



**Artist Statement:**

*Laura Schwieterman*

I rely on the creative process to discover something new and refreshing. My work is defined by minimal and clean aesthetics. It is dynamic and eye-catching as it varies from detailed lines to broad shapes. My designs are sophisticated and meticulous, as I strive to create the consistent balance between illustrative and typographic elements.

I begin a design with initial sketches to discover multiple options before I transfer the design to the computer. It takes many iterations, as I play around with layout and content and sometimes an accidental move that becomes something I visually enjoy, until I decide on the final solution.

Although the context of my work differs from piece to piece, I understand the importance of relationship between the design and the prospective audience. My designs are a means of communication, of visual identity, to engage with the viewer and spark interest.

<u>Title</u>	<u>Original Format</u>
Figure 1: <i>Sympathy for the Robot</i>	Pen on paper stock, Illustrator 17x11
Figure 2: <i>Three Skeleton Key</i>	Watercolor & pen, Illustrator 2.3x4.1
Figure 3: <i>Future Earth</i>	Watercolor & pen, Illustrator 20.625x10
Figure 4: <i>Canine Political Party</i>	Illustrator, Standard dimensions
Figure 5: <i>Canine Party, Stationery</i>	Illustrator, Standard dimensions
Figure 6: <i>Canine Rescue</i>	Illustrator 8.5x11; 4x6
Figure 7: <i>Call for Votes</i>	Photoshop & Illustrator 11x17
Figure 8: Package Design	Illustrator 10x15x3.5
Figure 9: <i>Puppyland</i>	Illustrator 20x15
Figure 10: <i>The Handmaid's Tale</i>	Watercolor, pen & ink, Illustrator 4.5x7.5x1

