



Artist Statement:

Emily Writebol

I am a graphic designer and visual communicator. Strong design is essential in our increasingly visual world. I believe that no matter if it's a poster, business card, or, website how something is designed, determines how it is experienced. I am a communicator who uses photography, type, and illustrations to convey concepts and ideas. Whenever I approach a new design challenge, I utilize sketching, planning, experimenting, and research in order to find inspiration and make my design fulfil its purpose.

My process leads me to my inspiration. It is not unusual for me to discover new concepts or ideas as I work through experimenting or my own intuition. I am constantly finding inspiration within playing or experimenting with the software, even if an approach does not pan out: it always teaches me something about the design. My work is divergent in essence and always converges depending on the project's goal.

Title	Original Format
Figure 1: Specasaurs: Character Puppets	Illustrator, aprox. 2 in x 5 in
Figure 2: Specasaurs: Packages	Illustrator, Indesign, 3.5 in w x 7 in h
Figure 3: JogDog (Home Screen)	Illustrator, Photoshop, 1920px x 1080 px
Figure 4: JogDog (map)	Illustrator, Photoshop, 1920px x 1080 px
Figure 5: Sand Creek Massacre Awareness	Photoshop, Indesign, 25 in x 35 in
Figure 6: DOBRÝ VEČER	Adobe Sketch, Indesign, 9.5 in x 12 in
Figure 7: DOBRÝ VEČER spread	Indesign, 8.5 in x 11 in



Figure 1: Specasaurs: Character Puppets



Figure 2: Specsasaurs Package Design

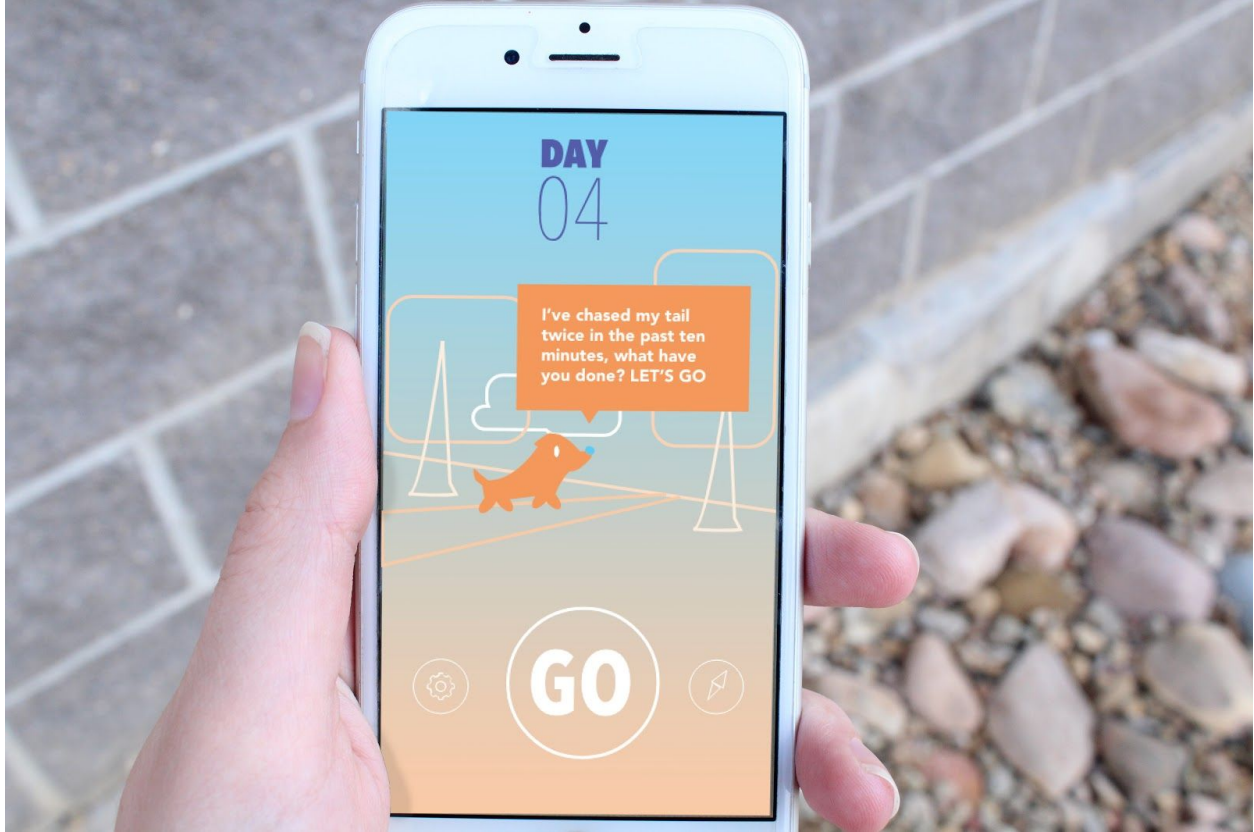


Figure 3: JogDog (Home screen)

