



Alec Broughton

2019 Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

In a time where authenticity is lacking in the interactions between brands and their audience, it is ever more apparent how important it is to be genuine. We live in a digital age where computers do the majority of the work for us. The pencil and paper have been replaced with the computer. Many modern brands are lacking in honesty and craft because of this and in the digital age, brands blend and meld together, none more unique than the other.

I intend to create authentic and genuine artifacts. I use traditional tools along with modern technology to create visual works that transcend traditional elements. The most important aspect of my work is the most human: craft. Everything begins with a pencil and paper. When a viewer can tell that the work behind a product is carefully crafted, it instantly helps to build rapport before they even interact. The brand, the designer, and the viewer all have a similar goal: to strive greatness with the presence of imperfection.

I draw a lot of my inspiration from the design of America and Europe in the early 20th century. The importance of detail paramount in this era. There are such small parts of the finished product that complete the overall vision of the artist. Designers like Herb Lubalin, Alexander Rodchenko, and Saul Bass were pioneers in design and art during a time where innovation was the cornerstone of our culture.

I create to provide a feeling of nostalgia, like a distant memory which we wish to rediscover. I strive to be a good designer, a good father, a good brother, a good son... and to leave a legacy that lasts through my work.

Title	Original Format
Figure 1: Mystic Skull Game Board Redesign	Illustrator, 16 in x 16 in x 4 in
Figure 2: Ratatouille Cookbook	Illustrator, 5 in x 7 in per page
Figure 3: 1915 Armenian Alphabet Typeface Design	Illustrator, 11 in x 17 in
Figure 4: Old Elk Lithograph 5 colors	Lithograph, 12 in x 16 in
Figure 5: The Grapes of Wrath	Illustrator, 8 in x 4in
Figure 6: Halloween Infographic	Illustrator, 900 px by 1600px
Figure 7: Book Illustration	Illustrator, 7 in x 5 in
Figure 8: Fyntype Typeface	Illustrator, N/A
Figure 9: Concert Poster	Illustrator, 20 in x 40 in
Figure 10: Blade Sign Design	Illustrator, N/A



MYSTIC SKULL GAMEBOARD REDESIGN



Figure 1: Mystic Skull Game Board Redesign

25 exquisite, mouthwatering recipe's straight from the kitchen at Gusteau's in Paris, France.


RATATOUILLE

LE LIVRE DE CUISINE



Written & Illustrated by Alec Broughton

No. 1
RATATOUILLE



INGREDIENTS

1 Zucchini	3 Bay leaves
1 Eggplant	3 Sprigs parsley
1 Yellow squash	6 Sprigs thyme
3 Roma tomatoes	1 Large Onion
1 Red bell pepper	4 Cloves garlic
1/2 Yellow bell pepper	- Olive oil
1 Can tomatoes	- Balsamic vinegar

METHOD

Slice the bell peppers in halves and remove the seeds. Place in the oven for about 30 minutes at 450 degrees fahrenheit. When the outer skin browns, remove from the oven and let cool.

Cut the onion and 3 of the garlic cloves. Sauté the onion and garlic cloves on medium low heat. Add the canned tomatoes, bay leaves, sprigs parsley and 3 sprigs thyme. Simmer on low heat for about 15 minutes. Peel the outer skin from the bell peppers and slice them in smaller pieces. Add the roasted bell peppers to the sauce and let it simmer for another 5 minutes. Divide all of the sauce on the bottom of a baking dish.


Slice the eggplant, zucchini and tomatoes. Cut the remaining garlic cloves and strip the thyme leaves from the stem. Add olive oil and season with pepper and salt. Place the veggies on the sauce.

Heat the oven to 140 degrees celsius or 280 degrees fahrenheit. Bake the ratatouille for 1 hour. Bake more until desired color.

Stack ingredients against each other. Garnish with a sprig of thyme for presentation.

