

Claire Jordan

2019 Fall

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

Hey there, I'm Claire! I am a visual designer working in gorgeous Denver, Colorado. With a focus on branding and UI / Web, I strive to create usable and polished products through passionate and deliberate design. I work to create innovative designs that inspire and foster memorable relationships between brands and their clients. I believe good design is built through empathy, communication, and research — the initial meeting to discuss a client's vision is one of my favorite parts of the entire process. I'm an admitted pop culture fiend and this obsession helps me create designs that are informed by contemporary fashion, art, music, film, and the internet writ large. I use my imagination to dream up unexpected ideas, and my experience to make them a reality. I am highly collaborative and work seamlessly leading project teams or as part of a broader effort, working with writers, developers, architects, urban planners and artists. I strive to be exceptionally creative, passionate, detail-oriented, and hard-working and I bring a unique level of artfulness to every aspect of my work.

Title**Original Format**

Figure 1: Renào (Poster)	Illustrator, 18 in x 24 in
Figure 2: The Little Prince Book Covers	Illustrator, 15 in x 7 in
Figure 3: City Pooch Magazine (Cover)	InDesign, 8.5 in x 11 in
Figure 4: City Pooch Magazine (Table of Contents)	InDesign, 17 in x 11 in
Figure 5: Dumpling Infographic (Folded)	Illustrator, 14 in x 10 in
Figure 6: Dumpling Infographic (Unfolded)	Illustrator, 14 in x 10 in
Figure 7: Montrose Brand Identity (Cover)	Illustrator, 8.5 in x 11 in
Figure 8: Montrose Brand Identity (Logos)	Illustrator, 8.5 in x 11 in
Figure 9: Montrose Brand Identity (Business Cards)	Illustrator, 8.5 in x 11 in
Figure 10: Montrose Brand Identity (Company Stationary)	Illustrator, 8.5 in x 11 in

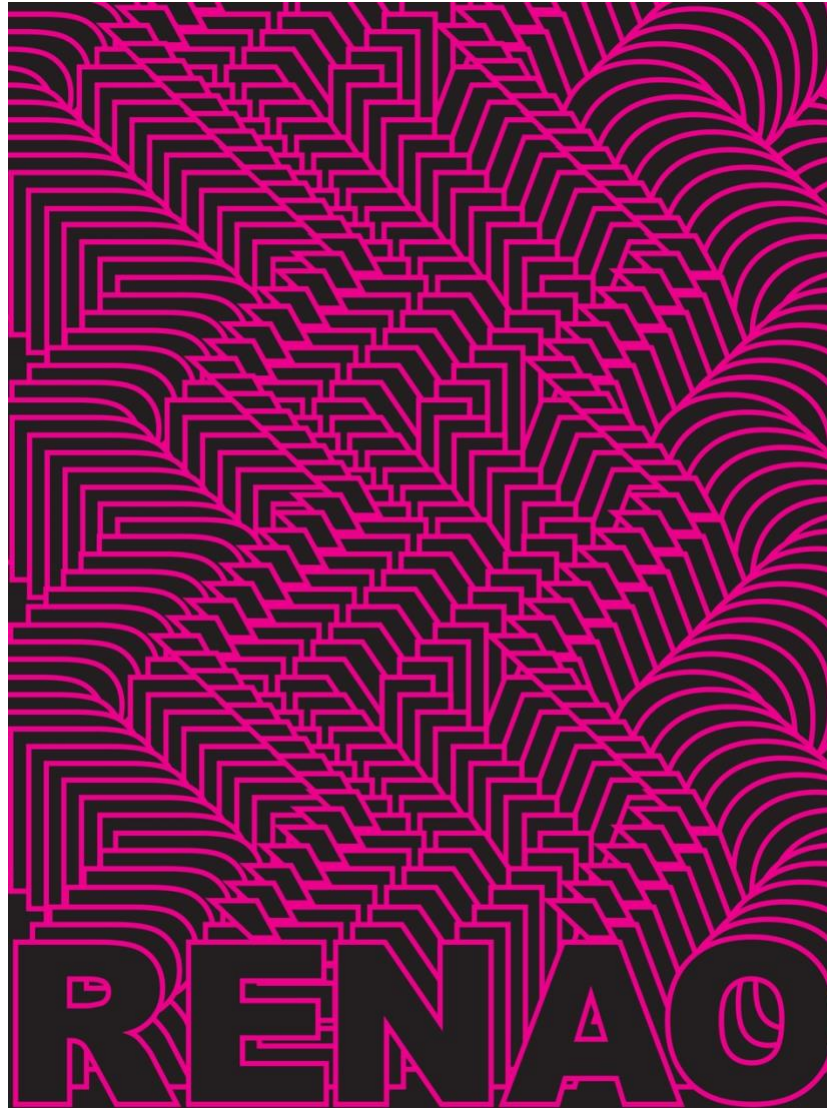


Figure 1: Renào (Poster)