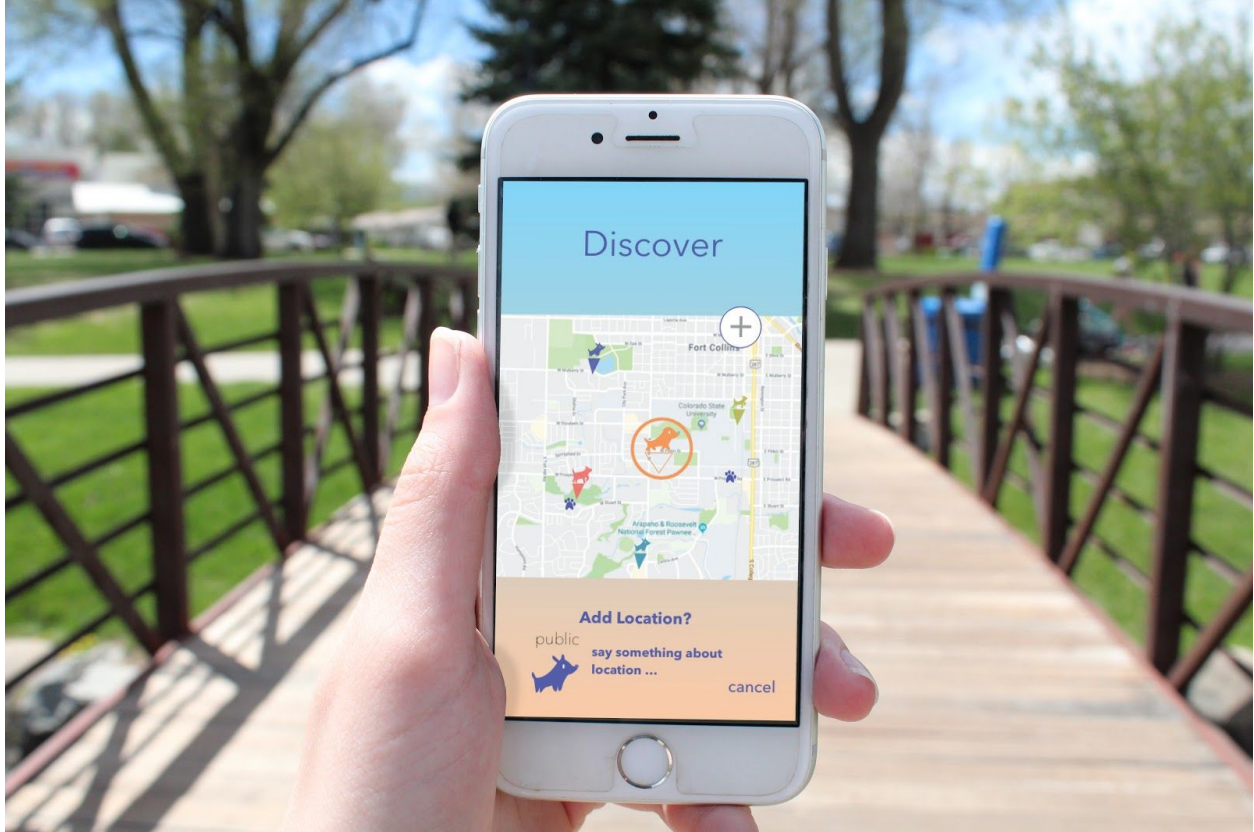
