



Artist Statement:

Shannon Slack

As a designer, I am to reinvent consumerism by designing elements for companies that have a positive impact. My practice is entirely reliant upon initial hand-rendering. I simply cannot begin a project without the inclusion of pencil-and-paper. It is important for me to realize that I am curating a message to the viewer and I have much control over this. I want to use design to convey issues that are important to me. Issues such as: environmental activism, politics, gay rights, and food production and agriculture, can all be explained or advocated for using graphic design. This issues being discussed visually have much more of an impact than someone reading an article about the matter. At times, I battle with Graphic Design's connection with consumerism. However, if working for the right company that shares my values, I will be able to design wholeheartedly. I believe it is possible to create a positive lens which people view the world through.

Title	Original Format
Figure 1: Broncho Album (Detail 1)	Illustrator, Photoshop, Illustrator.
Figure 2: Broncho Album (Detail 2)	Illustrator, Photoshop, Illustrator.
Figure 3: Zephyr Apothecary Packaging	Illustrator.
Figure 4: Zephyr Apothecary Full Product Line	Illustrator.
Figure 5: Vertex Music Festival Poster	Illustrator, Photoshop, Painting.
Figure 6: Opportunity Poster	Laser-cut paper, Photography.
Figure 7: Olympic Mural	Photoshop.
Figure 8: Olympic Mural Sketches	Pencil and paper.
Figure 9: <i>Slaughterhouse Five</i> Book Jacket and Illustration	Chalk Pastel, Illustrator, Photoshop.
Figure 10: Raymond Loewy Promotional Poster	Illustrator, Photoshop.



Figure 1: Broncho Album Redesign (Detail 1)



Figure 1: Broncho Album Redesign (Detail 2)



Figure 2: Zephyr Apothecary Packaging



Figure 3: Zephyr Apothecary Full Product Line



Figure 3: Vertex Music Festival Poster

LIFE IS A GIFT



it offers us the privilege,
opportunity, and responsibility
to give something back
by becoming more.

