

SEAN FORAN

★ ★ ★

Artist Statement:

Sean Foran

“Think like a businessman, create like an artist.”

In most forms of art, the artist creates mostly for themselves and mostly for the individual with pulls of emotion. In graphic design, no matter the platform, we are always creating work for a business or an entity of some kind. Our success in the world only comes with the success that we bring someone else's business. We have to compel their customers to invest purely through visual communication. We have to think like a marketer would, evaluating the audience in every aspect in conjunction with our clients company. What is the demographic of the audience? What are they interested in? What feeds their emotions? These are the questions a designer must ask themselves when delving into a project. We're here to market our clients ideals through pleasing aesthetics and to influence an audience's perception of music, of a book or an invent. The client creates the ideologies and we allow the world view them through our creations.

Title	Original Format
Figure 1: Substance EP album cover	Photoshop 12 x 12in
Figure 2: Vices in Vogue album cover	Photoshop 12 x 11 in
Figure 3: The One That Got Away album cover	Photoshop 12 x 11 in
Figure 4: Narrow Gauge packaging display	Photoshop 8 x 8 in
Figure 5: Tres Margaritas, margarita packaging display	Photoshop 17 x 11 in
Figure 6: Tres Margaritas, food truck design	Photoshop 17 x 11 in
Figure 7: Tres Margaritas, poster series	Illustrator 11 x 9 in
Figure 8: Moose Racing logo and icon	Illustrator 11 x 9 in
Figure 9: Stonefield Homes logo	Illustrator 11 x 9 in
Figure 10: James Dean poster	Photoshop 9 x 11 in