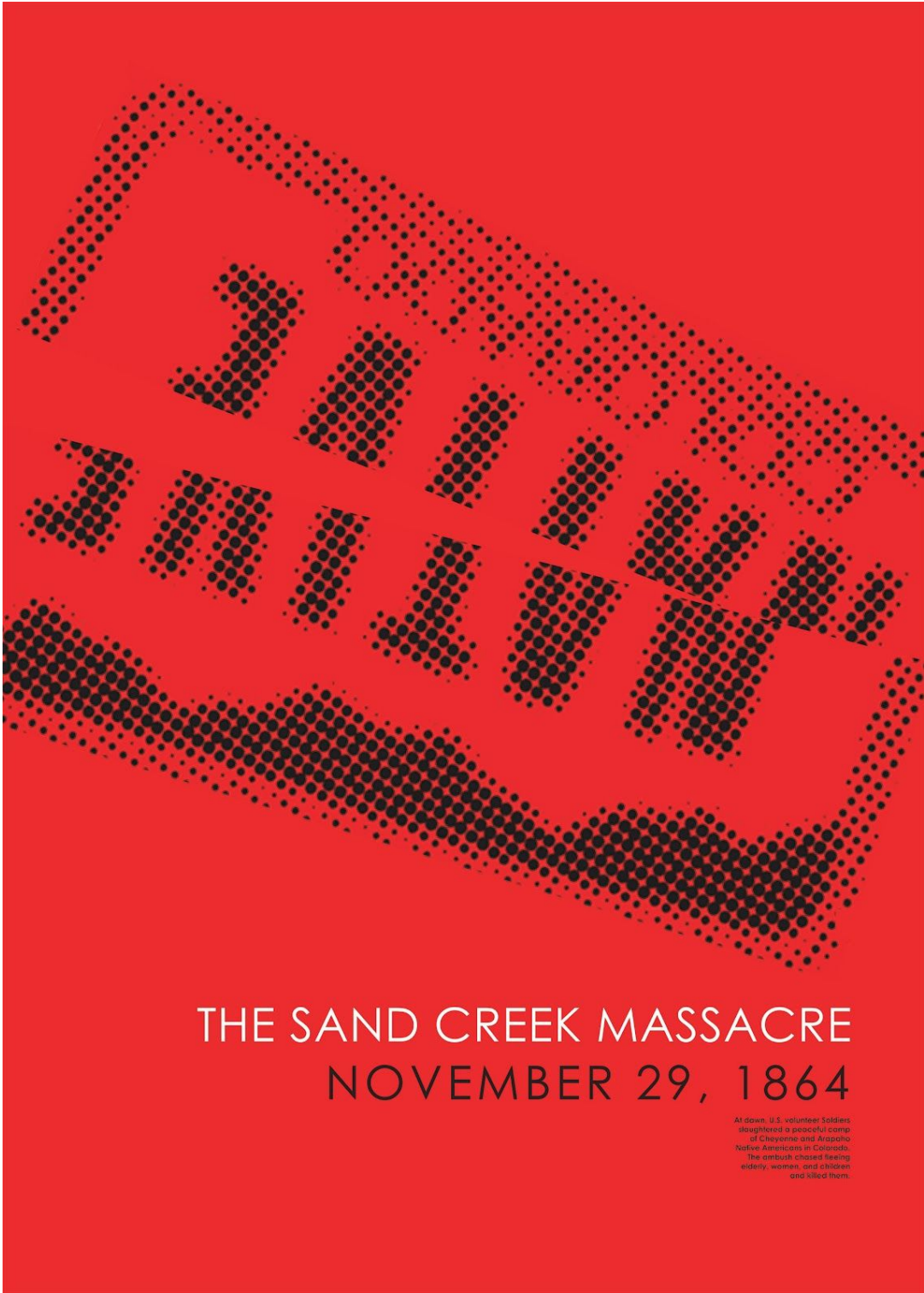


