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HOOT WING

SWOOP WING

Artist Statement

Brys Scotland

To me, creating a magnificent design is key. I believe in a balanced and clean design that can cause a moment in time where a viewer stops and reflects on their life and feels a connection. I make art for that feeling. It's the feeling of knowing what an artist is saying and making that connection between the past, present, and future. I constantly keep learning through my art to find something that is new, improved, and contemporary while reflecting on past accomplishments, designers, and works that have inspired me to become the strongest designer I can be.

Contemporary art is the ability to use the skills of the great designers and artists of the past, and adapt their design skills into new and improved designs. By using contemporary techniques, such as digital painting and digital compositing of imagery and typography, I can create clean designs that reflect the wants and needs of the clients and viewers. As a designer, I have the ability to portray ancient ideas, people, and innovations and show them in a contemporary light. I do not create pieces that are truly modern, but instead, focus on a balanced, straightforward design that conveys the intended message amidst a sea of numerous competing styles and brands.

I did not start out with a certain design focus in mind, but have migrated to environmental design and design work that would be fit to be used in a particular area, such as Fort Collins, Colorado, or the West. To me, design work should reflect where you are designing in retrospect to the surroundings around you. This not only helps to create a memorable design, but also helps me to continually be inspired by the people and places around me. No matter where I end up, I will always be able to find something or someone who will influence my design and help me to improve as a contemporary designer.



	<u>Title</u>	<u>Format</u>
Figure 1:	Archimedes Editorial Image	editorial image for magazine, 15" x 20"
Figure 2:	New York Magazine Layout and Design: Aphrodite	magazine spread, 17" x 11"
Figure 3:	Impact of Man Triptych Series for RITA conference (Left, "Our Touch," Middle, "Power of the Hands and Mind," Right, "The Common Ground We Share")	poster, 18" x 24"
Figure 4:	Syncopators Triptych	printed annual report, 17" x 11"
Figure 5:	Animal House Logo and Annual Report: Stacked annual reports	printed annual report, 17" x 11"
Figure 6:	Animal House Logo and Annual Report: Cover and Back page	printed annual report, 17" x 11"
Figure 7:	Animal House Logo and Annual Report: Page 1 and 2	printed annual report, 17" x 11"
Figure 8:	Animal House Logo and Annual Report: Page 3 and 4	poster and brand mark, 16" x 16"
Figure 9:	RITA Brand Mark for Conference	poster and items, 16" x 16"
Figure 10:	RITA Brand Mark for Conference: In Use	digital files, 7" x 5"
Figure 11:	Children's Hospital Way finding System: Characters and Colors	digital files, 7" x 5"
Figure 12:	Children's Hospital Way finding System: Door Plaques	digital files, 7" x 5"
Figure 13:	Children's Hospital Way finding System: Ceiling Signage	digital files, 7" x 5"
Figure 14:	Children's Hospital Way finding System: Trout in Context	digital files, 7" x 5"
Figure 15:	Children's Hospital Way finding System: Owl in Context	digital files, 7" x 5"
Figure 16:	Children's Hospital Way finding System: Jack Rabbit in Context	digital files, 7" x 5"
Figure 17:	Children's Hospital Way finding System: Floor 2 elevator	digital files, 7" x 5"
Figure 18:	Children's Hospital Way finding System: Jack Rabbit in Context, frontal door view	digital files, 7" x 5"
Figure 19:	Children's Hospital Way finding System: Jack Rabbit in Context	digital files, 7" x 5"

- Figure 20:** Marava Outdoor Clothing and Gear Company: Brand and Business Papers digital files and printed business papers, 7" x 5"
- Figure 21:** Marava Outdoor Clothing and Gear Company: Brand and Marava Identity printed pieces and hand built in-store items, 7" x 5"
- Figure 22:** Marava Outdoor Clothing and Gear Company: Brand and Store Front tags, shirts, and store front, 7" x 5"
- Figure 23:** Marava Outdoor Clothing and Gear Company: In-Store posters and signage small sale signs to large poster formats, 36"x 72" (varying sizes for small sale signs)
- Figure 24:** Marava Outdoor Clothing and Gear Company: User Interface website/digital/online store, 7" x 5"
- Figure 25:** Marava Outdoor Clothing and Gear Company: User Experience online store and pages/website/digital, 7" x 5"