Figure 1: Substance EP



Figure 2: Vices in Vogue

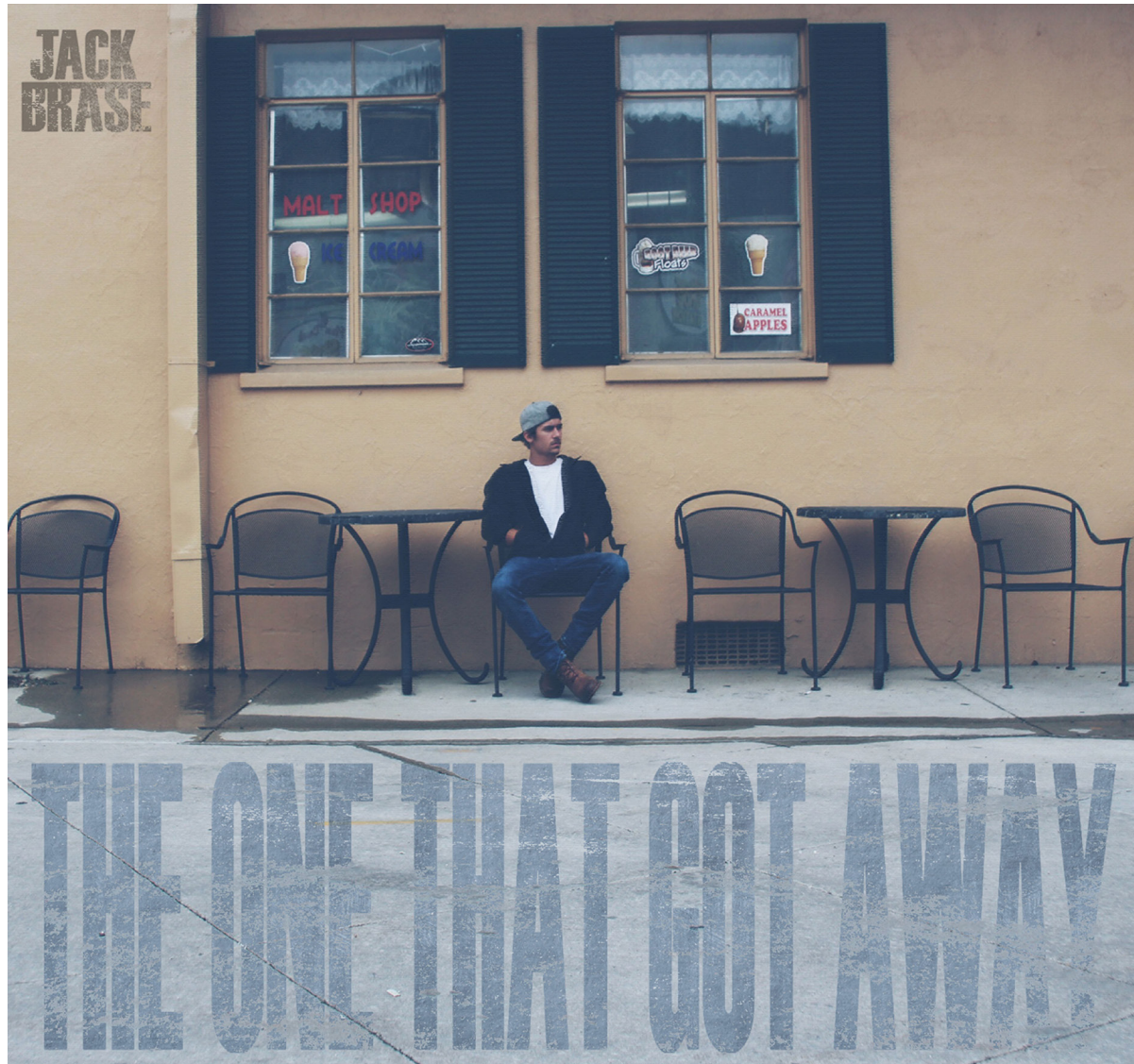


Figure 3: The One That Got Away



Figure 4: Narrow Gauge packaging



Figure 5: Tres Margaritas, margarita packaging



Figure 6: Tres Margaritas, food truck design



Figure 7: Tres Margaritas, poster series



Figure 8: Moose Racing logo and icon



Figure 9: Stonefield Homes logo

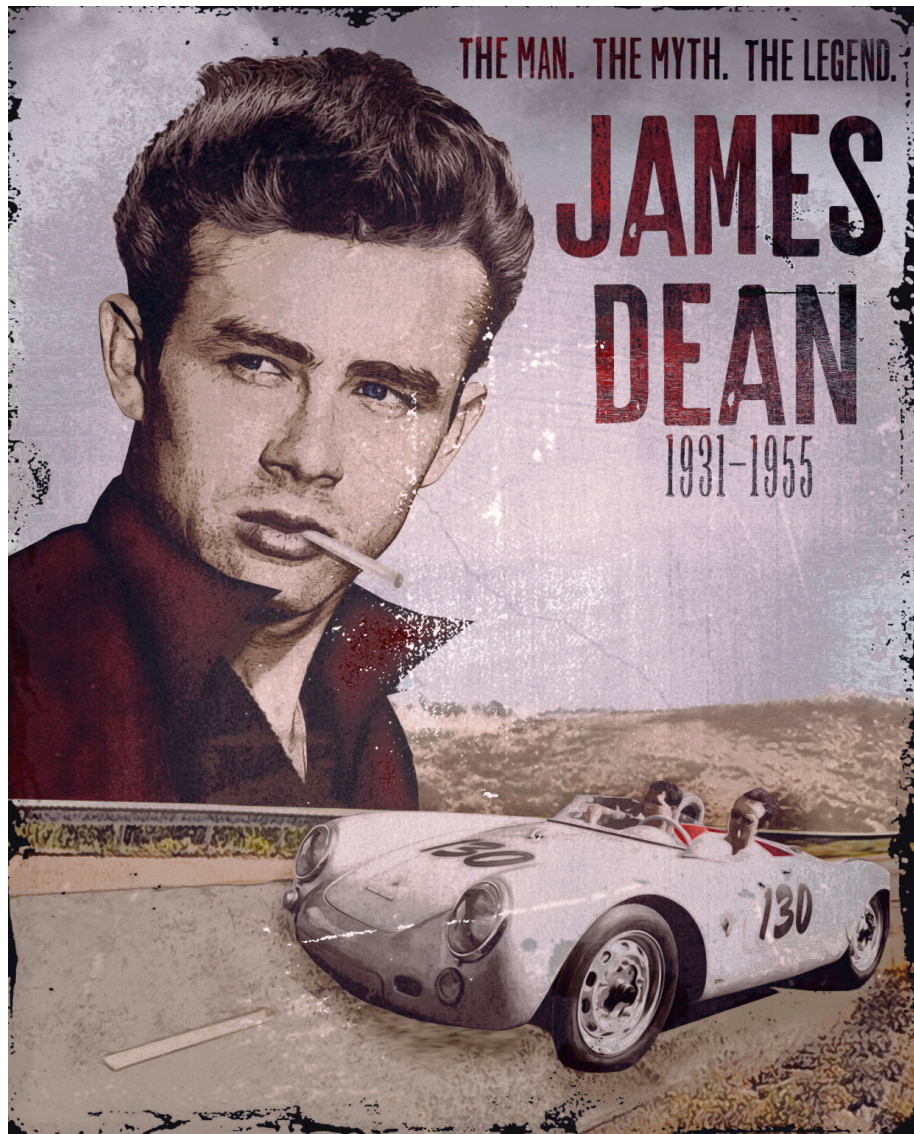


Figure 10: James Dean poster