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No. 7
POTATO & LEEK SOUP



INGREDIENTS

3 Leeks	2 Cloves garlic
3 Yukon gold potatoes	2 Tbsp Chives
1 Yellow onion	45ml Butter
55g Light creme	1/2 Kosher salt
240ml Vegetable broth	1/2 Tbsp Black Pepper

METHOD

Melt the butter in a pot over a medium heat, let simmer for a few minutes. Add the leeks, onion and garlic and cook for about 4-5 minutes, or until the ingredients have begun to soften.

Add potatoes, salt and pepper. Stir the ingredients and leave the pot covered and cooking for 5 minutes, or until the potatoes have begun to soften. Cayenne can be added at this time if desired.

Add vegetable broth and bring the whole mixture to a boil, cook until the potatoes have softened completely. This process takes anywhere from 8-10 minutes.

Add soup to blender in batches to bring all of the ingredients together and return to the pot once each batch is puréed. When all ingredients are puréed and back in the pot, stir in the cream and cook for an additional 5 minutes so it warms back up.

Present in a bowl with a fresh buttered ciabatta roll.

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Figure 2: Ratatouille Cookbook

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1915 - Alec Broughton

Figure 3: 1915 | Armenian Alphabet Typeface Design



Figure 4: Old Elk Lithograph | 5 colors

John
Steinbeck



Steinbeck dropped out of college and worked as a manual laborer before achieving success as a writer. His works often dealt with social and economic issues. His 1939 novel, *The Grapes of Wrath*, about the migration of a family from the Oklahoma Dust Bowl to California, won a Pulitzer Prize and a National Book Award. He was later awarded the Nobel Prize for Literature in 1962.

Steinbeck

The Grapes
of Wrath

The
GRAPES of
WRATH

A Novel by John Steinbeck



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Figure 5: The Grapes of Wrath