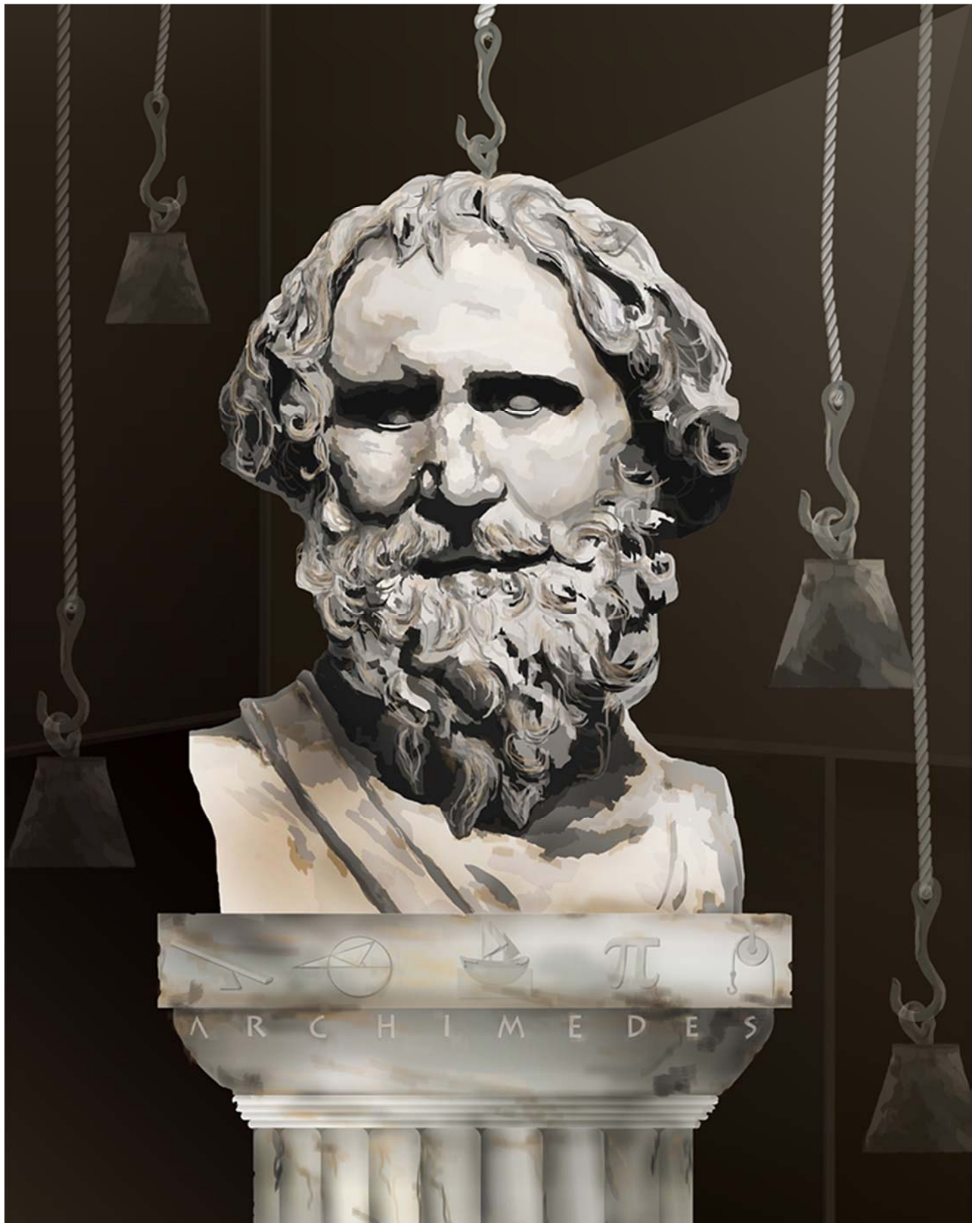


Figure 1: Archimedes Editorial Image.



Figure 2: New York Magazine Layout and Design: Aphrodite.



Figure 3: Impact of Man Triptych Series for RITA conference (Left, “Our Touch,” Middle, “Power of the Hands and Mind,” Right, “The Common Ground We Share”).



Figure 4: Syncopators Triptych.



Figure 5: Animal House Logo and Annual Report.: Stacked annual reports.



Figure 6: Animal House Logo and Annual Report.: Cover and Back page.



Figure 7: Animal House Logo and Annual Report.: Page 1 and 2.