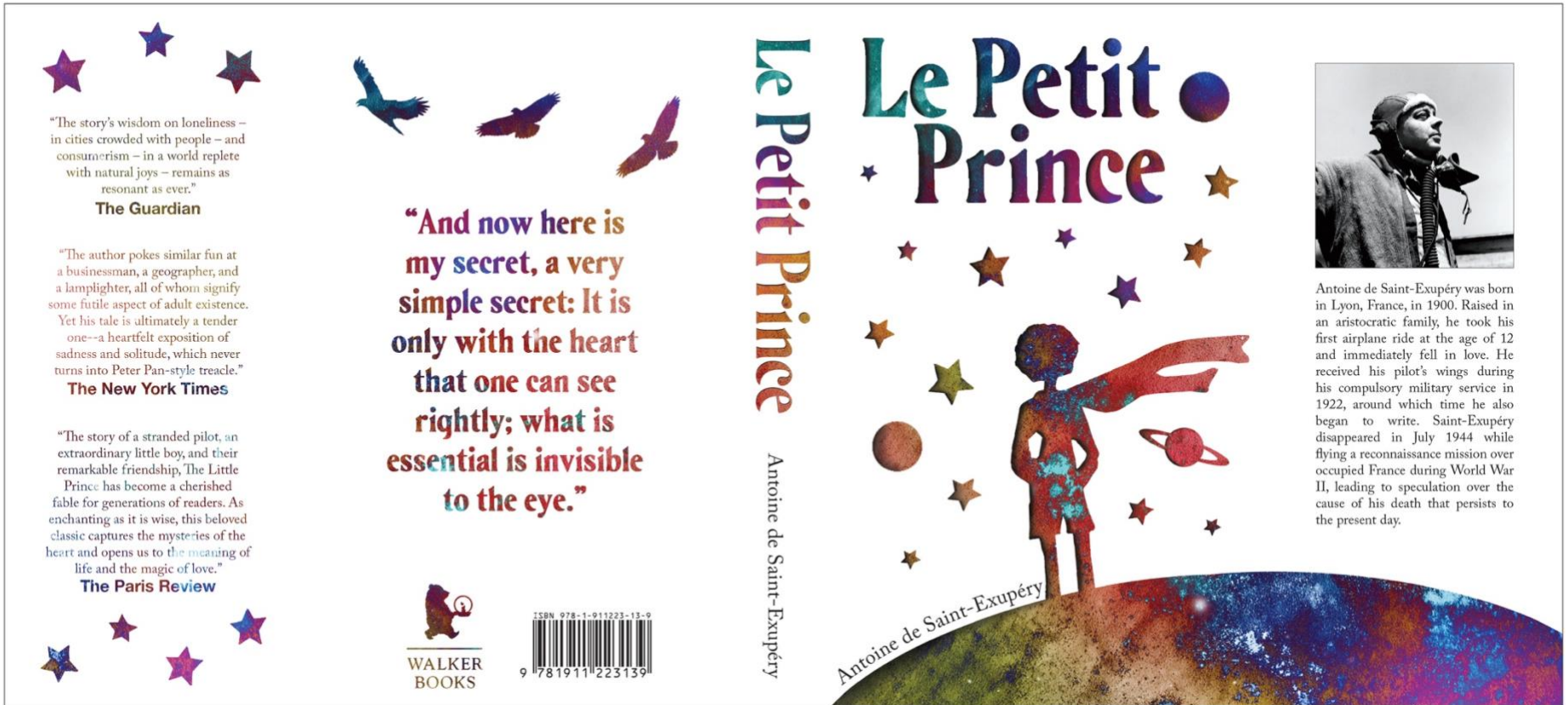


Figure 2: The Little Prince Book Covers



city pooch

the urban dweller's bark bible

THE 10 COMMANDS

Ten necessary
commands to
teach your dog
for a jaunt into
the city

SMALL SPACE?
BEST BREEDS FOR
APARTMENT
DWELLERS

ROVER:
unleashed

HOW MANY
FOLLOWERS?!
THE WORLD OF
INSTAGRAM
FAMOUS DOGS

Figure 3: City Pooch Magazine (Cover)