Figure 4: JogDog (explore screen)



THE SAND CREEK MASSACRE
NOVEMBER 29, 1864

At dawn, U.S. volunteer soldiers
slaughtered a peaceful camp
of Cheyenne and Arapaho
Native Americans in Colorado.
The ambush chased fleeing
elderly, women, and children
and killed them.

Figure 5: Sand Creek Massacre Awareness

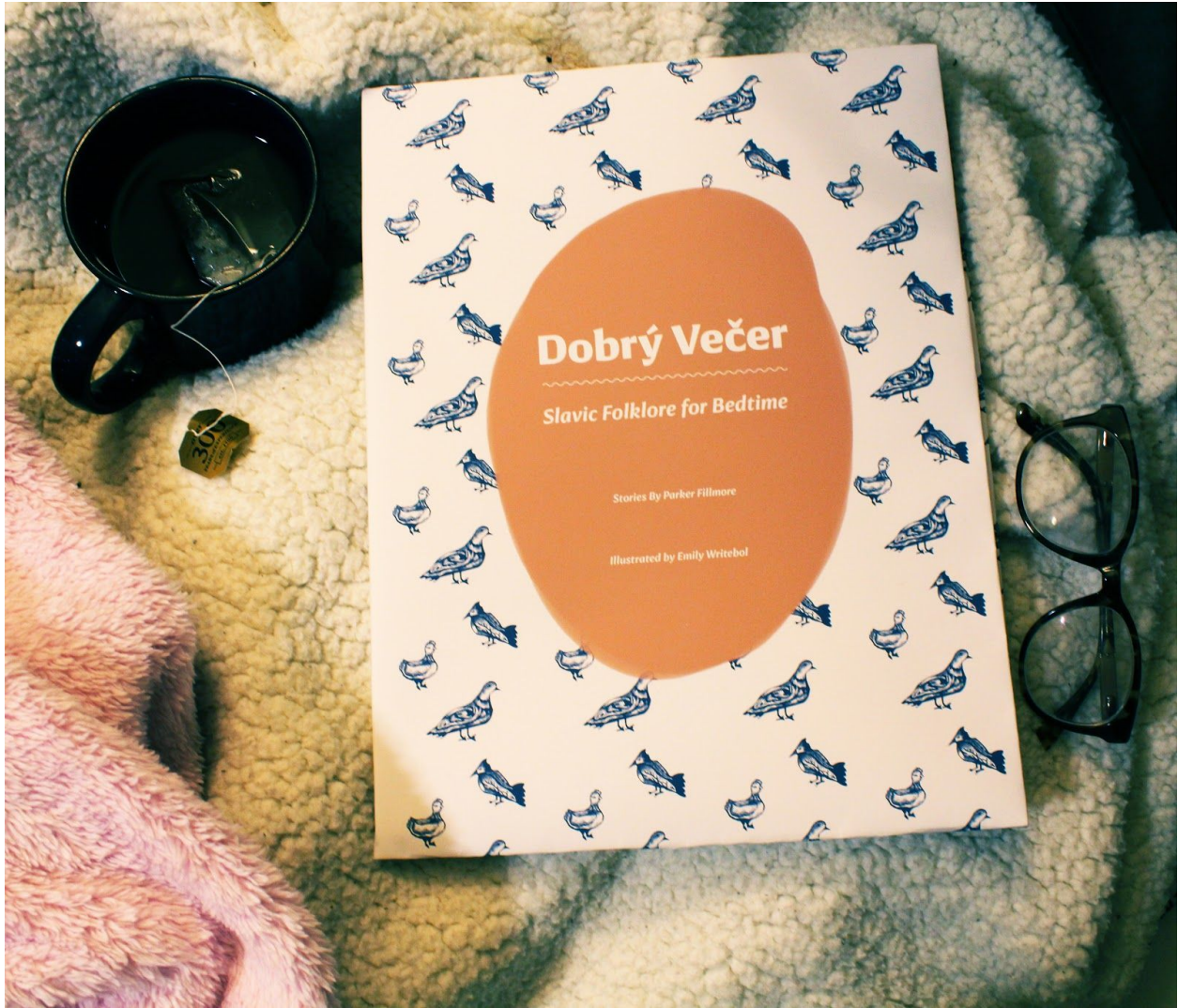


Figure 6: DOBRÝ VEČER



The Nickerman's Wife: The Story of Lidushka and the Imprisoned Doves

There was once a young housewife named Lidushka. One day while she was washing clothes in the river a great frog, all bloated and ugly, swam up to her. Lidushka jumped back in fright. The frog spread itself out on the water, just where Lidushka had been rinsing her clothes, and sat there working its jaws as if it wanted to say something.

"Shoot!" Lidushka cried, but the frog stayed where it was and kept on working its jaws.

"You ugly old bloated thing! What do you want and why do you sit there gaping at me?"

Lidushka struck at the frog with a piece of linen to drive it off so that she could go on with her work. The frog dived, came up at another place, and at once swam back to Lidushka.

Lidushka tried again and again to drive it away. Each time she struck at it, the frog dived, came up at another place, and then swam back. At last Lidushka lost all patience.

"Go away, you old fat thing!" she screamed. "I have to finish my wash! Go away, I tell you, and when your babies or I'll be their godmother! Do you hear?"

As if it accepted this as a promise, the frog croaked right! All right! All right!" and swam off.

Some time after this, when Lidushka was again washing at the river, the same old frog appeared, looking now so fat and bloated.

Figure 7: DOBRÝ VEČER