RITA

RABIES IN THE AMERICAS

COLORADO

2015

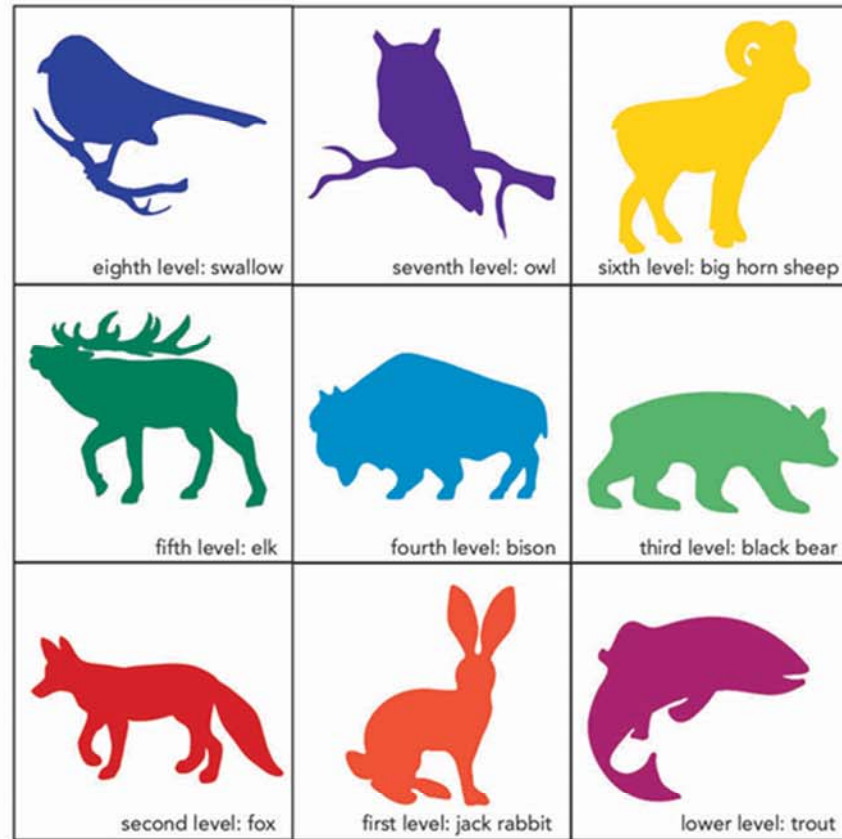


RABIES IN THE AMERICAS

Figure 9: RITA Brand Mark for Conference.



Figure 10: RITA Brand Mark for Conference: In Use.



Type faces for hospital signage:

Avenir Medium
Avenir Black
 Avenir Heavy

Figure 11: Children's Hospital Way finding System: Characters and Colors.



Figure 12: Children's Hospital Way finding System: Door Plaques.