october 2018



25

ON THE COVER

- BEST BREEDS FOR APARTMENT DWELLERS 20
- COMMANDS TO TEACH YOUR CITY POOCH 25
- DOG OWNER'S GUIDE TO USING ROVER 29



36

FEATURES

- 31 MOVIE REVIEW: DOG DAY AFTERNOON
- 36 WHAT TO PACK FOR A DAY IN THE CITY
- 40 DOES YOUR DOG HATE YOUR S/O?
- 45 PAST DOGS: BREEDS LOST TO HISTORY
- 51 DOGGY SWAG FROM ETHICAL COMPANIES



WINTER IS COMING...

Protect your
pooch
73

"Shoot my good side please!"



One staffer's journey
into the world of
Instagram-famous dogs

58

- 25 TRAINING
- 40 HEALTH & DIET
- 58 PUP CULTURE
- 80 PRODUCTS



WHATCHA GOT?

*Best human foods for your
dog, page 42*

Figure 4: City Pooch Magazine (Table of Contents)

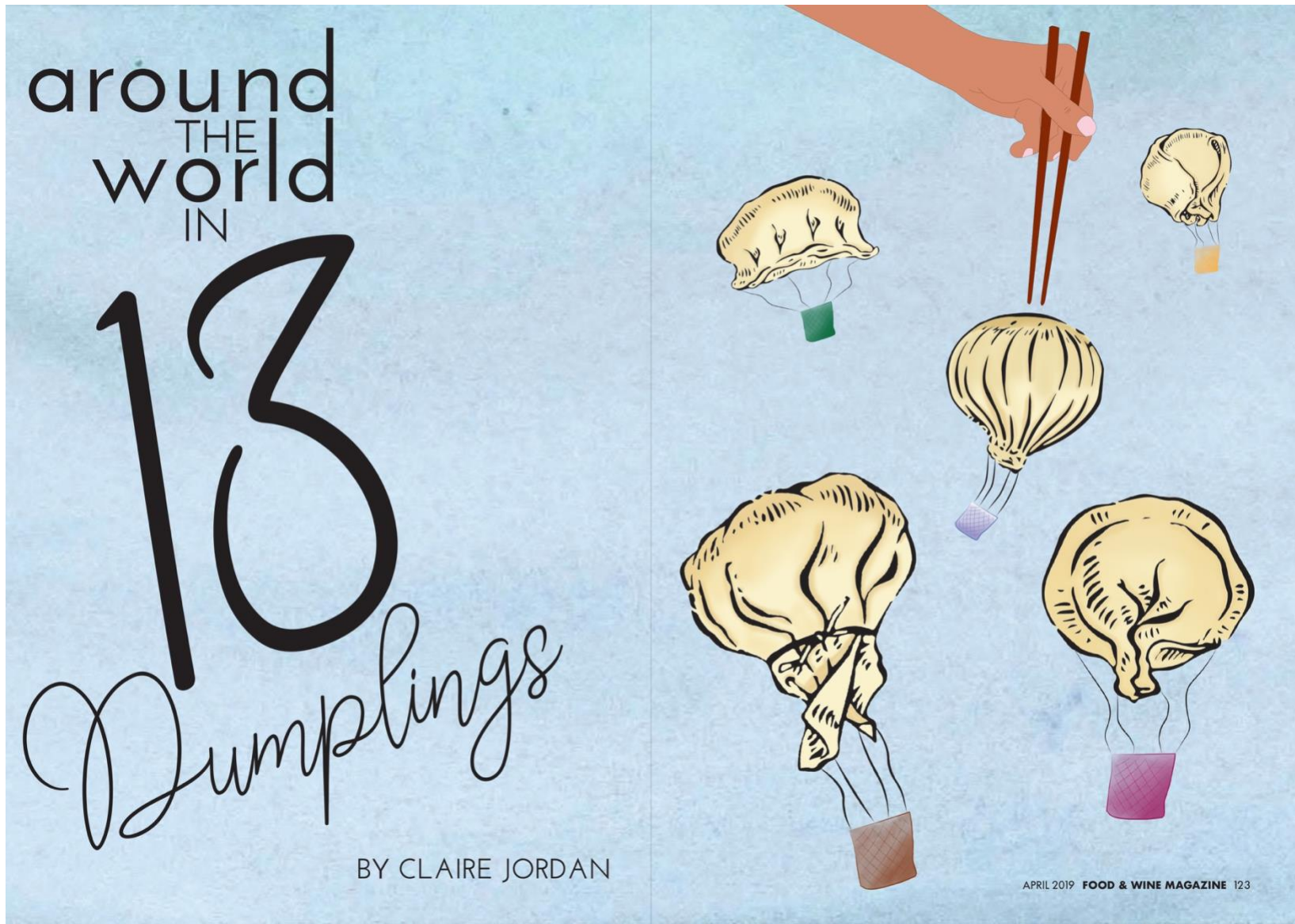


Figure 5: Dumpling Infographic (Folded)

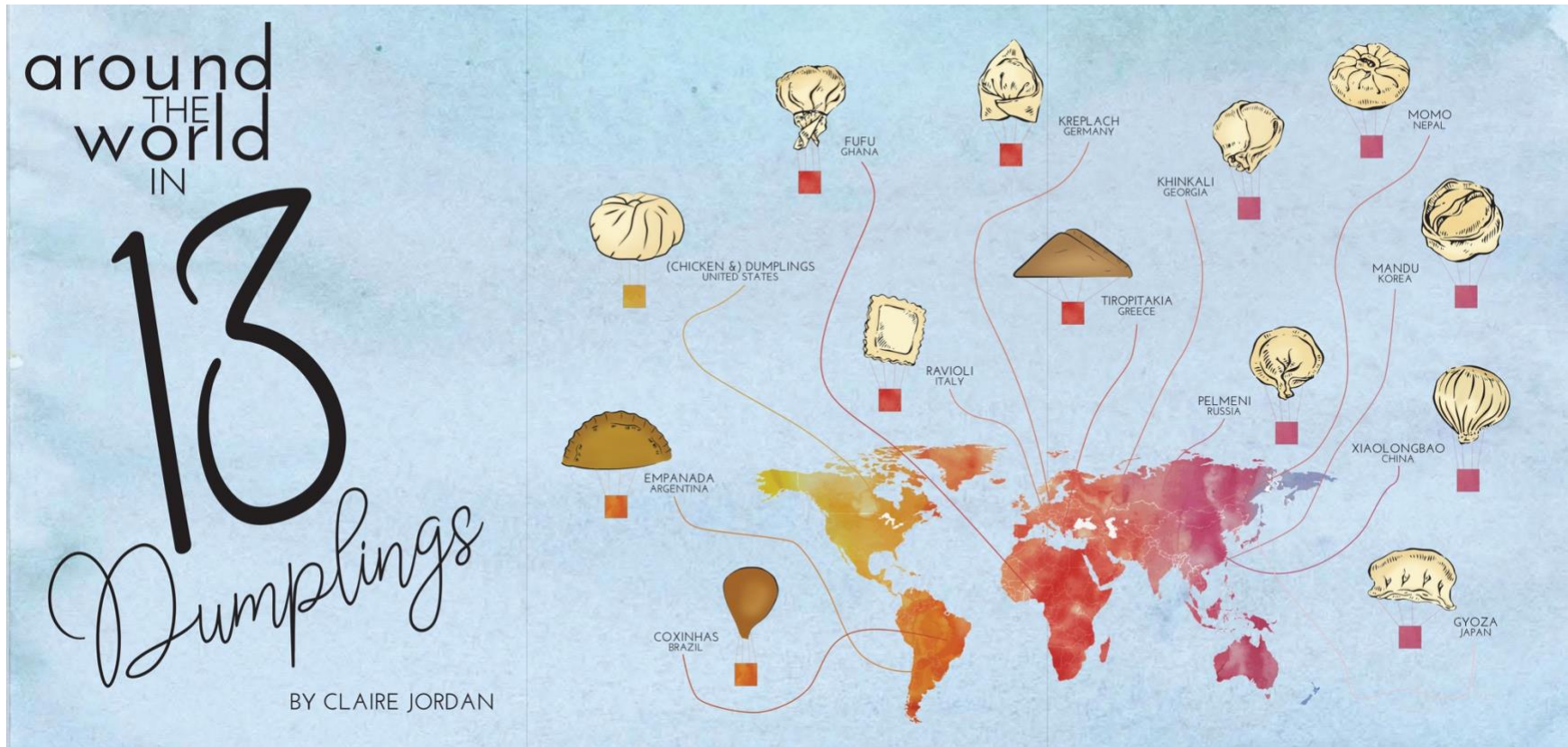


Figure 6: Dumpling Infographic (Unfolded)



Figure 7: Montrose Brand Identity (Cover)

Logo Variants

These variants may be used as long as the logotype appears elsewhere.