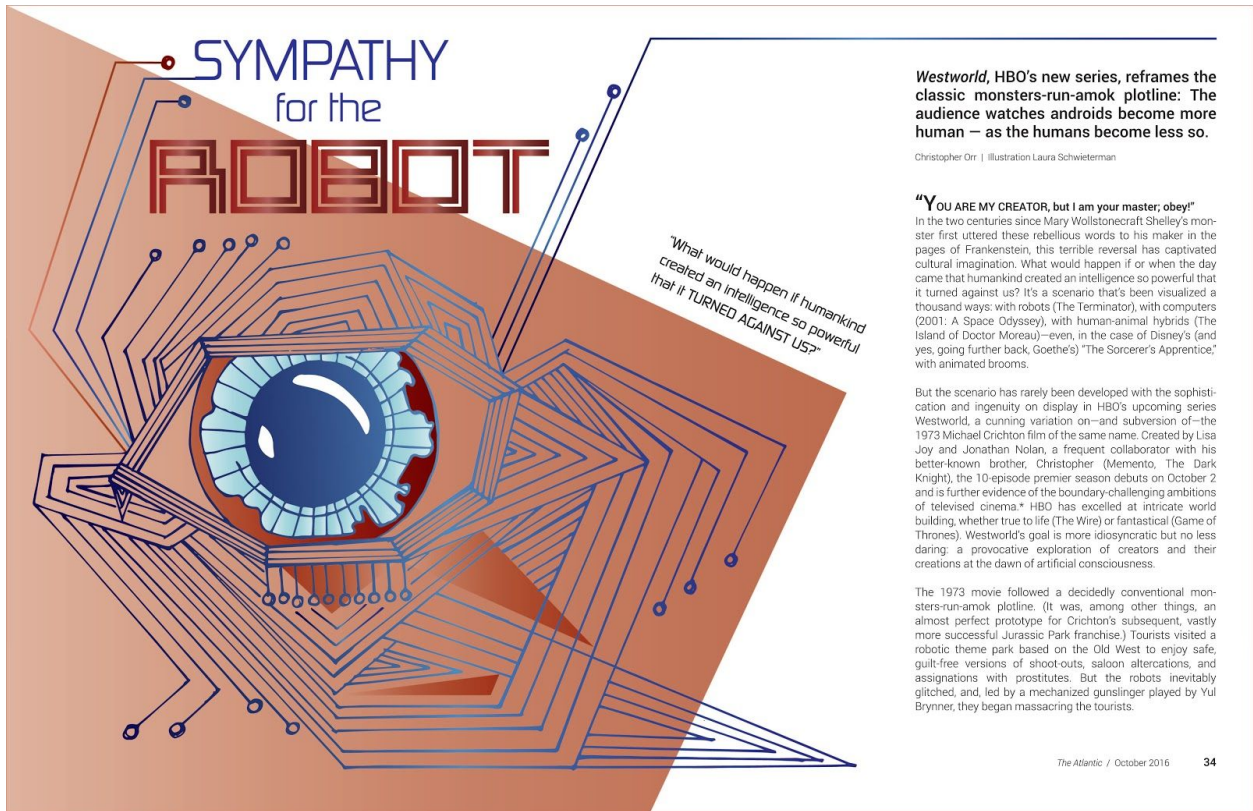


Figure 1: Sympathy for the Robot, magazine spread



Figure 2: *Three Skeleton Key*, tablet app design & narrative illustration

# ENVIRONMENTAL DEGRADATION

*What is happening to Planet Earth?*

**Overpopulation**  
The current population (over 7 billion) is 2x what the Earth can sustain.

**Waste**  
Each year, 2.12 billion tons of waste is dumped. Islands of garbage in the ocean are the size of Europe, India and Mexico combined.

Humans are "eating away at our own life support systems" at a rate unseen in the past 10,000 years by degrading land and freshwater systems, emitting greenhouse gases and releasing vast amounts of agricultural chemicals into the environment.

Of nine worldwide processes that underpin life on Earth, four have exceeded "safe" levels – human-driven climate change, loss of biosphere integrity, land system change and the high level of phosphorus and nitrogen flowing into the oceans due to fertiliser use.

Carbon dioxide levels, at 395.5 parts per million, are at historic highs, while loss of biosphere integrity is resulting in species becoming extinct at a rate more than 100 times faster than the previous norm.

**Resource Depletion**  
We are using up 50% more natural resources than the Earth can provide. Every year, we extract an estimated 55 billion tons of fossil energy, minerals, metals and bio mass from the Earth.

**Air Pollution**  
Air pollution causes 2.4 million deaths each year. Most of these are in the developing world. It's the world's 4th most lethal killer.

**Deforestation**  
The world has already lost 80% of its forest. 130,000 square kilometers of forests are cut down or burned every year. The clearing of forests is a big contributor to global climate change. About 20 percent of the world's greenhouse gas emissions comes from the clearing of tropical forests.