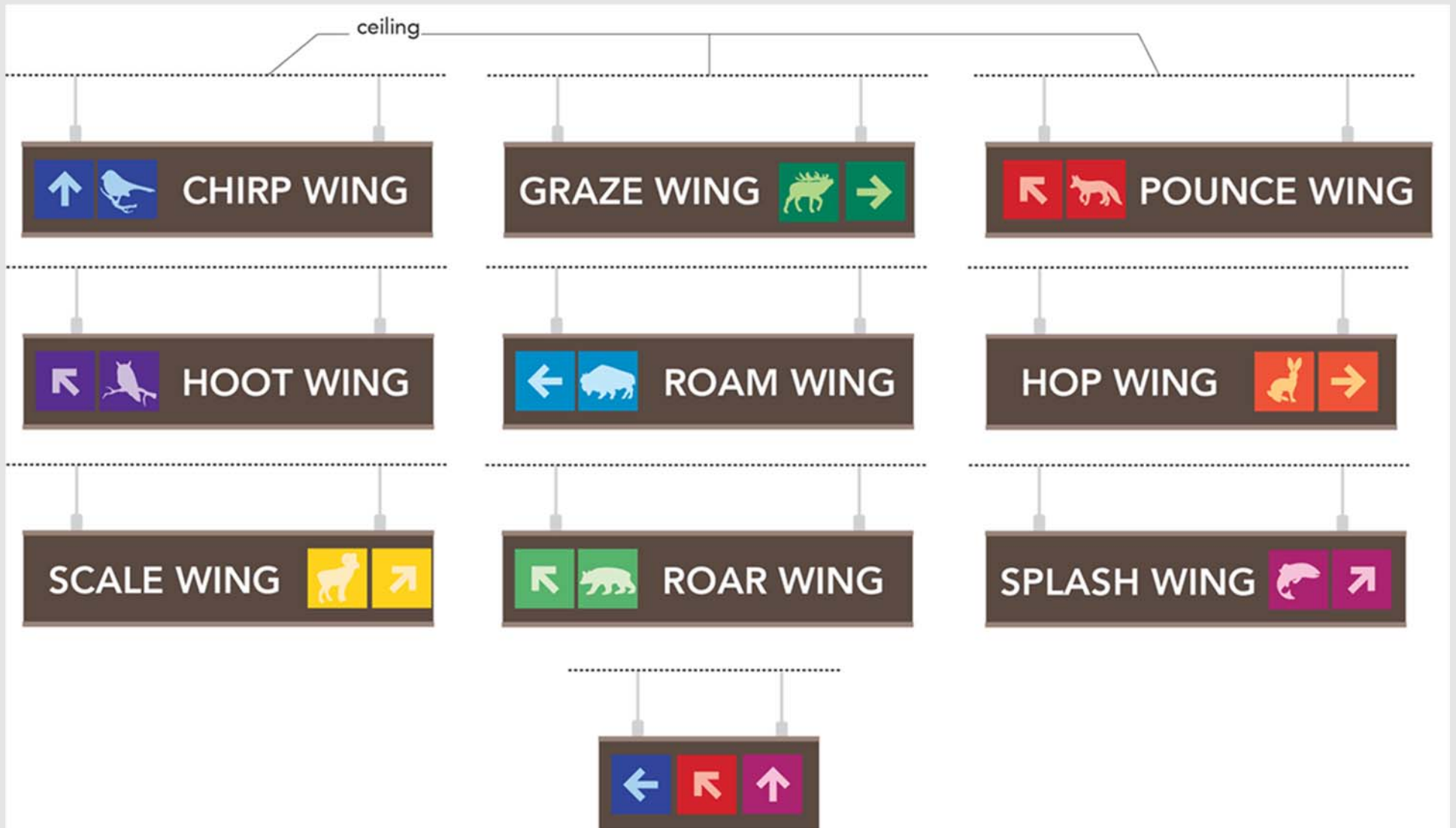


Figure 13: Children's Hospital Way finding System: Ceiling Sign-



Figure 14: Children's Hospital Way finding System: Trout in Context.



Figure 15: Children's Hospital Way finding System: Owl in Context.