-Tony Robbins

Figure 6: Opportunity Poster - Taiwan Poster Exhibition 2017



Figure 7: Olympic Mural



Figure 8: Olympic Mural Sketches

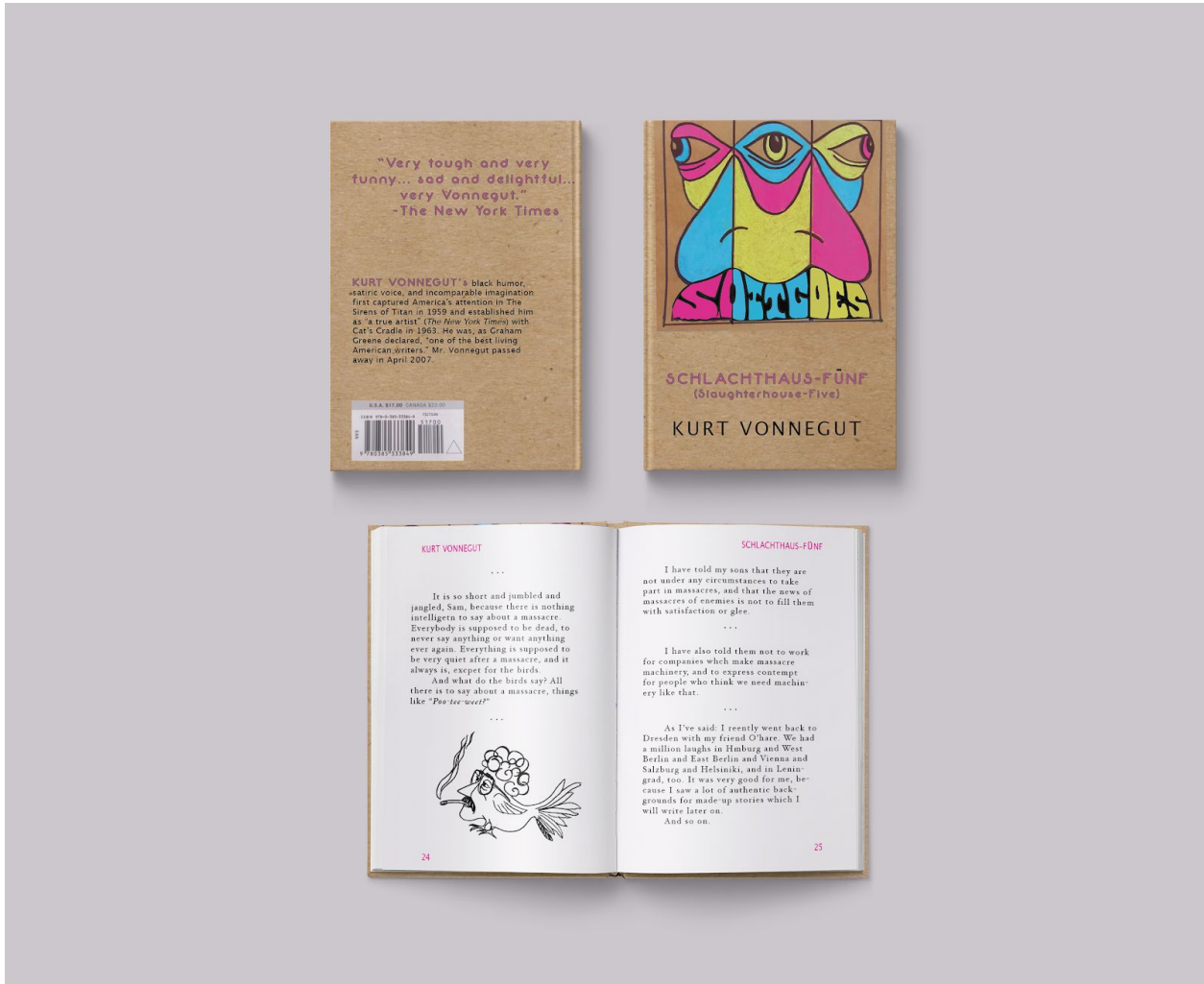


Figure 9: Slaughterhouse Five Book Jacket and Illustrations

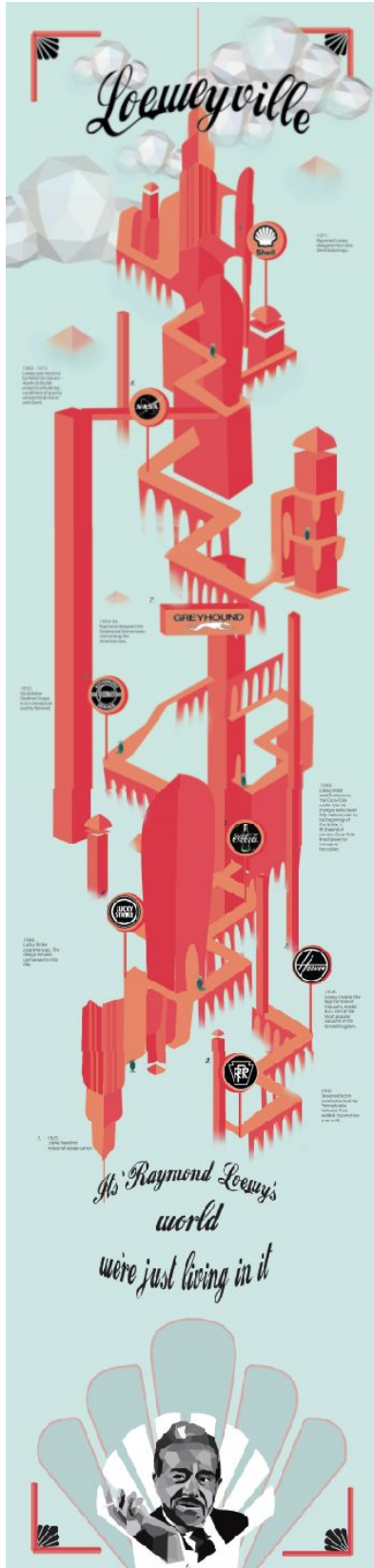


Figure 10: Raymond Loewy Promotional Poster