



Maria Nguyen

Spring 2021

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

It is a firm belief of mine that graphic design is not designing for yourself, but rather designing for others. It would be most accurate to describe my work as a union of my personal style and the intended impact it should have on its audience.

My work is meant to ask questions and provoke thoughts, as well as play into the surreal and subconscious. I am interested in creating thoughts in the minds of my viewers, whether they be positive or negative. My work also heavily considers the needs of the users and viewers. I believe that combining user research, wants, and needs with some much-needed visual impact is very important when creating design projects in graphic design.

I primarily work using digital illustration, digital design, wireframing, and prototyping. It is important to me to create iterations and build on them until it becomes a fully functioning, fully fleshed out product that is successful, both in terms of function and aesthetics.

Title**Original Format**

Figure 1: La Revolution Music Festival	Illustrator, 11 in x 17 in
Figure 2: La Revolution Music Festival – campaign	Illustrator, 4.25 in x 5.5 in
Figure 3: D Brown Bag	InDesign, 4.25 in x 5.5 in
Figure 4: D Brown Bag – open spread	InDesign, 4.25 in x 5.5 in
Figure 5: D Brown Bag – open spread	InDesign, 4.25 in x 5.5 in
Figure 6: Black Voices Matter	After Effects, 1440 px x 900 px
Figure 7: The Pothead Collection	Illustrator, 5 in x 5 in
Figure 8: The Pain Scale	InDesign, 5.5 in x 8.5 in
Figure 9: The Pain Scale – open spread	InDesign, 5.5 in x 8.5 in
Figure 10: IBU Pertiwi Music Poster Series	Illustrator, 18 in x 24 in



Figure 1: La Revolution Music Festival



Figure 2: La Revolution Music Festival – campaign



Figure 3: D Brown Bag



Figure 4: D Brown Bag – open spread



Figure 5: D Brown Bag – open spread

BLACK HERITAGE

Figure 6: [Black Voices Matter](#)