**Figure 16: Children's Hospital Way finding System: Jack Rabbit in Context.—
*Image not provided.***

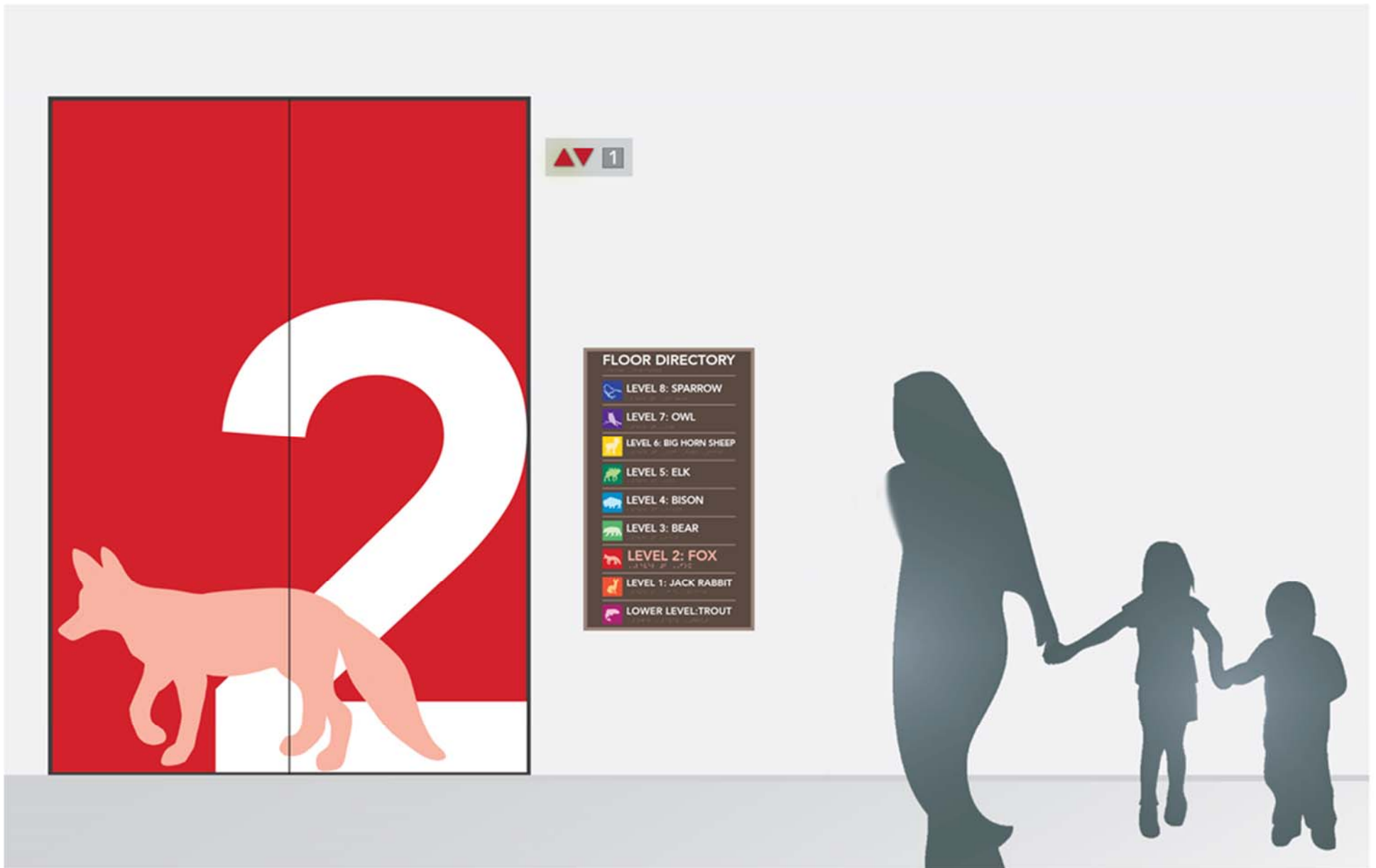


Figure 17: Children's Hospital Way finding System: Floor 2 elevator .

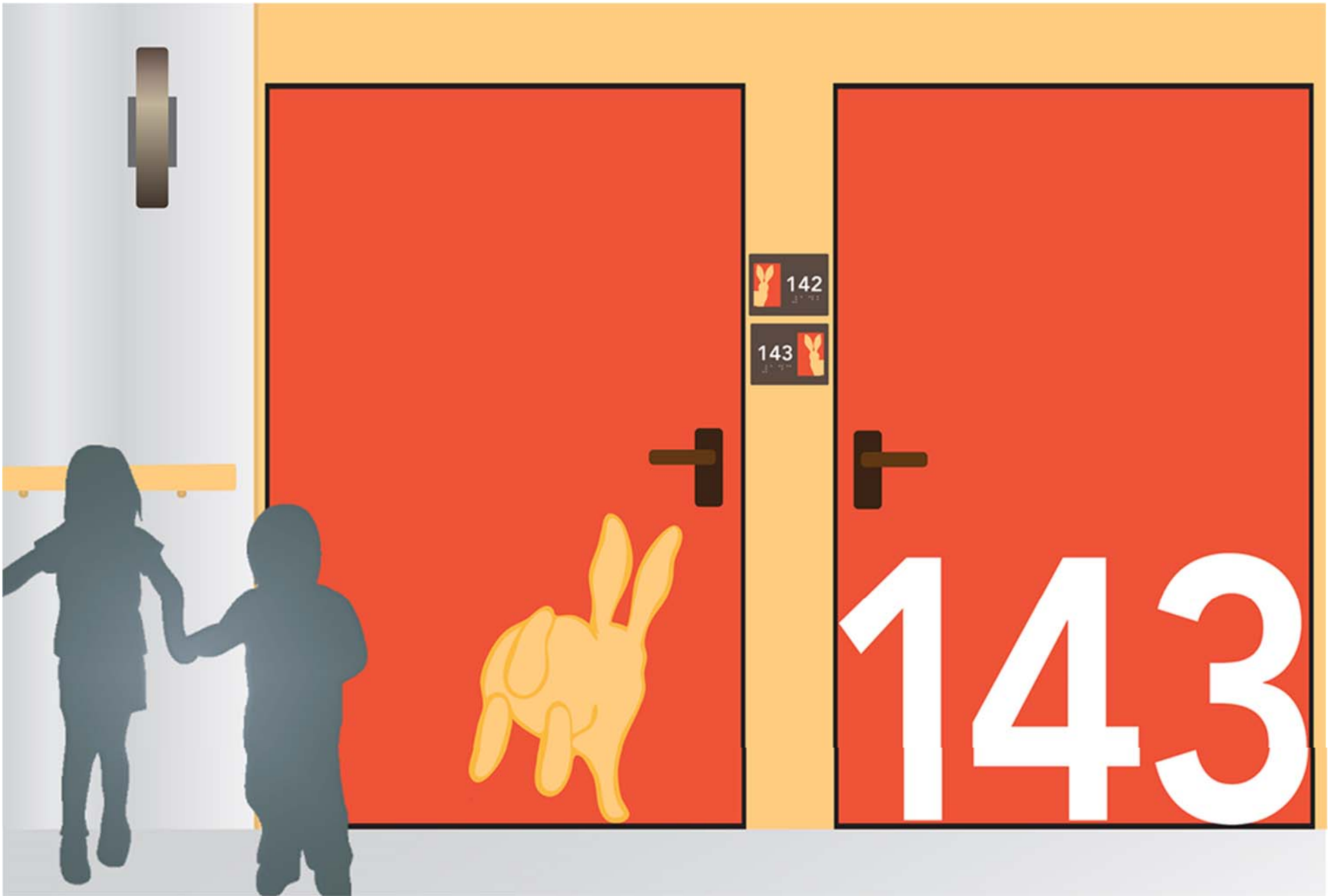


Figure 18: Children's Hospital Way finding System: Jack Rabbit in Context, frontal door view.



