

Artist Statement:

Andrew Carlson

In a world where the individual is bombarded with images, graphics, and slogans, graphic design is invaluable. It is the medium through which every industry and business differentiates itself from the rest. Every logo, poster, and business card has been designed for people with specific purposes and needs. I believe that design should be approached with the intent to appeal to people both visually but also functionally. One way through which I appreciate this practice is through posters. Posters can be designed both as a single entity, but also as a series. A poster can communicate through images, typography, or a combination of the two. This flexibility allows for a wide variety of messages to be communicated while still allowing for simplicity.

When I design, I keep in mind that every project should be at its' most basic level engaging and approachable. I believe that design can sometimes be overburdened with visual flare and while this is not solely a negative quality, it can sometimes overbear on the original idea or need. My design style is to find a solution that is functional in its communication and is minimal in its artistic elements. I start with sketching simple shapes and only adding color once a solid design has been created. Through this process, I can quickly observe if these elements are working together or are disjointed and ineffective. Once color has been added, I consider whether the message is being effectively communicated and add additional details as needed. As a result, the first initial compositions are revealed quickly while the refining process is more intensive.

When working with clients, I strive to find what the core of their need is and build a collection of ideas based around that need. Once the direction has been found, I begin to embellish that idea without straying away from the original need. After myself and the client have found the final idea, I will finalize any minimal details and clean up the final piece.

Design is important to me. As a method of communication as well as an artistic outlet, graphic design can speak to individuals as well as groups of people. It drives how we interact with our communities as well as strangers. I strongly believe that graphic design can be a powerful instrument for communicating ideas that strengthen relationships and build connections for the betterment of society.

Title**Original Format**

Figure 1: 2018 Winter Olympics Poster Series

Illustrator, 11 in x 17 in

Figure 2: Lake Street Garage Logo Redesign

Illustrator,

Figure 3: Lake Street Garage Poster Series

Illustrator, Photoshop, 11 in x 17 in

Figure 4: Halaszle Infographic Gatefold

Illustrator,

Figure 5: The Electric Touch Magazine Spread

Illustrator,

Figure 6: American Psycho Book Cover and Interior Spread

Illustrator,

Figure 7: Grace Church Classroom Posters

Illustrator, 36 in x 36 in

Figure 8: Red Eye Press Logo Design

Illustrator

Figure 9: Typeface Enigma

Illustrator

Figure 10: CSU Chemistry Building Mural

Illustrator, Photoshop



Figure 1: 2018 Winter Olympic Posters



Figure 2: Lake Street Garage Logo Redesign



Figure 3: Lake Street Garage Poster Series

HUNGARY FOR HALÁSZLÉ



What is Halászlé?
Halászlé is a traditional Hungarian dish made by fishermen. It is also commonly known as fisherman's soup.

Many times fishermen in the Danube river region catch and prepare their own Halászlé in small pots along the river.

The most common fish to be used in Halászlé is carp. Other river fish can also be used like pike or perch.

How to Prepare

Clean the fish and remove the head, tail and fins. Cut and salt the fillets.

After removing the eyes and teeth, cook the head in water until tender to make a fish stock. Then remove the head.

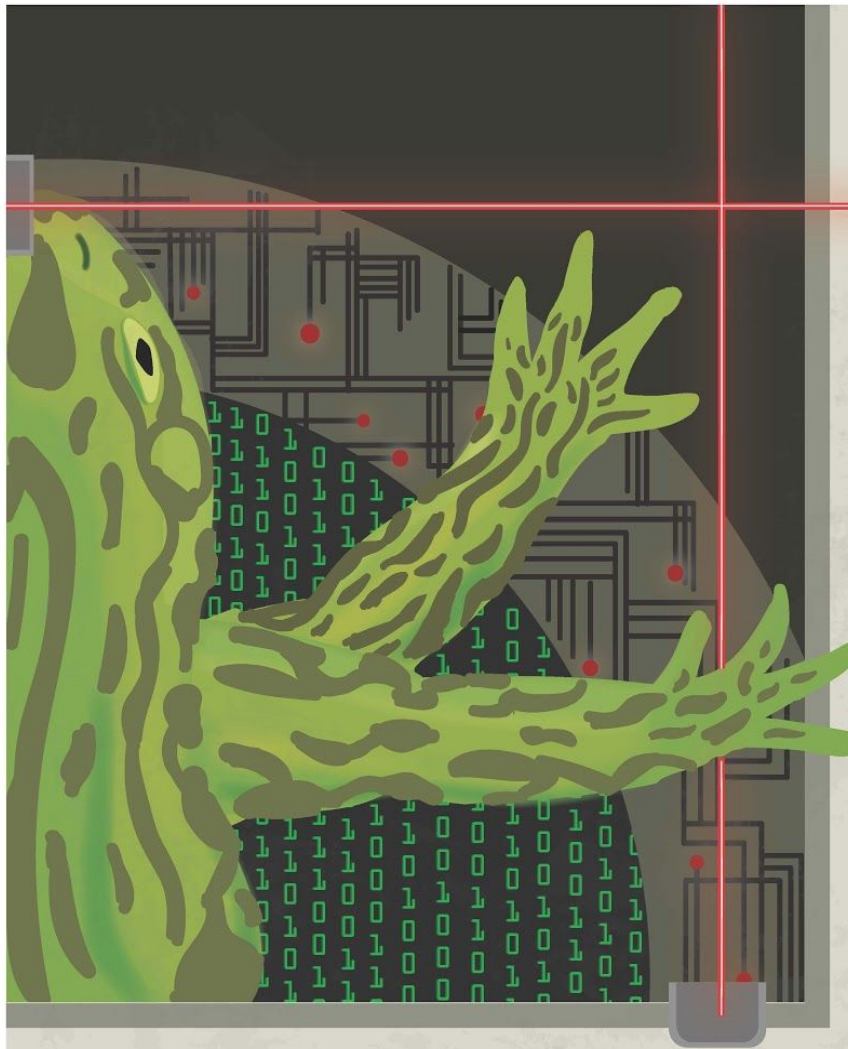
Chop the onion and cook it until soft, sieve and add to the fish stock.
Place the salted fillets in the stock and add sliced tomatoes and peppers.