**Figure 3: Future Earth, magazine spread**



Figure 4: Canine Political Party, branding & logo design

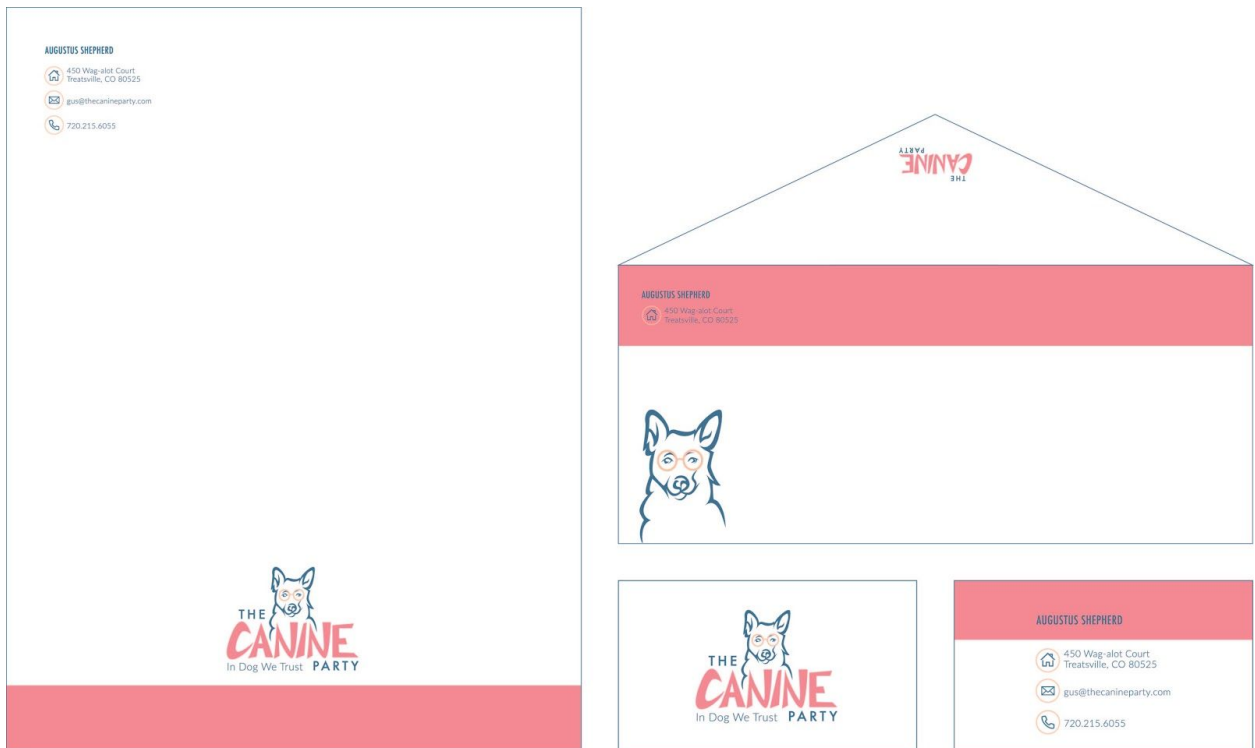


Figure 5: Canine Party, stationery application

THE CANINE RESCUE

*I will fit perfectly in your lap.*

*I love to chase the cat.*

*Tennis balls are my favorite.*

Every year, only half of the 6 to 8 million animals brought into U.S. shelters find a home. Help us find a home for the rest and adopt your perfect fit at The Canine Rescue.

# Find Your Perfect Fit

THE CANINE RESCUE

You've Made A

# Difference

The Canine Rescue wants to thank you for adopting. We hope your new furry member is the perfect fit.