Figure 19: Children's Hospital Way finding System: Jack Rabbit in Context.

MARAVA



Figure 20: Marava Outdoor Clothing and Gear Company: Brand and Business Papers.



Figure 21: Marava Outdoor Clothing and Gear Company: Brand and Marava Identity.



Figure 22: Marava Outdoor Clothing and Gear Company: Brand and Store Front.

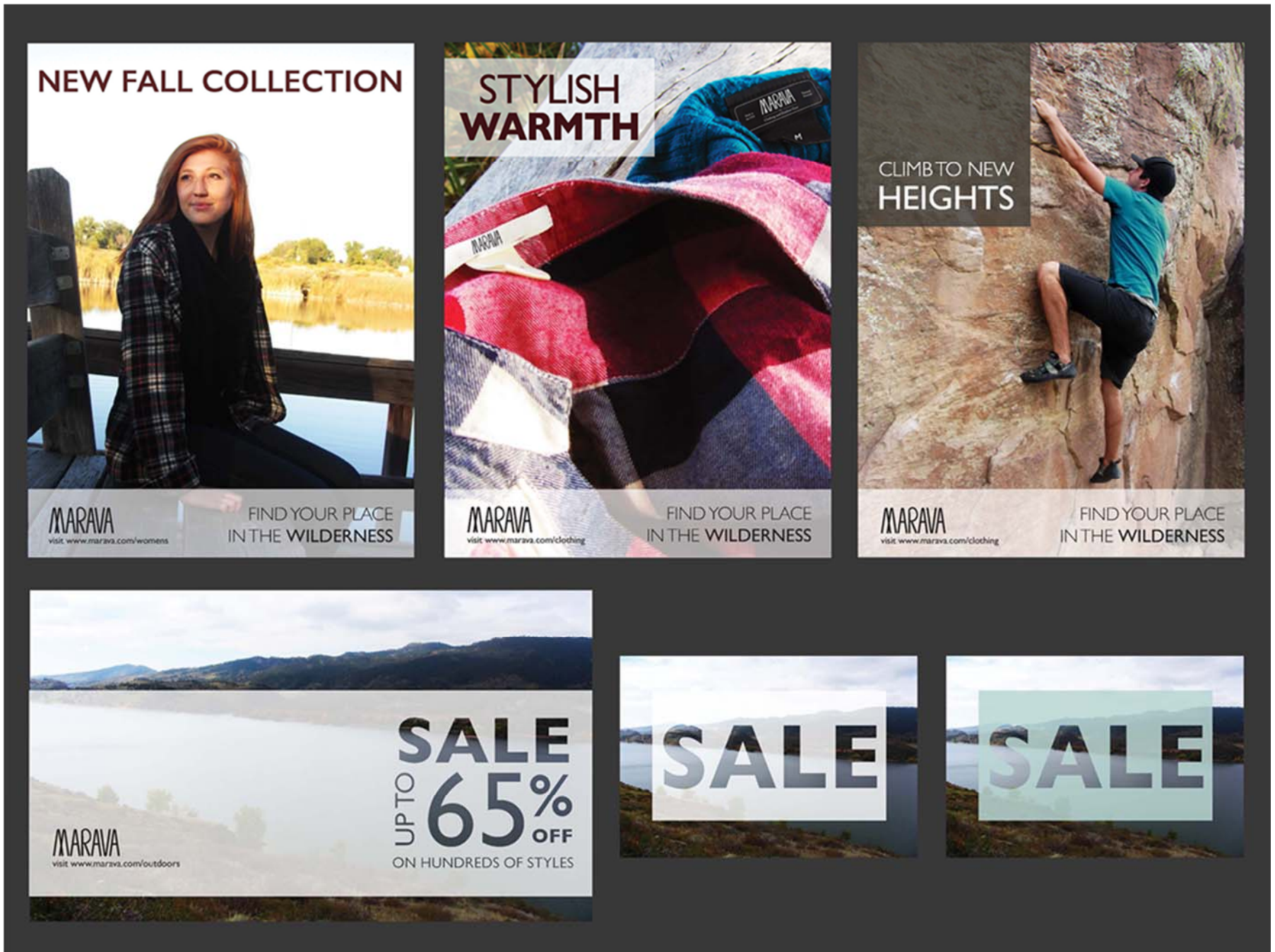


Figure 23: Marava Outdoor Clothing and Gear Company: In-Store posters and signage.

