How To Become A Writer

Lorrie Moore
Artist Statement:
Rachael Stark

As an artist and designer, I love working with my hands. I take traditional forms such as sketching, drawing, tracing— all on paper first, and then translate the work to my computer/screen. My work reflects my desire for consistency paired with adventure—comfortable, yet unexpected. I have a clean but dynamic aesthetic, specializing in hand-drawn details. It is about finding the perfect way to help a client visually express to their audience whatever it is they are trying to convey. I like to start out by understanding the company I am working for. By finding out who they are, what they do, and what they value, I am better able to brainstorm. I begin brainstorming ideas, words, images, and I start creating small thumbnails. I do this however many times I need to until I feel I have come up with a design that I think fits. My work is about incorporating my love for the tangible world via handcrafted creativity into a more digital world as an attempt to include a piece of myself into every design. It is about lifestyle, cleanliness, and conveying a clear, creative message. I design not just for companies and brands, but for personalities and environments characterized by visual beauty.
<table>
<thead>
<tr>
<th>Title</th>
<th>Original Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1: How to Become A Writer</td>
<td>Photoshop, InDesign, 6.5 x 9 in</td>
</tr>
<tr>
<td>Figure 2: Kol Publishing Logo</td>
<td>Illustrator, 11 x 17 in</td>
</tr>
<tr>
<td>Figure 3: Kol Publishing Catalog</td>
<td>Illustrator, Photoshop, 11 x 17 in</td>
</tr>
<tr>
<td>Figure 4: Typeface Design: Spruce</td>
<td>Pen and Ink, Illustrator, 11 x 17 in</td>
</tr>
<tr>
<td>Figure 5: A Weekend in Fort Collins: Lookbook</td>
<td>Photography, Pen and Ink, InDesign, 11 x 17 in</td>
</tr>
<tr>
<td>Figure 6: Editorial Design: The Electric Touch</td>
<td>Pen and Ink, Illustrator, 17 x 11 in</td>
</tr>
<tr>
<td>Figure 7: Copelin &amp; Co. Logos</td>
<td>Illustrator, 11 x 17 in</td>
</tr>
<tr>
<td>Figure 8: Bolt Gallery Logos</td>
<td>Illustrator, 11 x 17 in</td>
</tr>
<tr>
<td>Figure 9: La Buena Vida Foodtruck</td>
<td>Pen and Ink, Photoshop, various</td>
</tr>
<tr>
<td>Figure 10: Kevita Kombucha Packaging Redesign</td>
<td>Pen and Ink, Illustrator</td>
</tr>
</tbody>
</table>
Figure 1: How to Become a Writer
Figure 3: Kol Publishing Catalog
Figure 4: Typeface Design: Spruce

SPRUCE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ÆÆHLOQRTZ

Ø123456789

? ! & : . @

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

Figure 4: Typeface Design: Spruce
Figure 5: A Weekend in Fort Collins: Lookbook
THE ELECTRIC TOUCH

As a surgeon plots healing nerve wounds today, Min Zhu has found that the body’s natural ability to repair itself is more than just a medical marvel, but also a powerful tool for understanding the complex interplay between biology and electrical activity. This discovery has led to a new understanding of how electrical signals can be used to stimulate nerve growth and repair, offering hope for treatments of nerve injuries and diseases.

Present at the origin of life, bioelectricity might just be the path to our immortality.

What the student had accidentally found, according to Zhu, is that current displays the movement of cells and the cell’s electrical activity is so powerful it creates a physical and chemical cycle that can support life. This discovery could lead to new treatments for nerve injuries and diseases. Zhu’s research was published in 2008 in the respected journal Nature.

Enormous changes in nervous system regeneration have been observed in mice that have been exposed to electrical stimulation. This has led to the development of new therapies for electro-therapy, which has been shown to be effective in treating a variety of disorders, including spinal cord injuries and brain damage.

However, progress is hampered by the slow development of new treatments, and the need to better understand the complex interplay between biology and electrical activity. This is an area of research that is still in its infancy, and much work remains to be done.

But these advances only make bioelectricity research more pressing by calling attention to what scientists call “electro-therapy,” the use of electricity to stimulate the body, and what could be a step towards understanding the origins of life.

Figure 6: Editorial Design: The Electric Touch
Figure 7: Copelin & Co. Logos
Figure 8: Bolt Gallery Logos
Figure 9: La Buena Vida Foodtruck
Figure 10: Kevita Kombucha Rebrand