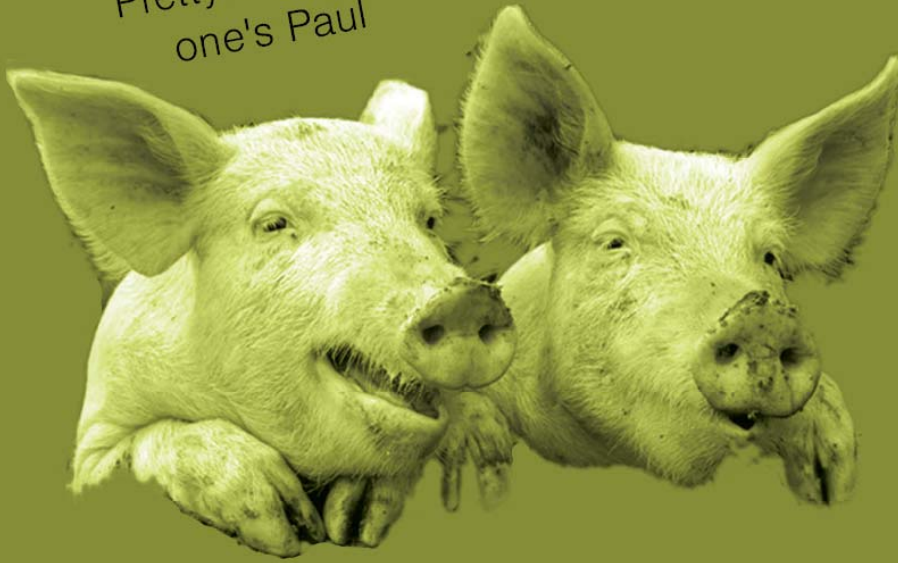


Figure 8: Flowing Sands Branding Usage.



Figure 9: Khrushchev.

Pretty sure that
one's Paul



Know what you're eating



Figure 10: Paul.

RITA

2015 Fort Collins, Colorado

RITA

RITA



RITA

RITA

**Rabies in the Americas
Fort Collins, Colorado
October 4-9, 2015**

**Rabies in the Americas
Fort Collins, Colorado
October 4-9, 2015**

Figure 11: RITA Logo.



Figure 12: RITA Usage.



Figure 13: Treats.



Figure 14: Wisdom.