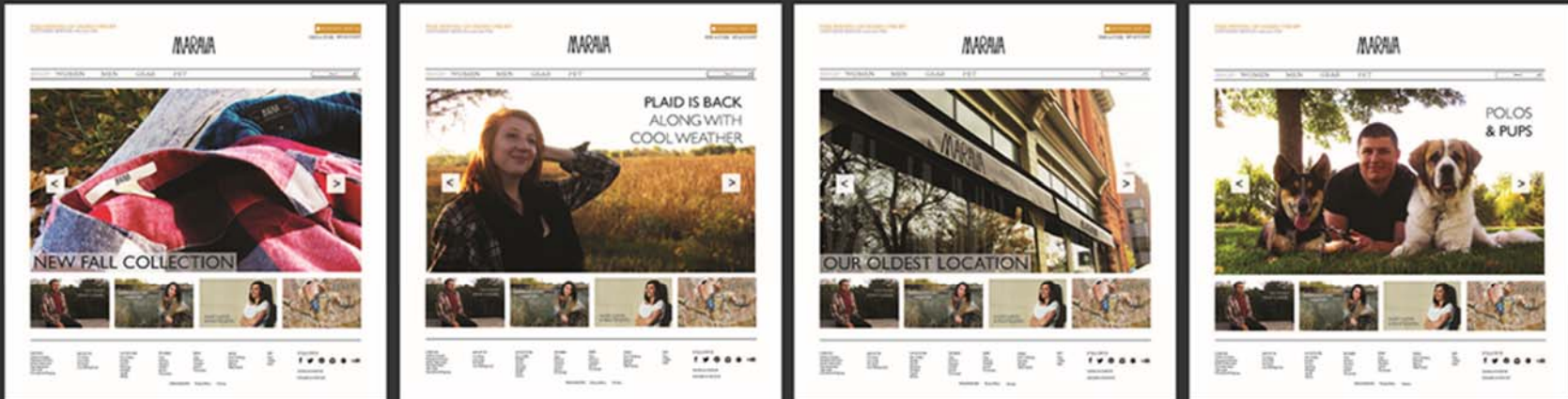
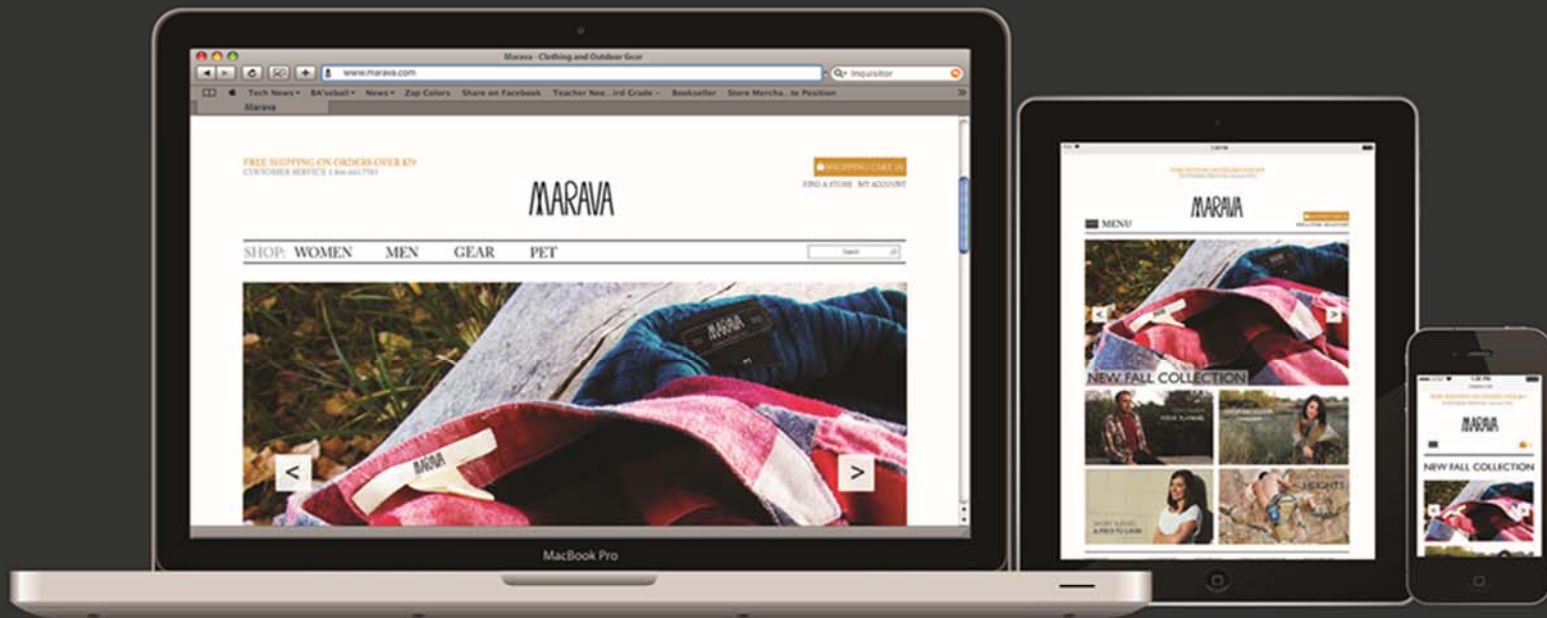


Figure 24: Marava Outdoor Clothing and Gear Company: User Interface.