Add salt, paprika powder, and red wine as needed.
Cook all the ingredients until the carp is tender.

Carefully remove the fillets. Place them in bowls and use a ladle to scoop soup on top until the fish is covered.

The Finished Product
Halászlé can be enjoyed in many different ways from the traditional to the contemporary. Enjoyed both as common Christmas dish and tourist favorite, this crimson soup will be enjoyed for many years to come.

Figure 4: Halaszle Infographic Gatefold



THE ELECTRIC TOUCH

By: Jonathon Keats
Illustrated by: Andrew Carlson

“ Electricity is uniquely suited
for information processing ”

As a young biologist studying how wounds heal, Min Zhao found that he could quicken cellular repairs by exposing an injury to electricity. But the process remained enigmatic until an experiment by one of his graduate students failed to achieve the desired result. The more that new tissue drew toward the current on one side of the wound, the more the other side recoiled.

What the student had accidentally found, according to Zhao, is that current directs the movement of cells, and the effect is so powerful it overrides all the physical and chemical signals the body uses to heal. “When an experiment doesn’t work out as you hoped,” Zhao says in retrospect, “maybe it’s trying to tell you something new.” His bolt of insight, published in 2006, invigorated an emerging field known as bioelectricity.

Figure 5: The Electric Touch Magazine Spread

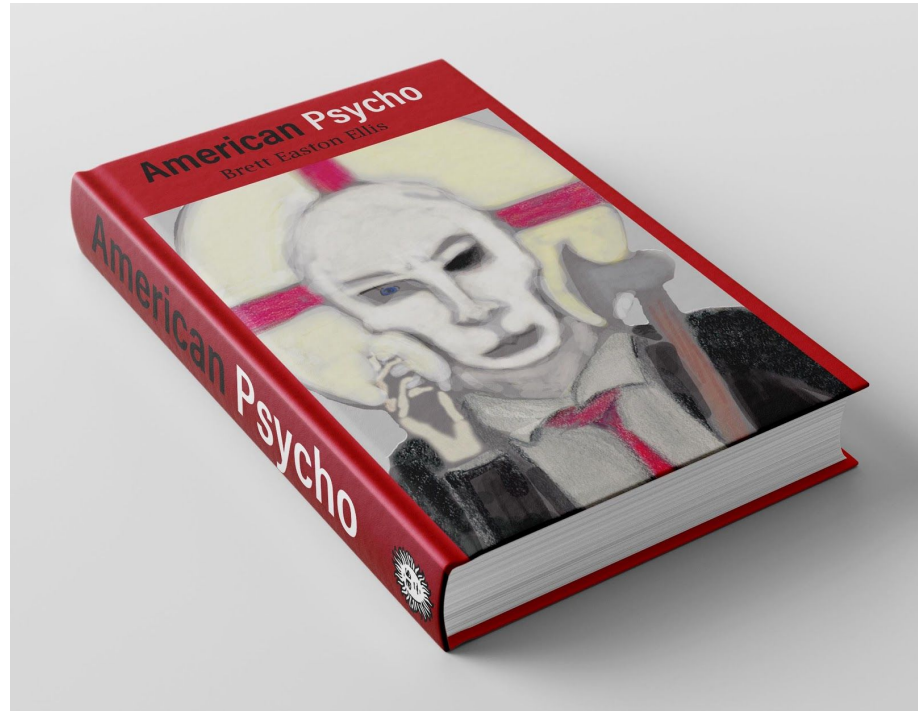


Figure 6: American Psycho Book Cover and Interior Spread



Figure 7: Grace Church Classroom Posters



Figure 8: Red Eye Press Logo Design

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

Figure 9: Typeface - Enigma



Figure 10: CSU Chemistry Building Mural