THE CANINE RESCUE

# Thank You

For Your Support

---



---



---



---

Figure 6: The Canine Rescue, ad & postcard design



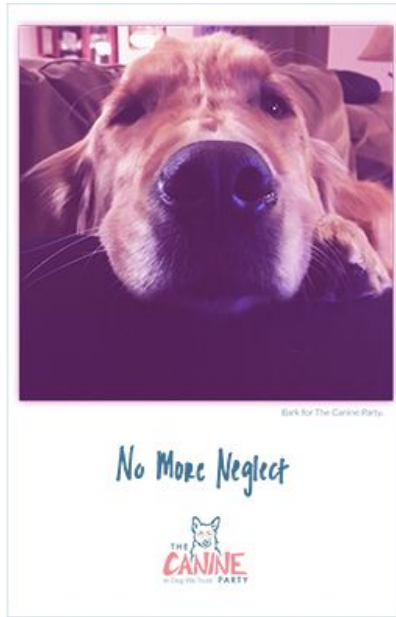


Figure 7: Call for Votes, posters

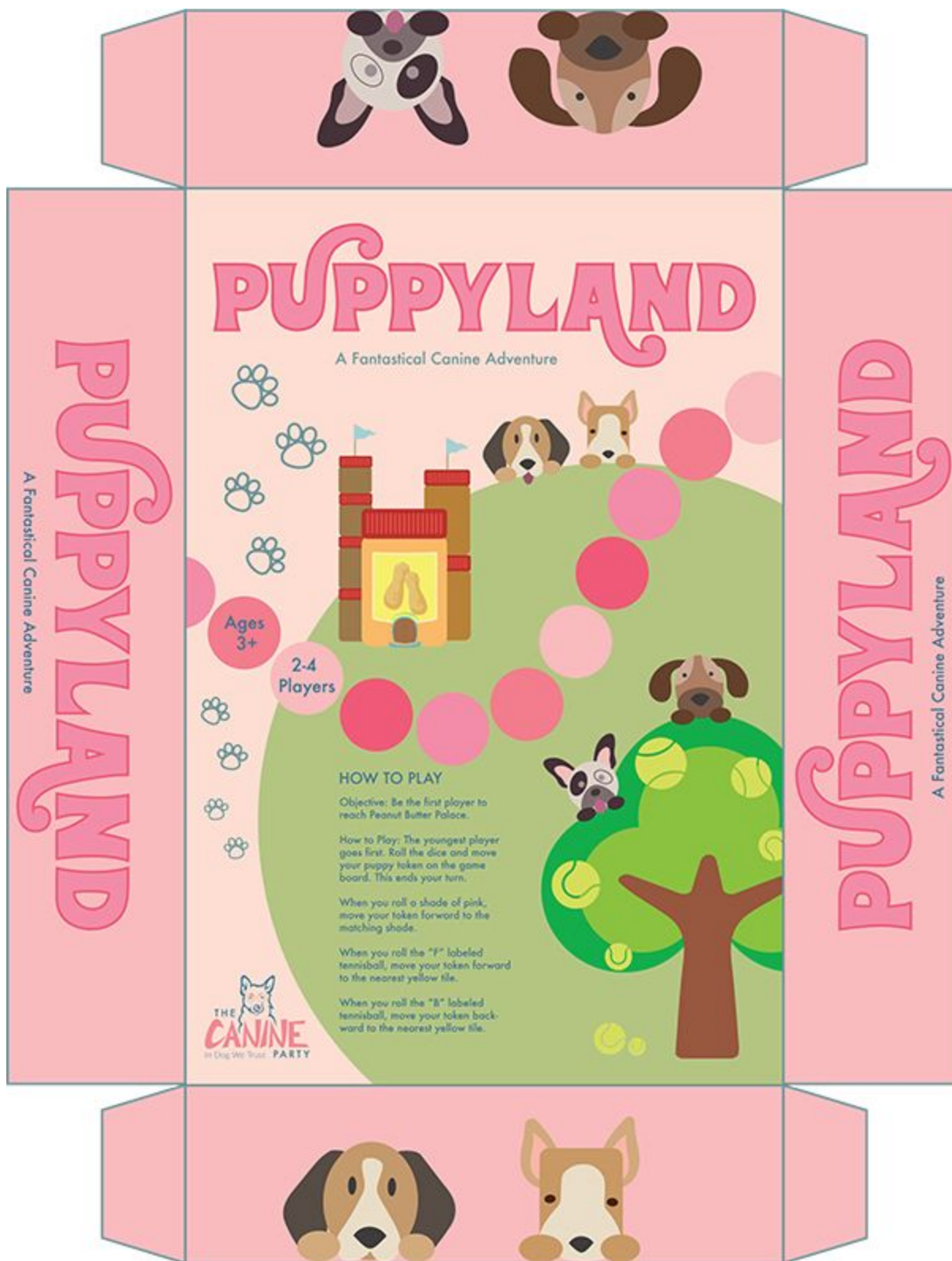


Figure 8: *Puppyland*, package design



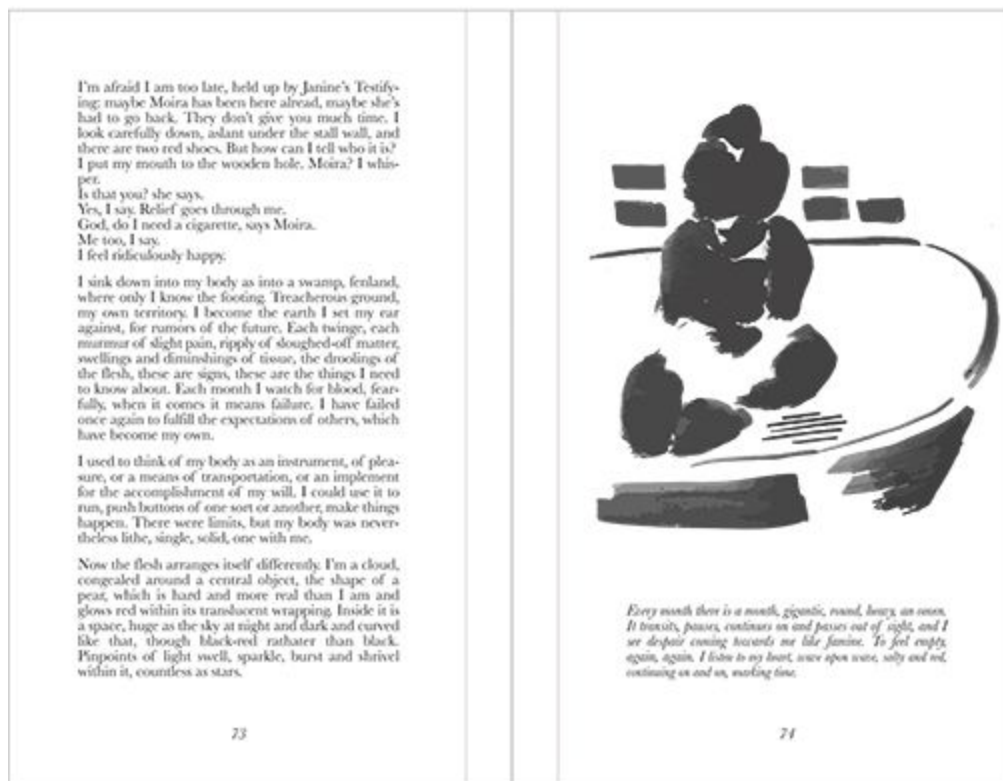
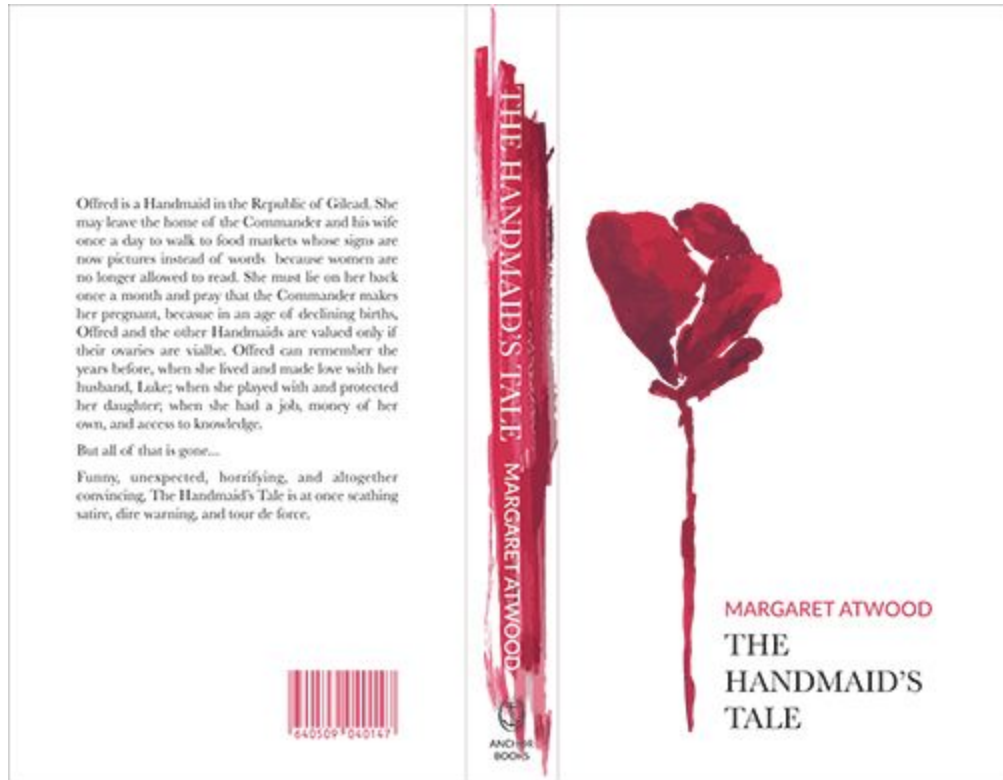


Figure 10: *The Handmaid's Tale*, book cover design & narrative illustration