Figure 8: Montrose Brand Identity (Logos)

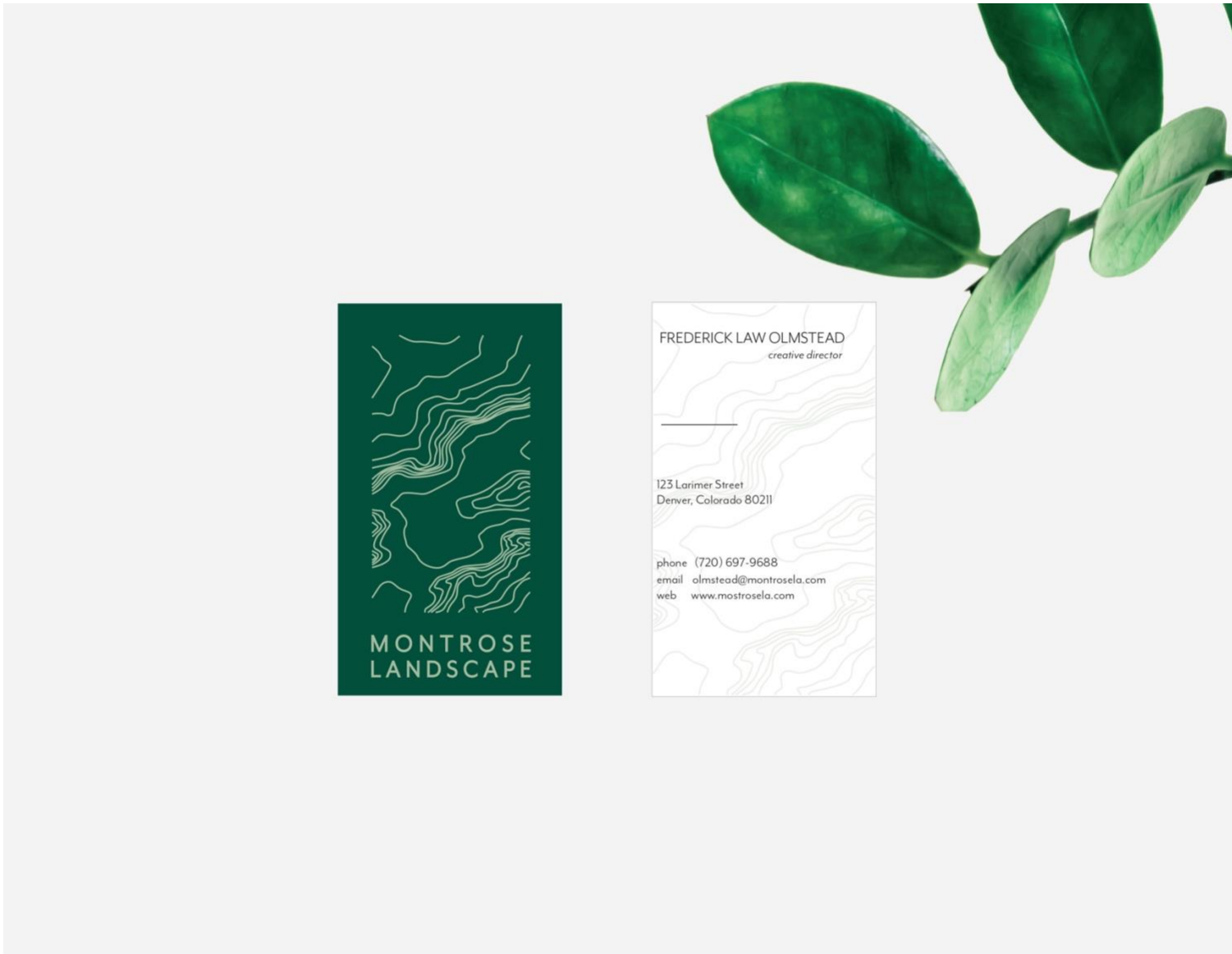


Figure 9: Montrose Brand Identity (Business Cards)



Figure 10: Montrose Brand Identity (Company Stationary)