Figure 7: The Pothead Collection

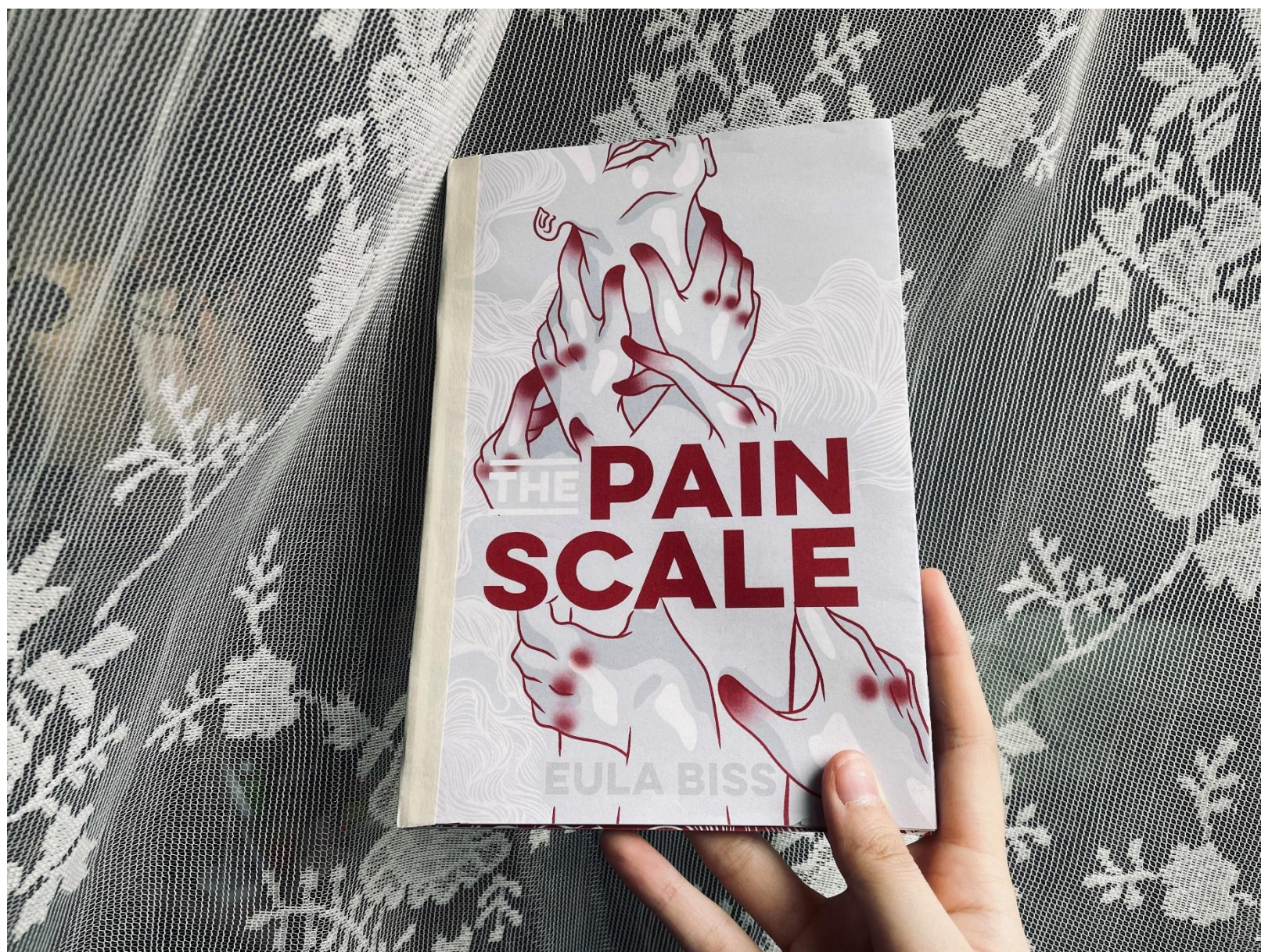


Figure 8: The Pain Scale



My father is a physician. He treats patients with cancer, who often suffer extreme pain. My father raised me to believe that most pain is minor. He was never impressed by my bleeding cuts or even my weep sores.
In retrospect, neither am I.

Every time I go to the doctor and every time I visit the physical therapist, I am asked to rate my pain on a scale of zero to ten. This practice of quantifying pain was introduced by the hospice movement in the 1970s, with the goal of providing better care for patients who did not respond to curative treatment.
My father once told me that an itch is just a very mild pain. Both sensations simply signal, he told me, irritated or damaged tissue. But a nasty itch, I observed, can be much more excruciating than a paper cut, which is also a mild pain. Digging at an itch until it bleeds and is transformed into pure pain can bring a kind of relief.

Figure 9: The Pain Scale – open spread

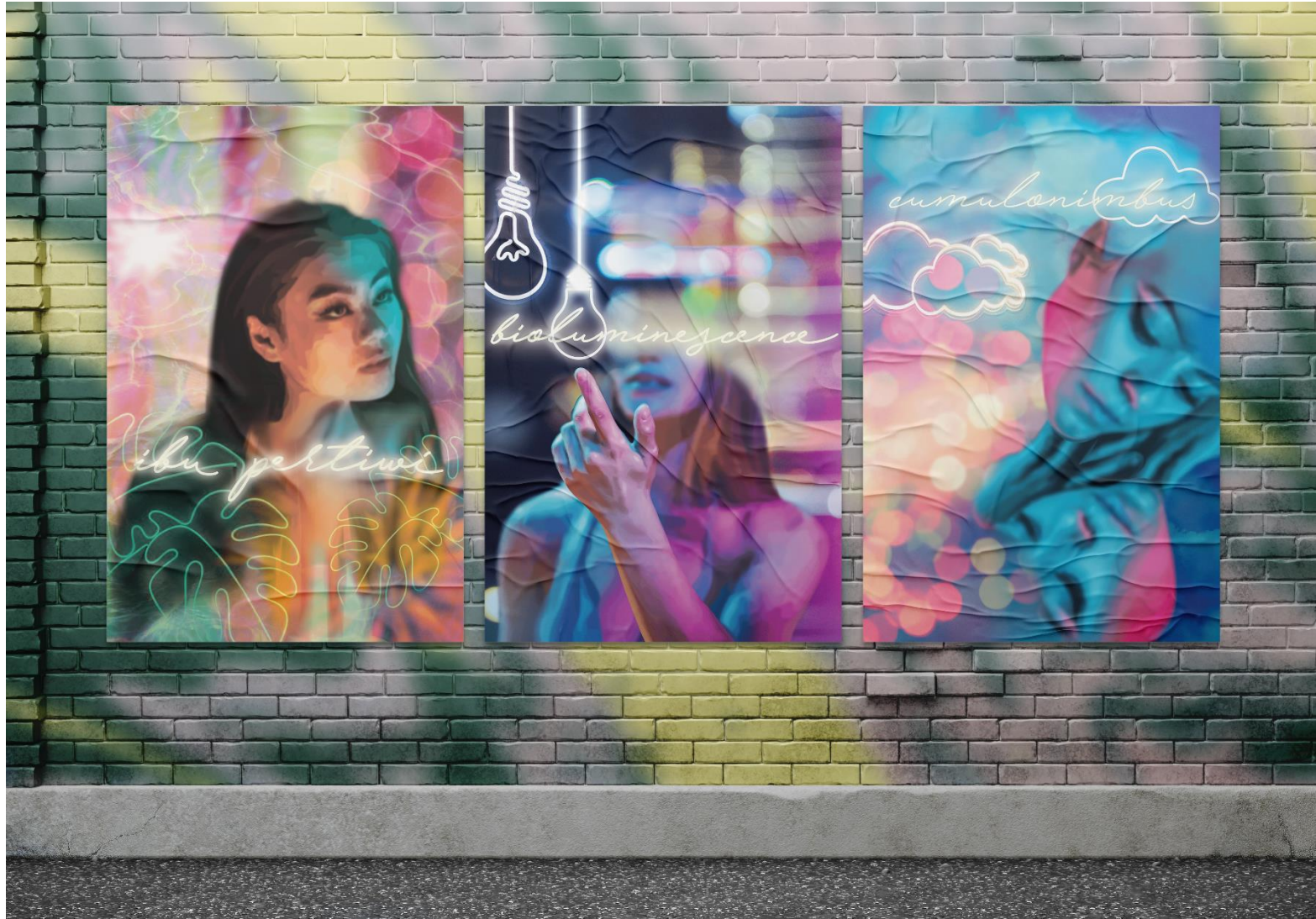


Figure 10: IBU Pertiwi Music Poster Series