

YOU
TAKE
ME
WHERE

Jake Watkins

2019 Fall

Capstone - Graphic Design

Department of Art and Art History

Artist Statement:

As a graphic designer I approach my work with not only my views and ideals but also those of my client. Using Adobe programming such as Illustrator, Indesign, Photoshop, etc. I create the majority of my work electronically and illustrate the rest by hand. My design process usually entails, a long conversation with my client to boil down not only what they want but also a piece of work that their viewer respects and understands. Creating a positive relationship with my client but also having them trust my knowledge and process is the most important part of my creating process.

When talking to a client I try to figure out what, why, where, and how. To me this is a couple simple introduction questions. Why do you want to create the product you're asking me to create? What do you want to explain to your viewer? Where do you want this product to be displayed? How do you want this product to make your viewer feel? With these introduction questions, I can start to get a feel for where my clients head is at and how they want their business to be seen. Next, I ask the obvious questing color scheme, design inspiration, etc. This to me is a good way to start creating mood boards and inspiration for my client. This helps us not only stay on the same page but keeps the design and conversation simple and to the point.

After I create inspiration for my client, the conversation starts to become more focused on meaning, and the effect my design is going to have on their viewer. This is when I start expressing myself more and being creative. This is also when I start to sketch and create rough drafts for my client. Once I have 4-5 designs for my client, I present to them what I have created and why I created it. Once again to make sure the conversation stays strong and transparent between me and my client. After sending in a couple more drafts to my client we decide on a final draft.

Conversation, transparency and my knowledge of design are the key factors to working with a client. Making sure we are always on the same page and coming together for a final design is key for not only making my client feel involve but to portray their business in the best way possible.

Title**Original Format**

Figure 1: Core Connect	Adobe XD, 5 in x 11 in
Figure 2: Core Connect	Adobe XD, 5 in x 11 in
Figure 3: Core Connect	Adobe XD, 5 in x 11 in
Figure 4: Core Connect	Adobe XD, 5 in x 11 in
Figure 5: Sunday's Brunch Restaurant	Illustrator
Figure 6: Sunday's Brunch Restaurant (Detail)	Illustrator
Figure 7: Sunday's Brunch Restaurant (Detail)	Illustrator
Figure 8: Sunday's Brunch Restaurant (Detail)	Illustrator
Figure 9: Sunday's Brunch Restaurant (Detail)	Illustrator
Figure 10: Poster Design	Illustrator, 18 in x 24 in

