FRANZ KAFKA
THE METAMORPHOSIS
Artist Statement

Nick Morell

Every type of art has its unique sense of beauty that makes it stand out from all the others. For many people the beauty is seen through multiple colors and use of analog materials such as graphite, paint, colored pencil and much more. For me, I see a unique sense of beauty in the artwork of typography and photography in graphic design. What many may not realize is that with every typeface there are multiple weights to it creating multiple variations of thick and thin lines. Combined with imagery these typefaces come to life.

My artwork is heavily dependent on my use of typography and how it interacts to create an image or react with an image. Many people like to problem solve in art by creating a print, or drawing, but I solve my problems by strategically choosing what typeface works best for the message coming across. For example, nowhere in my work will you see a typeface that is a serif, which is one with tails on the ends of each letter. There are appropriate times to use that type of font but in my design I lean more towards using San Serif’s, which are bold and hold a lot more expression.

One thing I enjoy the most about graphic design is that it is everywhere you go. It’s projected that in a single day without even knowing it we are exposed to almost 5,000 advertising graphic messages a day. It’s mind blowing that literally everywhere we look we are looking at a brand, logo, design, and advertisement. Art is meant to reach out to everyone and graphic design is no testament against that. If I can get someone to react to my work through its typography and/or imagery in any way than I have succeeded.
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<th>Title</th>
<th>Media</th>
<th>Original Format</th>
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<td>1</td>
<td>Beer of the Month</td>
<td>Graphic Design</td>
<td>11in x 17in</td>
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<td>2</td>
<td>Amy</td>
<td>Graphic Design</td>
<td>11in x 17in</td>
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<td>3</td>
<td>The Metamorphosis</td>
<td>Graphic Design</td>
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<td>4</td>
<td>The Bulb (Logo)</td>
<td>Graphic Design</td>
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<td>The Bulb (Packaging)</td>
<td>Graphic Design</td>
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<td>6</td>
<td>The Bulb (Application)</td>
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<td>7</td>
<td>3X Tuesdays</td>
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<td>8</td>
<td>Look Beyond the Cup</td>
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<td>King Weenie Poster 1</td>
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<td>11</td>
<td>The Ampersand</td>
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<td>Sigma Chi Foundation</td>
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<td>13</td>
<td>Living Smaller</td>
<td>Graphic Design</td>
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<td>14</td>
<td>Odell Brewery</td>
<td>Graphic Design</td>
<td>11in x 17in</td>
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Figure 1: Beer of the Month
WHAT DOES YOUR SIGMA CHI FOUNDATION DO FOR YOU?

PROVIDES ENHANCED BENEFITS TO 63 THOMAS COWAN-BELL CHAPTERS

AWARDS $320,000 IN ACADEMIC SCHOLARSHIPS
ITS 9TH ANNUAL INCREASE OF $25,000

AWARDS $56,000 IN GRAND PRAETOR LEADERSHIP STIPENDS

COVERS 70% OF COSTS FOR THE BALFOUR LEADERSHIP TRAINING WORKSHOP

FUNDS 100% OF THE NEW CROSSROADS ALCOHOL AND DRUG EDUCATION PROGRAM $80,000

FUNDS 100% OF THE JOURNEY CHAPTER RETREAT PROGRAM $85,000

“Balfour Leadership Training Workshop has been an integral part of my personal and leadership development, as well as the key to the success of our chapter’s executive committee. We are so appreciative of the resources provided by the Foundation that make Balfour LTW possible.”

— Tyler Fowler, Western Illinois 2014

Figure 2: Sigma Chi Foundation
Figure 3: The Metamorphosis
Figure 5: The Bulb (Packaging)
Figure 6: The Bulb (Application)
Figure 7: 3X Tuesdays

3X Tuesdays
9PM-MIDNIGHT
3X POINTS • 3X REWARDS DOLLARS
$2 BEER SPECIAL ON REMINGTON RED ALE
What if... you looked BEYOND the Cup?
TO BE
KING
IS
TO BE
WEENIE

Figure 10: King Weenie Poster 2
Figure 11: The Ampersand
Figure 12: Amy
“There is absolutely no room for error.”

Later this winter, a truck will pick up this prefabricated apartment from a former naval foundry in Brooklyn, carry it over the Manhattan Bridge, and deliver it to a construction site on Manhattan’s East Side. A crane will hoist the unit—and 54 others like it, along with segments of stairways and elevator shafts—into the air and stack them together, creating a nine-story building.

In a city that’s seen just about everything, the undertaking, a collaboration between the firm nARCHITECTS, Monadnock Development, and the Actor’s Fund Housing Development Corporation, will be a novelty twice over. For one thing, this will be the tallest building ever constructed out of prefab modules in Manhattan, and one of the first such apartment buildings in the entire city. The modules—each of which weighs the equivalent of a dozen Ford F-150s—will arrive on East 27th Street virtually move-in ready, with toilets, cabinets, and electrical sockets all in place.

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At Odell’s, we believe that there is a beer to fill a glass for any occasion. This year, we are releasing a new collectors glass series for those special days. This spooky season show us how you celebrate with Odell on social media by using #OdellOccasion for your chance to win our Halloween collectable pint glass. Please drink responsibly and have a Happy Halloween!