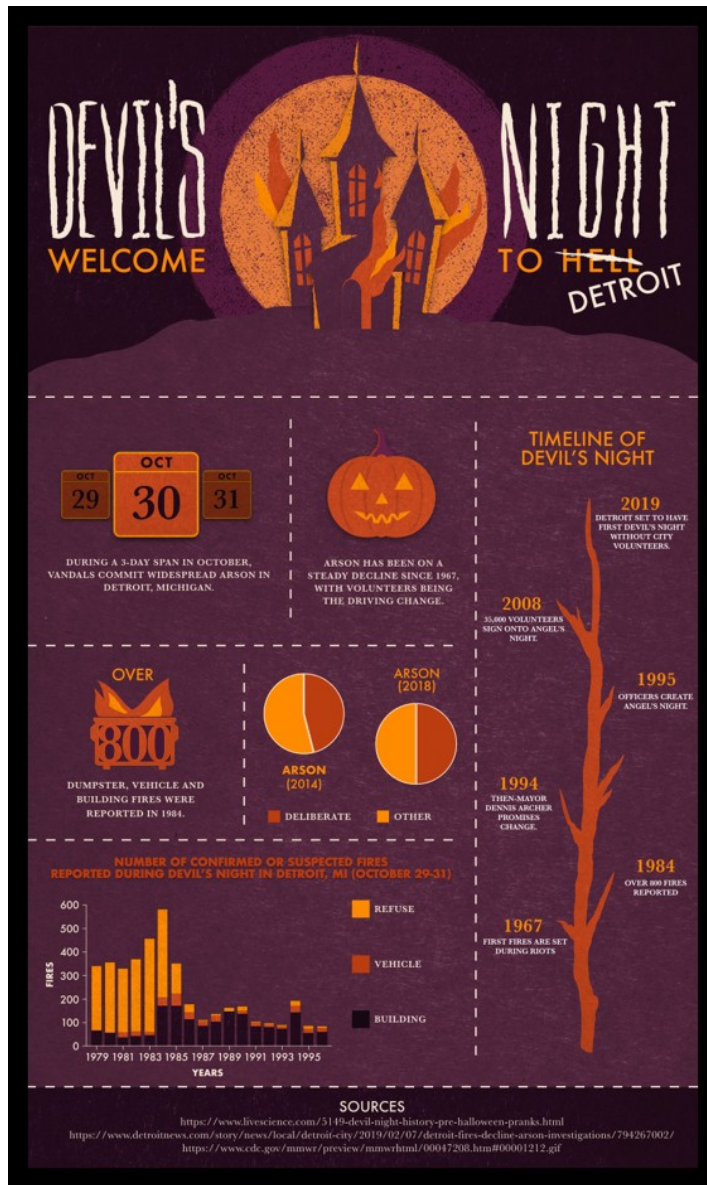


Figure 6: Halloween Infographic

Figure 7: Book Illustration

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Figure 8: Fyntype Typeface

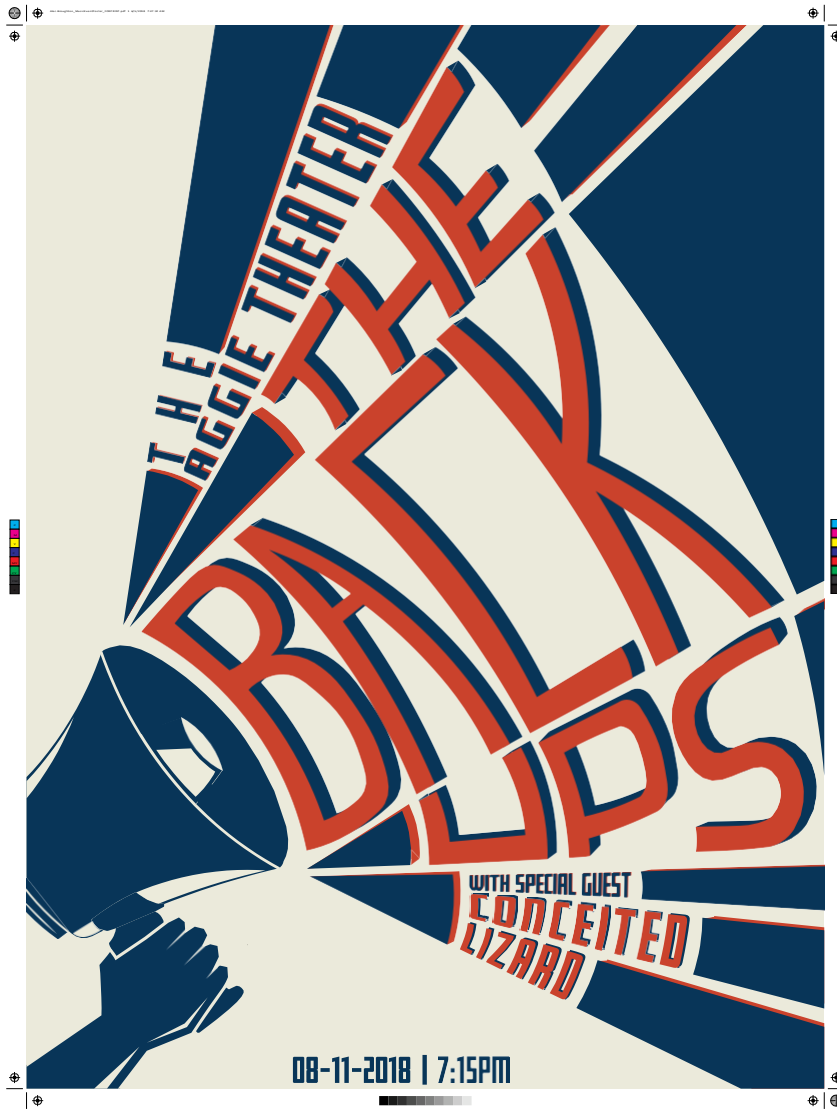


Figure 9: Concert Poster



Figure 10: Blade Sign Design