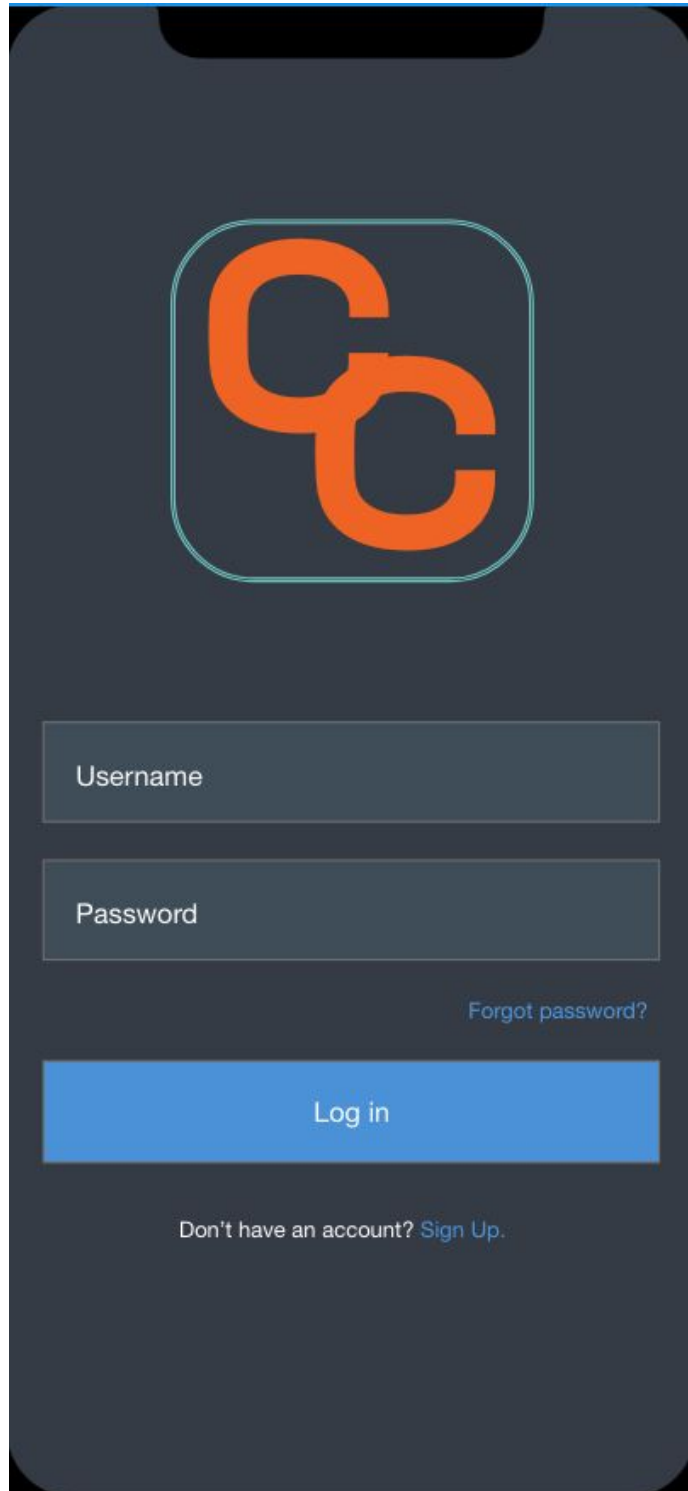


Figure 1: Core Connect



Figure 2: Core Connect



Figure 3: Core Connect



Figure 4: Core Connect



Figure 5: Sunday's Brunch Restaurant



Figure 6: Sunday's Brunch Restaurant (Detail)



Figure 7: Sunday's Brunch Restaurant (Detail)



Figure 8: Sunday's Brunch Restaurant (Detail)

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Figure 8: Sunday's Brunch Restaurant (Detail)

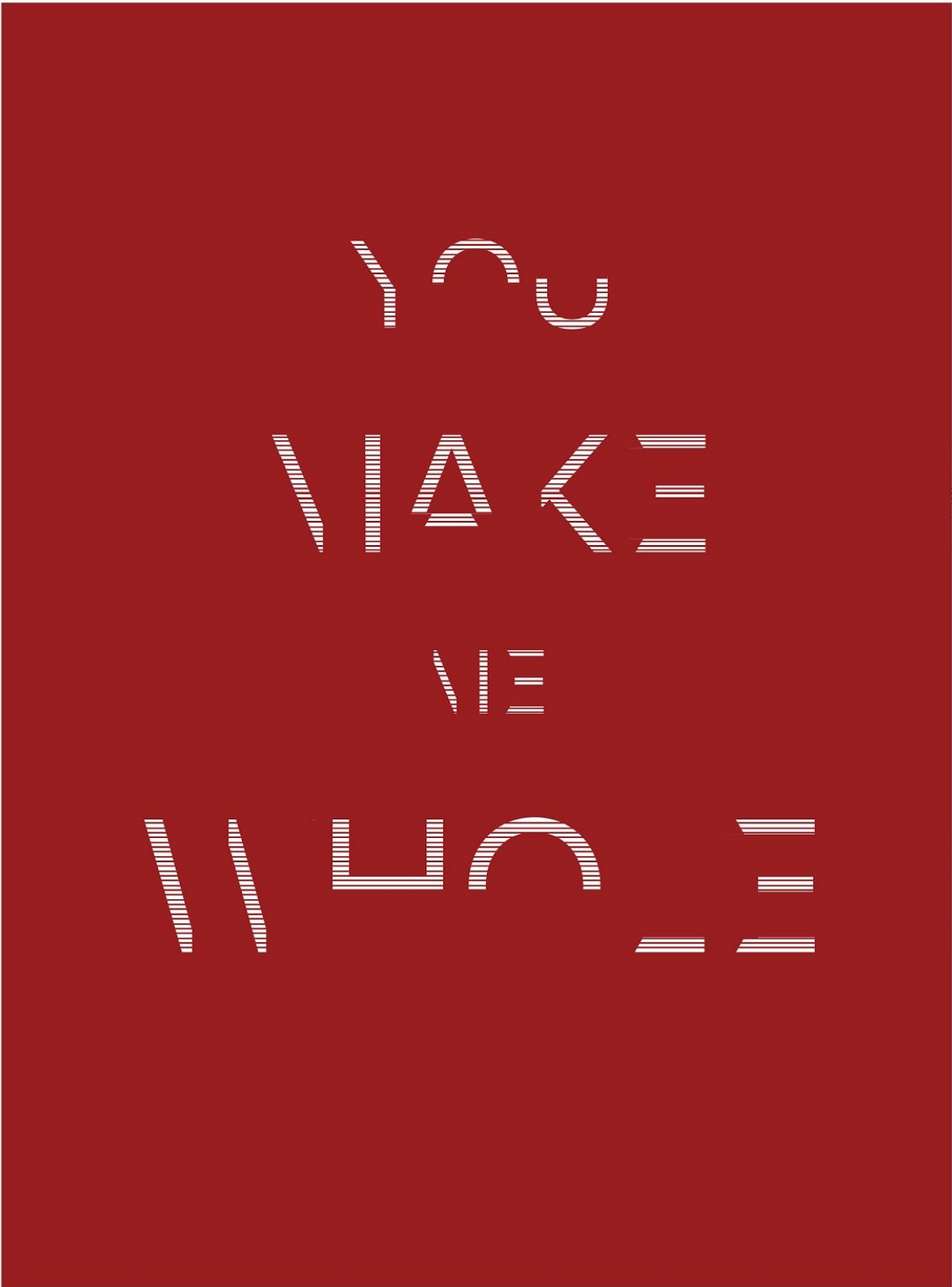


Figure 10: Poster Design