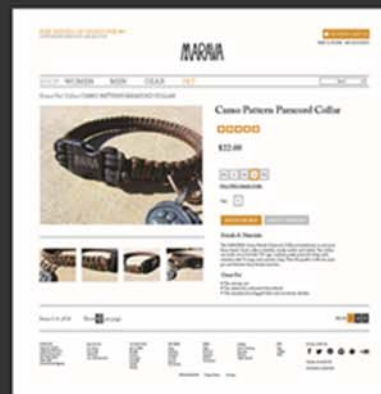
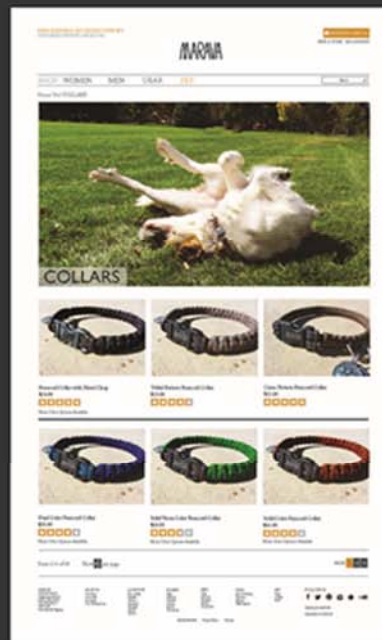
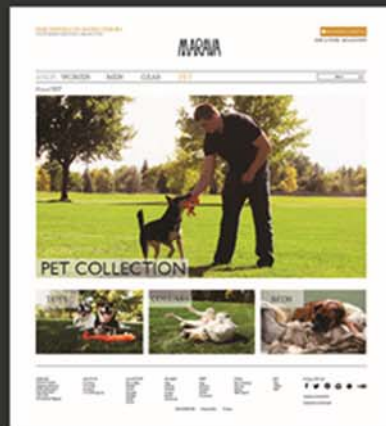
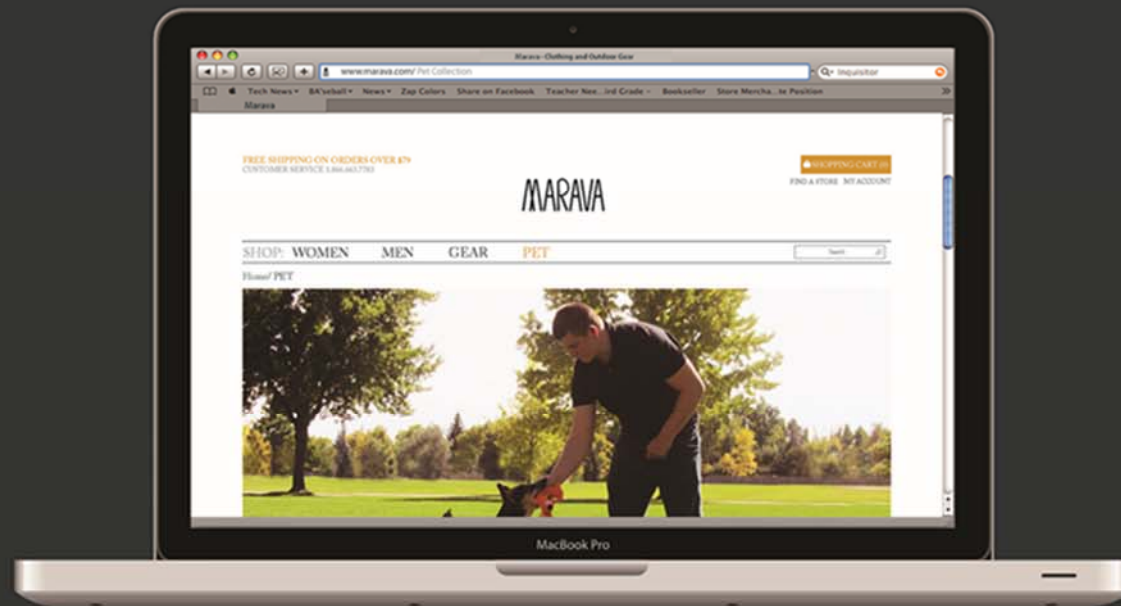


Figure 25: Marava Outdoor Clothing and Gear Company: User Experience.